

# Broadcasters and classifieds:

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## Major growth in major markets

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APRIL 2007



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## METHODOLOGY

Chart data is based on a non-comprehensive canvas of 100 U.S. television markets and 50 U.S. radio markets ranked by the U.S. Census Bureau that represent a snapshot of the marketplace from February 2007 to early April 2007.

# EXECUTIVE SUMMARY

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*The common goal among many companies seems to be to transform their sites into rich and comprehensive community portals that offer local content with a national footprint.*



*Peter M. Zollman*

Peter M. Zollman  
Executive Editor,  
Founding Principal  
Classified Intelligence LLC

**B**roadcasters and cable companies have accelerated their push into the burgeoning online classified advertising marketplace, creating innovative alliances and investing in new product platforms to crank up revenue. While U.S. radio, TV and cable companies are refining and expanding their suite of products to capture new audiences, broadcasters internationally are starting to recognize the income potential of an advertising base traditionally held by newspapers.

Much has happened since our last comprehensive look at the classified landscape among broadcasters in 2004. In this year's examination, we found increasingly sophisticated tools to attract users, executive confidence in their chosen sales and marketing strategies and an attitude that strikes a winning profile. In summing up his company's approach, Fox Interactive Media president Ross Levinsohn says Fox intends to "strategically partner or acquire category leaders and technology innovators that broaden or enrich our users' experience."

Indeed, in a scan of the TV, radio and cable industries, we found the common goal among many companies seems to be to transform their sites into rich and comprehensive community portals that offer local content with a national footprint. The same applies to classified advertising. And they are turning to vendors to help achieve that goal. "Every (broadcast) site is an affinity portal — the place consumers consistently go for their news, weather, and traffic information," Mike Heene of AdPay tells Classified Intelligence. "But people are used to large online marketplaces there. Having one treadmill (listed) isn't enough. It's not going to cut it."

There are many sites and stations with their own private-label classifieds solution or affiliations with national engines such as Monster and Cars.com.

But a newer trend for others looking for more local differentiation is a move toward an option called "co-opetition." Included in this report is a piece focused on various media outlets that opt not to compete, but join together to share in the revenues of a local classifieds product that they all promote.



## Broadcasters primed to make classifieds inroads

The virtual monopoly that newspapers once had in classified advertising is over, and online “pure play” classifieds sites are not the only competition. Television, radio and cable are all adopting classifieds in a big way. Many are developing significant and growing revenue streams — while others are just realizing the opportunity to move into the \$100 billion global business is staring them in the face.

Classified Intelligence research shows that television, radio and cable operators in the U.S. offer advertising in all of the four major classified categories — cars, homes, jobs and “stuff,” or general merchandise. Growth in classified offerings internationally has been generally slow, but adoption is beginning in countries including Germany, Australia and the UK — and in Canada, CanWest Global Communications Corp. is leading the charge with newspaper/broadcast/online classified products.

Specifically:

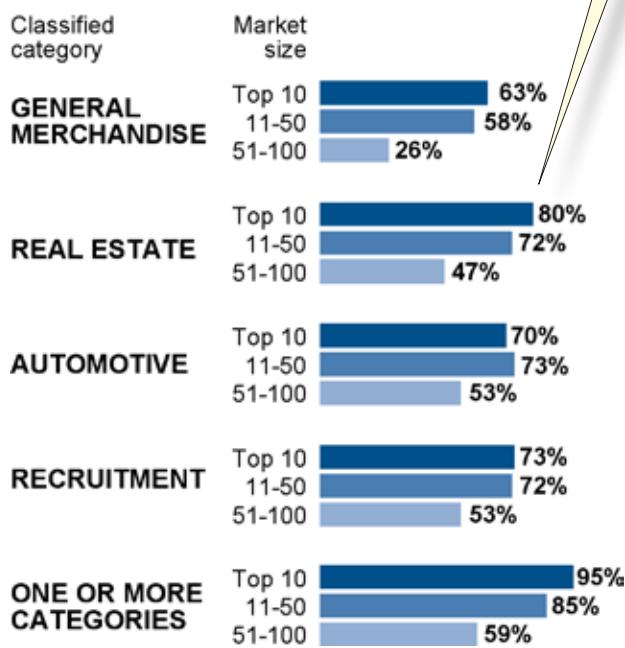
- Television in the U.S. shows the strongest adoption. In the top 10 markets, 95 percent of the station Web sites reviewed by CI offer one or more classified categories. In smaller markets — we reviewed stations in the Top 100 markets — there is far less adoption of classified services, with only 59 percent of the stations offering one or more category.
- In all Top 50 markets, all categories are offered by at least one television station, while most markets have coverage in all four categories.

