



SAXOTECH Online Ad Solutions

DATASHEET

SAXOTECH Online Ad Solutions are designed to provide publishers with the tools necessary to harness the growing potential of online advertising. The solutions are a comprehensive platform of innovative products and solutions designed to increase internal efficiency, enhance end user experience and maximize advertising profitability. Utilizing SAXOTECH Online Ad Solutions, media publishers can leverage their brand equity, online audience and franchise with local merchants to create new incremental revenue sources through local business directories, vertical niche products, and consumer-focused boutique offerings. The success of these initiatives is contingent on the ability to maintain a low cost of acquisition and management, which is partially achieved through self-service apparatuses and inherent efficiencies and business optimization tools.

Built exclusively for the media industry, each standard solution provides extensive flexibility, facilitating a broad array of customized solutions to be built from the one. While each offering is designed for independent use, when used in unison

the SAXOTECH Online Ad Solutions interact seamlessly and provide increased functionality and efficiency. The initial offerings within the SAXOTECH Online Ad Solutions consist of the Ad Sales Management system and the Directory Publishing Center.

Ad Sales Management

SAXOTECH's Ad Sales Management system harnesses the growing potential of online advertising and provides publishers with a comprehensive platform to monetize online media products. Serving as a single point of management for all online media sales activities, the system provides key functionality to streamline scheduling, pricing, quoting, ordering, publishing and billing combinations of online display ads and online directory listings. It is built upon "on demand" technology and offers tremendous integration potential and rapid deployment of new functionality.

Ad Sales Management also provides support for quoting offline ads that can be streamlined to legacy print advertising systems through a flexible Ad Export API.

Directory Publishing Center

SAXOTECH's Directory Publishing Center allows publishers to easily create a wide array of lucrative searchable directories, guides and index products for their local communities. Containing all of the advanced functionality that Internet-savvy audiences expect, the Directory Publishing Center provides the ability to easily create and deploy niche directories, geodomains and boutique sites to maximize local revenue opportunities. It also includes a rapidly deployable local business directory (Marketplace) that can be easily modeled to meet specific branding requirements and a Self Service Online Ad Booking Portal that allows publishers to book online ads in real time.

The included Self Service Online Ad Booking Portal provides a "point and click" process for creating listings and includes the tools needed to offer premium up sell options to featured advertisers. The portal features bi-directional self service capabilities allowing an advertiser to update all aspects of the content of an existing listing and to terminate or renew the schedule for a listing. Credit card payment processing is handled through a dynamic/real-time interface using the PayPal Payflow service.

Professional Services

SAXOTECH is a complete solution provider offering a full line of Professional Services to complement its suite of products and solutions. From the implementation of the solutions to integrations to existing systems, training on solution use, consultation regarding best practices and the creation of custom development, SAXOTECH's Professional Services team provides consistent, predictable results and timely project completions. SAXOTECH's Professional Services are available on-site, at SAXOTECH's offices or via the Web to provide the specialized assistance needed to complete each project.

About SAXOTECH

SAXOTECH helps media companies meet current and future challenges in the media landscape by providing cost efficient solutions for new business models based on multimedia, multi-channel consumer interaction. Our scalable, easy-to-implement solutions are used to plan, create, edit, design and publish content as well as drive online directories and serve display advertising through multiple channels. Our customers receive world-class implementation, training and support complemented by ongoing development of products and best practices. Today, SAXOTECH's solutions are in use by more than 600 news organizations around the world.

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