

Wave2 Moves into 2012

Wave2 Media Solutions Newsletter



Empowering Your Advertising Future

Issue 12

Live Customer Sites

Obits & Celebrations

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Autos

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Welcome

We completed our 5th full year in business in 2011 and are very appreciative for our great customer base. We saw increases in every aspect of our business, number of customers, number of urls, which is now approaching 200 and our revenue all increased substantially. On the development side we completed our full suite of advertising categories for the AdPortal platform.

In this newsletter we're highlighting some of the more noteworthy implementations from 2011, announcing new partnership with HomeFinder. Even in this difficult economy we continue to grow our business and have our loyal customer base to thank for the success we've realized. We're very optimistic about 2012 and expect our sales to increase at an even higher rate than in 2011.

Top 10 for 2011

The Houston Chronicle rolled out Obits. Houston was the second Hearst market to move their traditional phone, email and fax obits process to AdPortal's self-service. They run 100% of their obits business through AdPortal using it for self-service and in their call center for both funeral homes and private parties. Based on this success both Albany and Connecticut are implementing obits in 2012. You can reach out to Cindy Mitchell, Director, Classified Advertising, cindy.mitchell@chron.com.

2) **Bay Area News Group rolled out two additional categories, Open Homes RE and Obits.** BANG have moved nearly 50% of their Open Homes ads to self-service and were able to free up multiple support staff to focus on other projects. They also realized a 15% gain in lineage with their obits which resulted in a substantial increase in revenue. You can reach out to Sam Swanson, Channel Manager, sswanson@bayareanewsgroup.com. At other Media News sites Wave2 added MediaOne Utah, The Denver Post and Los Angeles News Group LANG for obits.

3) **The Albany Times Union (Hearst Newspapers) launched Real Estate.** We implemented reverse publishing of display ads from their MLS database and Albany has experienced a substantial increase of registered agents on their site and an increase in RE revenue versus the MacTive Adbase-E system Wave2 replaced. You can reach out to Mike Funk, RE Sales Manager, mfunk@timesunion.com. At other Hearst sites as mentioned above Albany and Connecticut added obits and The San Francisco Chronicle launched both real estate and legal notices.

4) **The Bellingham Herald (McClatchy) implemented both Real Estate and Autos.** The RE application offers multi listed ¼ to full page ads all reverse published out of their HomeFinder database. We also implemented our first cars.com reverse publishing interface. They now use AdPortal to publish full page auto ads. You can reach Amber Aldrich, Ad Director, amber.aldrich@bellinghamherald.com. Other McClatchy sites that became Wave2 customers in 2011 are; Biloxi, MS; Columbus, GA; and Modesto/Merced, CA. All of these implemented obits along with celebrations. Columbus contracted in December for real estate.

5) **The Virginian-Pilot chose Wave2's iPublish Classified for their Private Party Classified Web Order Entry.** It went live in early 2011 and offers liner and semi display print ads for seven different categories; general merchandise, autos, real estate, recruitment, announcements and service directory. Some of these categories include digital listings uploaded to Adicio. They also rolled out obits in 2011 and contracted for Real Estate. You can reach out to Kelly Warren, Ad Director, kelly.warren@pilotonline.com.

6) **At Gannett we continue to roll out sites under the corporate agreement they signed with Wave2 in late 2009.** We now have 65 markets using Adportal for Obits, Real Estate and Celebrations. You can reach out to Leslie Giallombardo, Vice President of Classified Advertising, lgiallombardo@gannett.com.

7) **In December we signed a contract with GateHouse Media and are launching AdPortal Real Estate to publish print ads from HomeFinder.** They will be promoting a single RE page that will be populated with different display ads for a single property that are reversed published out of the GateHouse Media HomeFinder database. You can reach out to Bob Birkentall, Director Real Estate, bbirkentall@corp.gatehousemedia.com.

8) **Working with Advance Digital The Huntsville Times launched AdPortal Obituaries.** The first of three sites in Alabama this was the first obits site launched under the corporate agreement Wave2 signed with Advance NSS in 2011. You can reach Natalie Pruitt, Vice President of Advertising, natalie.pruitt@htimes.com.

9) **We worked with The Boston Globe to re-launch Real Estate on our hosted solution.** The Globe and The Worcester Telegram contracted for Obituaries. You can reach Rich Masotta, Executive Director Advertising Operations, masotta@globe.com and Susan Burtchell, Advertising Manager Classified, sburtchell@telegram.com.

10) **We signed a corporate agreement with Media General and launched Real Estate, Legal Notices and Autos at The Richmond Times Dispatch.** They along with The Tampa Tribune have also contracted for obituaries. You can reach out to Stacy Ward, Director Classified Advertising, sward@mediageneral.com.

Wave2 and HomeFinder.com partner to offer Print Ads and Single Property Websites in a Single Buy

Wave2 is announcing a strategic partnership with HomeFinder.com that integrates the purchase of HomeFinder.com's patent pending Single Property Website directly into Wave2's AdPortal. Going forward newspapers on the HomeFinder platform that utilize Wave2's AdPortal system will be able to offer their agent customers HomeFinder.com's Single Property Web Site products via Wave2's self-service print ecommerce platform. This platform enables agents, for the first time, to easily bundle print and display ad packages.

CEO of HomeFinder.com, Doug Breaker said, "Our newspaper partners and the real estate agents they sell to have been asking for years to bundle print and digital offerings." On what this means for the bottom line, Breaker goes on to say, "Now that we can finally offer real estate agents a simple, effective print and digital product bundle, we are confident sales will grow for our partners in 2012."

Wave2 has incorporated the selling of this digital product within the standard AdPortal print ad self-service workflow. This merger of services allows a real estate agent to complete the transaction without leaving AdPortal. Vice President of Sales of Wave2, Brian Gorman is enthusiastic about this new partnership, "We see this alliance with HomeFinder.com as a part of our strategic plan to expand AdPortal's digital capabilities for 2012 that allows us to reach a larger audience and grow sales exponentially."

Wave2 Launches New Reporting Capabilities

New reporting features include:

- Multiple Output Types (Excel, PDF, PowerPoint, HTML)
- Ability to choose Date Parameters
- Colorful graphs and charts
- High level reports can reveal granular detail with a click of a button
- Report Types include:
 - Category over Time
 - Registrations
 - Revenue by Category
 - Revenue by Category over Time
 - Revenue by Specific Category
 - Revenue By User

For further information on Wave2 Media Solutions, please visit www.wave2media.com or call for a personalized on-line presentation (508) 366-6383.