*Television, radio and cable are all adopting classifieds in a big way.*

Real Estate is the strongest category in the Top 10 markets. Below the Top 10, real estate, automotive and recruitment are offered almost evenly, with coverage at about half of the smaller market stations. General merchandise ads are far behind, offered by just 59 percent of stations we surveyed in Top 50 markets and 26 percent in markets 51-100.

### TV: Classified verticals

Percent of TV stations offering online classifieds

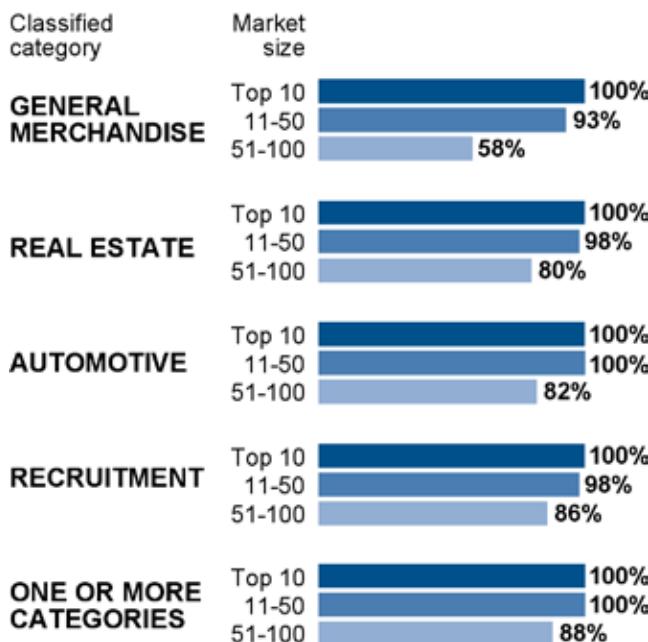


Source: Classified Intelligence

*There is low (but growing) penetration in classifieds among radio stations.*

## TV: Market penetration

Percent of market covered by TV online classifieds



Source: Classified Intelligence

- There is low (but growing) penetration in classifieds among radio stations.

Surprisingly, among the stations we surveyed in the Top 50 radio markets, coverage is slightly stronger in markets 11 through 50 than the top 10, especially in automotive and recruitment.

RegionalHelpWanted.com, AutoMart.com, CareerBuilder.com and CareerBoard.com account for the stronger showing in the smaller markets.

- Cable MSOs (multiple system operators) are getting into the act, too, offering high-tech classifieds including video-on-demand listings (which pinpoint potential buyers, since the individual user can be tracked through set-top boxes), banners and other forms of classifieds. Four of the five MSOs we checked offer some classified services. Comcast Corp., the top dog with 2.4 million subscribers, has developed a “classifieds on demand” service allowing advertisers to convert images, text, print ad, catalog pages and even Internet banner ads into automotive listings.

## Enthusiasm runs high

“It’s another way to reach a lot of consumers,” says Doug Moreland, one of the first Denver auto dealers to try the Comcast system. “They get to see the car inside and out, see its condition. It saves them time, and it’s much more effective than print ads.”

“Our station group has had great success with our automotive platform CarSoup,” said Jason Gould, of the interactive-media unit

*Make no mistake — newspapers are still kings of the mountain in classifieds. Broadcasters have built barely an anthill so far. But the mountain is being chiseled away, and the ants are building the hill higher and higher.*

of Clear Channel Television. “Our goal was to continue to build a sense of community around our sites, and this is a great platform to help (with that).” He said he expects Clear Channel’s Web sites to continue to grow “in depth, breadth and the services that we offer our communities.”

