

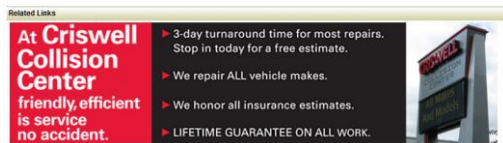
# Adpay Capital-Gazette Case Study

Landmark Community Newspaper's Capital-Gazette in Annapolis, MD needed to build a compelling local marketplace. Like most newspapers, this 40,000 pub was experiencing declining revenues from classifieds. They had several vendors to serve pieces of their classified solution but their goal was to pull it all together with one vendor to create vibrant shopping environment. Requirements: easy D.I.Y. ad entry, upsells from the Call Center, simple local admin, integration with their existing Mactive front end system, AND to increase classified revenues. They chose Adpay's **Marketplace Solution**. For one flat rate the Capital Gazette received unlimited use of all Adpay tools and they took full advantage of them. They replaced an outdated web-to-print tool, installed simple keyword and zip code search and added interactive web features including unlimited photos, video, social network connections and person-to-person ecommerce. Their customized packages offered ads for the web and print with à la carte upsells. Ads were delivered seamlessly through real-time API's and feeds to and from Mactive.

Before the newly branded MarylandOnlineClassifieds.com launched in late April 2010 there were less than 200,000 page views to their site and 640 existing liners. At the end of their first full month in May 2010 page views to classifieds were at 273,000, an increase of 37%. Now, a year later, page views are over 414,000 a month, more than **double** previous levels.

The end of May 2010 saw enhanced ads increase **70%**. Each enhanced ad carried new revenues of at least \$5/each, depending on the category. In May of 2011, a year later, this growth continues, **adding another 47%** in year-over-year increases with Adpay systems. All of this was accomplished during a period of economic recession.

Annapolis further monetized their Adpay platform by positioning **Top Ads** and targeted local banner ad serving on their marketplace and search pages. This included dozens of featured listings from an auto dealer, Criswell Acura and a targeted category sponsorship of Transportation by Criswell Collision Center.



Out of the gate, MarylandOnlineClassifieds.com achieved revenue increases 30% **over** the aggressive budget envisioned by Classified Advertising Manager, Nancy Davis. These upwards trends have continued.

Because of their success with the Adpay Marketplace suite, the Capital-Gazette deployed Adpay's **Memoriams**, direct order entry of Obits by their local funeral directors in April 2011. This tool has already saved internal resources for them and their customers, while helping to seamlessly support a lucrative category. Already, over 30% of their funeral directors are using Memoriams.

Let us show you how to build a compelling Marketplace. Adpay, the leader in classified solutions for a decade.

**Contact us for a demo today:** Deb Dreyfuss-Tuchman, EVP Sales, [ddt@adpay.com](mailto:ddt@adpay.com), 847-998-9923

