



print-online-auctions with banghaus

concept

process

steps

benefit

Why is banghaus the right partner for your newspaper-auction?

- banghaus's origin is the publishing business (Free Ads Paper).
- banghaus is in business since 2004 with a successful online auction platform and has experience based on several realized projects for german publishing houses like Axel Springer Verlag and the WAZ group.
- banghaus offers individual public sales along with web-to-print-services, especially for publishers.



Unique selling point

print-online – one term, two spirits

Our „printers“ are able to do it online
our „onliners“ are able to do print

- Our employees have above-average competence, they are self dependent and have high system privileges.
- We have short communications and fast response times - up to 24 hours.
- Employees of publisher will be intensively trained for auction tool. Resolving open issues during procedure will be answered by hotline.
- Our software is designed for collection of data either by advertising customer or data typists of publisher. So far over 2.500 users worked with our modules in several projects and have finished recording auction items by outstanding results.
– Their experience has lead to improvement.

The publishing house performs an auction on the internet.

The Print-Online-Auction is an innovative way of advertisement sales.

The intention:

- Acquire new clients
- Additional ad revenues
- Reactivate old inactive clients



Customers put goods at disposal

- Newspaper advertisers publish their product online (Goods and Services).
- Products can be inspected during the online auction at the advertisers.
- All products will be presented in the newspaper by a printed auction insert.
- All products will be presented online as well.
- The products are now ready to be auctioned.



the PRINT'ONLINE'AUCTION

- The highest bid gets the award (the winner / client).
- After the newspaper has received the money from the winner, the client will automatically receive a certificate from the publishing house.
- The winner can now pick up the product at the seller (Newspaper advertising customer).
- In return the advertising customer gets an advertising credit by the publishing house which amounts to the regular price of the auctioned product.
- The publishing house gets the auction revenues.
- Nothing will happen if a product won't fall under the hammer.

How does it pay ?

Example:

LCD TV Sharp

suggested retail price

999,- Euro

auction start price: e.g. (50%)

499,- Euro

sold: e.g. 75% of retail price

750,- Euro

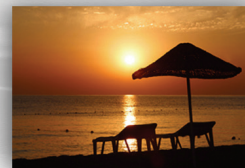
sales volume publisher

750,- Euro

customer receive in exchange

999,- Euro

advertising credit for an amount of



Procedure

1. Sales department „collects“ products or supply of services, of potential advertisement customers.
2. Products will be published in print supplement and online.
3. The highest bidder purchases by auction a product and receives all relevant information for payment.
4. The advertisement client receives in return advertisement credit from the newspaper.
5. After receipt of payment to the newspaper, the auction winner receives a certificate from the newspaper.
6. Authorised by the certificate, the winner receives the auctioned product.

Before the Auction

- 6 weeks before the auction the publishing house acquires the auction products & services.
- These products & services are now being shown on the auction online platform.
- Each product has a free of charge appearance with a company logo, company address, several pictures, a detailed product description and a hyperlink to the website of the seller.
- The products will additionally be presented by the publishing house with a printed auction supplement inserted in the newspaper on the day that the online auction starts.

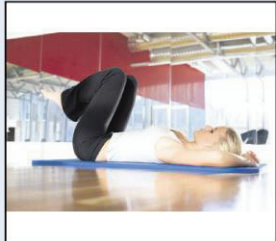
TRAINING FOR 2

333

Better Life
Six month training with wellness "de luxe", sauna and VIP Check-in for you and your partner.

beginning price

627,- €



Normal price : 1.254,- €

**VAL BLU**
RESORT | SPA | SPORTS

VAL BLU Sports
Street
City
Phone

Start the Auction

- During the auction (7 to 14 days) the products will be presented online 24 hours per day. The presentation takes place on a special website of the publishinghouse (White-Label-Integration). During the auction the newspaper advertise the auction in their newspaper.
- At a special announced date and time the auction will end.
- The highest bid will be informed by email about the award.
- The publishing house will be informed about auctioned products.



After the Auction



- The winner receives a certificate by email after successful payment via bank transfer or credit card.
- The certificate allows the winner to pick up the product at the advertisers.
- The publishing house gives an advertising credit to the advertiser. The credit amounts to the regular price of the auctioned product. The advertising credit should not be bound to any kind of discounts.

What to do till auction starts?

Training and consulting
/ kick-off-week
in sales department

Development of templates
for sales department,
all events
and marketing actions

Training
in administration,
software handling
and support

Preparation for pre-press
of print supplement /
modules /
regulations of layout

Specification for
handling of payment

How do we support you ?

We support you during the Print-Online Auction:

- Print-Online-Auction Software.
- Implementation of software to your website.
- Handling the whole auction. Implementation of payment systems included.
- A dummy conception of executing a successful auction.
- Dummy sales documentation for a successful product acquisition.
- Production drafts for newspaper inserts.

The impact

publisher/paper

- Activate old customers
- Acquire new customers
- Auction intermediates newspaper as exciting innovative advertisement partner
- Increase of advertising revenue
- Enhanced relationship of readers
- Brilliant combination of print & online
- Calculable low risk

advertiser

- No risk
- Free of charge adverts in the auction supplement and online
- Increased customer frequencies in the shops by inspection of auction goods
- Pro-active marketing
- After succesful auction high value advertising budget at cost price of auction item.

participant

- Top quality products out of the region
- Up to 50% cheaper
- Products can be inspected at the local supplier
- Exciting event and high entertainment value together with local paper
- Trustfully local partners (newspaper & dealer)
- alternative to common chains of distribution (ebay)

FAQ

Which products are the best for a successful auction?

High quality products and services with a special and exclusive look. The right is reserved to the publishing house to disallow products.

What is needed for a good workflow?

A product description, image of the product, company logo and address of the seller/advertiser. The products can be launched by the seller/advertiser or even by the publishing house for a fee.

Product guaranty and warranty liability?

It's a traditional act of sale. So the seller/advertiser gives the product guaranty and warranty liability to the highest bidder.

Thanks for your attention

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