Emmis Communications offers classifieds at 20 of its 21 U.S. radio stations. “Radio reaches just about everybody,” president and CEO Jeff Smulyan said recently, “but to be able to reach audiences in different ways and marry them with the interests of advertisers seemed like the next logical step.”

## Significant revenue opportunities

The economic opportunity is huge — for local stations and cable operators, for the vendors who supply the technology, and for the national networks and dot-coms that work with the broadcasters.

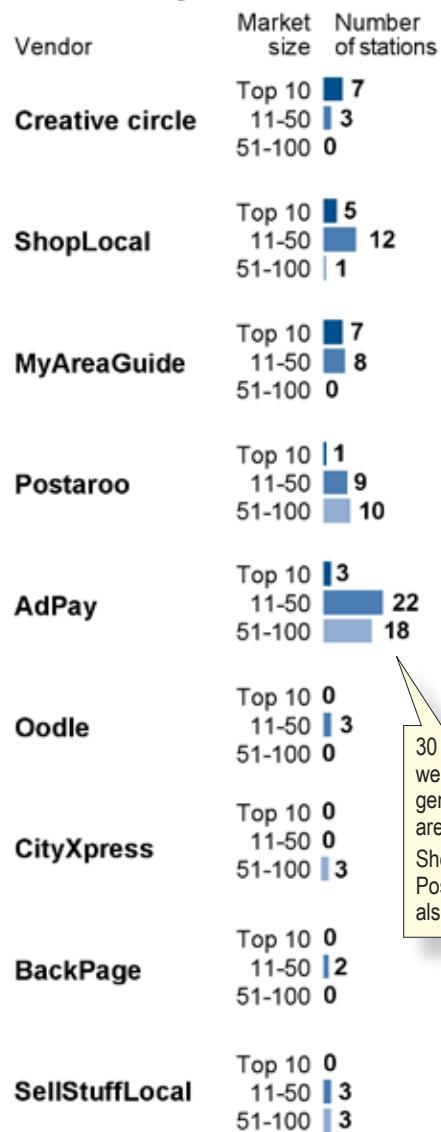
At the same time, the challenge to newspaper classifieds is increasing.

Make no mistake — newspapers are still kings of the mountain in classifieds. Broadcasters have built barely an anthill so far. But the mountain is being chiseled away, and the ants are building the hill higher and higher.

In 2006, classifieds were a \$17 billion business for daily newspapers in the U.S. alone, according to the Newspaper Association of America. After years of double-digit growth, however, the trend lines are down in all categories. (Both the “other” category and real estate categories showed growth last year,

## TV: General merchandise vendors

Vendors TV stations use for online classifieds of general merchandise:

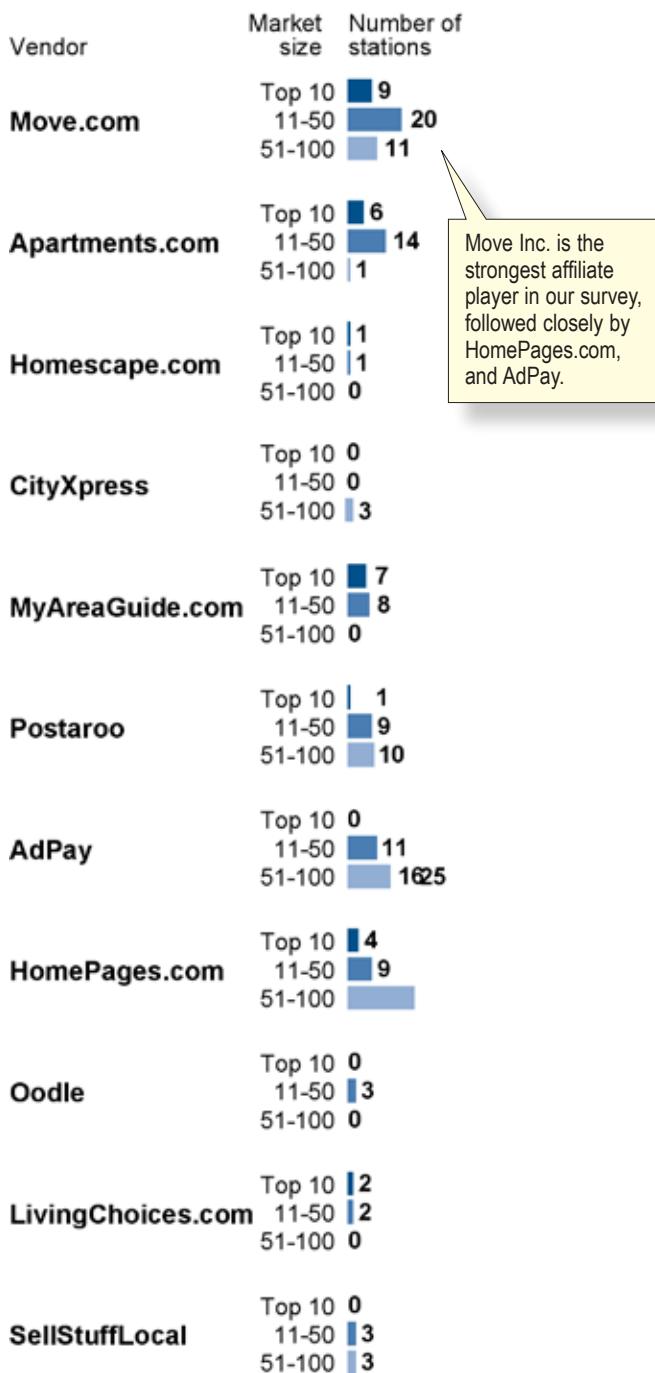


30 percent of the stations we checked that carried general merchandise are served by AdPay. ShopLocal and Postaroo.com are also strong players.

Source: Classified Intelligence

## TV: Real estate vendors

Vendors TV stations use for online real estate classifieds:



Move Inc. is the strongest affiliate player in our survey, followed closely by HomePages.com, and AdPay.

the NAA reports, but newspaper companies have recently reported a sharp drop in real estate advertising, sometimes as much as 40 percent year-over-year, and recruitment and automotive are also tanking.)

*For detailed revenue statistics on U.S. newspaper classified advertising, go to [www.naa.org/trends-and-numbers/market-databank/newspaper-classified-advertising-expenditures.aspx](http://www.naa.org/trends-and-numbers/market-databank/newspaper-classified-advertising-expenditures.aspx)*

## The sorry state of newspaper classifieds

The NAA figures tell the sad story: Automotive advertising in 2006, \$4 billion, down 12.8 percent from 2005 — its third consecutive year of decline. It peaked at \$5.2 billion in 2003. Recruitment: \$4.7 billion in 2006, down 7.5 percent from 2005, and just 54 percent of its peak of \$8.7 billion in 2000. Real estate, which used to be the smallest of the three “major” categories, was up 11.1 percent in 2006, to \$5.2 billion. Since classifieds used to make up 30 percent or more of a newspaper’s advertising revenue, and in many cases contributed a much higher percentage of gross profits than other revenue streams, the challenge faced by newspapers is enormous and apparent. Two of the largest newspaper groups in the U.S. — Knight Ridder and Tribune Co. — have either been sold or are in that process; layoffs, page-size reductions and other cutbacks are announced seemingly daily in the industry as Wall Street

*While newspaper revenues declined in automotive and recruitment, there was growth in broadcast.*

punishes a high-margin business for the declines.

Our research into broadcast classified services was straightforward and simple, not a scientific sampling. In February, March and April 2007, we canvassed television station Web sites in the Top 100 U.S. metro areas and radio station sites in the Top 50, as defined by the U.S. Census Bureau. We looked for auto, real estate, recruitment and general merchandise services. We did not canvass all stations; we chose three to four in each market. Occasionally, we checked with technology providers for additional background. We also reviewed classified offerings by the Top 5 cable MSOs, four through direct interviews and one through reviews of its Web sites. This report represents an overview of our findings, rather than a complete quantitative analysis of the entire industry.

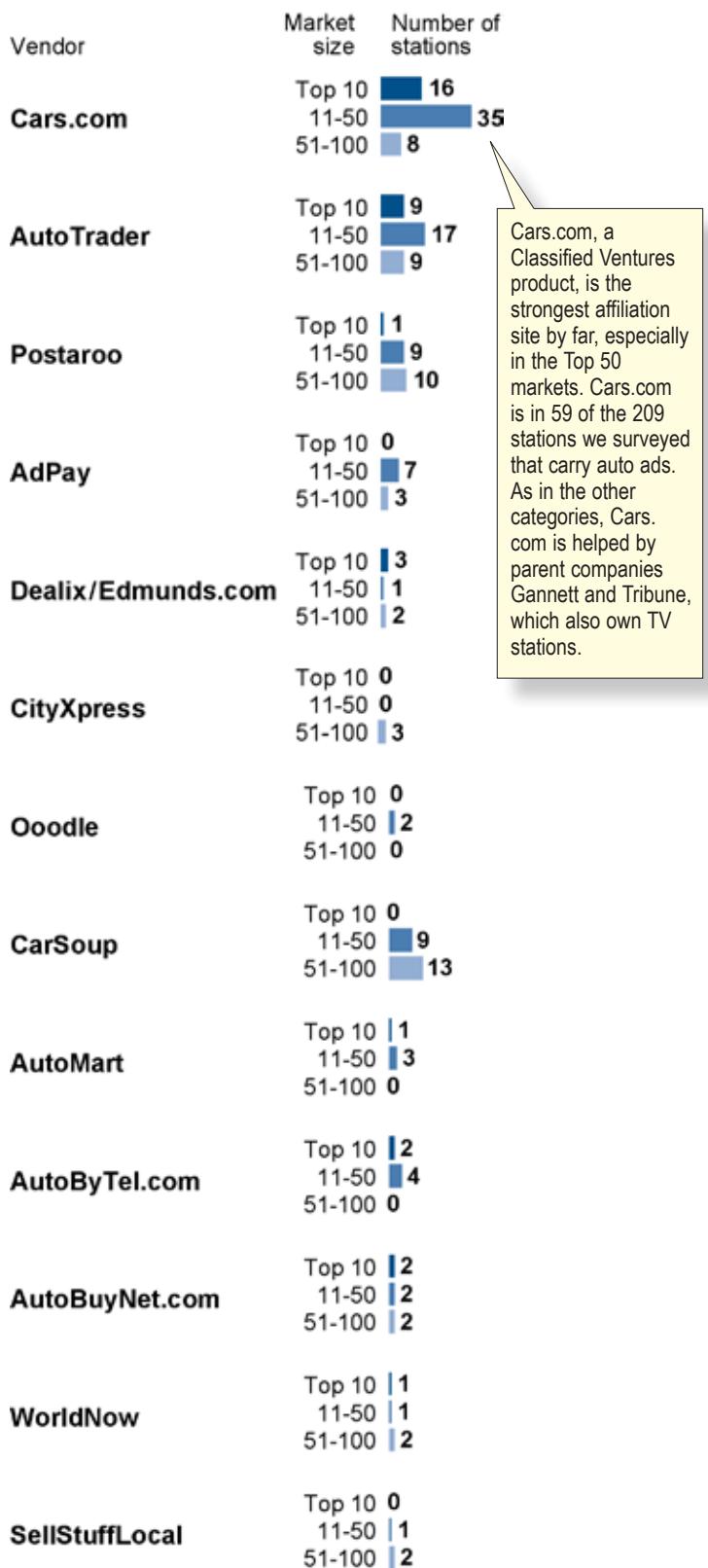
While newspaper revenues declined in automotive and recruitment, there was growth in broadcast. Of the TV stations we studied that offer classifieds, 85 percent provide car listings and 85 percent run recruitment listings. Of the radio stations, 74 percent offer employment classifieds; 32 percent, automotive.

Classified Intelligence first studied broadcasters and classifieds in 2004. We found a few shining lights in the broadcast industry, but adoption was in its infancy.

Now, broadcasters are busier than ever in the classifieds arena — not just on their Web sites. On-air/on-cable listings advertising and promotion is also offered by

## TV: Automotive vendors

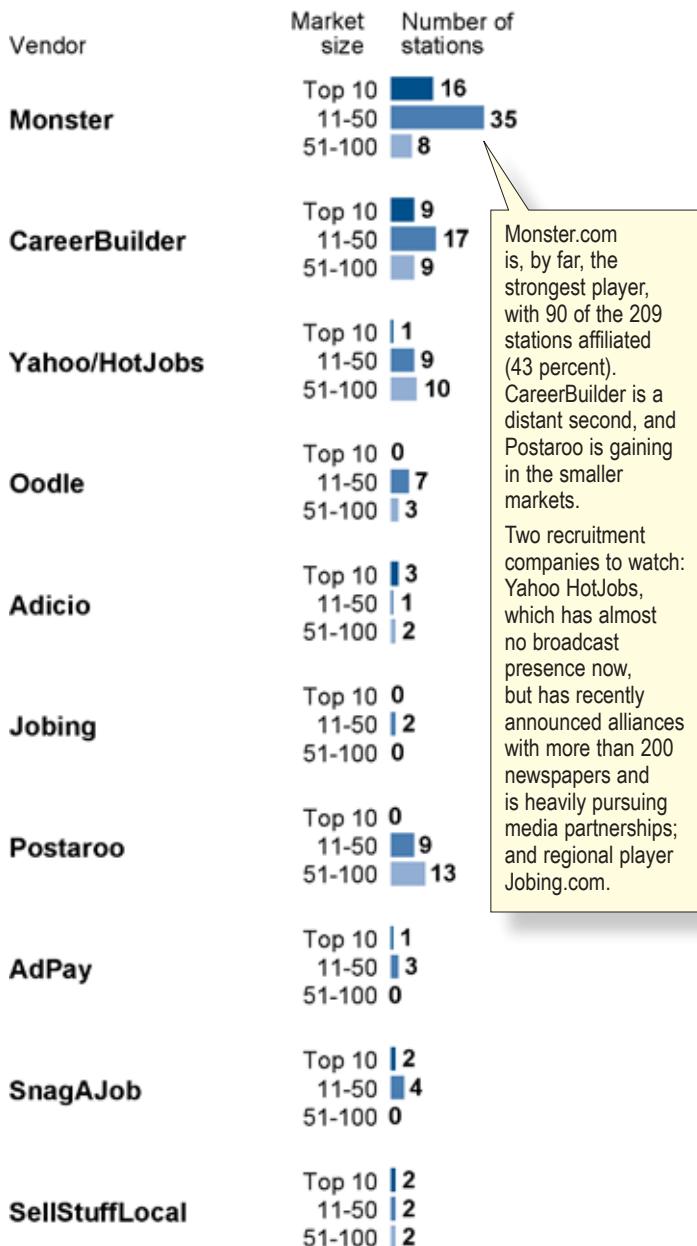
Vendors TV stations use for online classifieds of vehicles:



Source: Classified Intelligence

## TV: Recruitment vendors

Vendors TV stations use for recruitment online classifieds:



Monster.com is, by far, the strongest player, with 90 of the 209 stations affiliated (43 percent). CareerBuilder is a distant second, and Postaroo is gaining in the smaller markets. Two recruitment companies to watch: Yahoo HotJobs, which has almost no broadcast presence now, but has recently announced alliances with more than 200 newspapers and is heavily pursuing media partnerships; and regional player Jobing.com.

many broadcasters, either stand-alone or in conjunction with Web advertising.

- Traditional on-air radio “trading post” programs predate the Internet by decades, generally in small and mid-size markets. Today many of the stations that carry them are cross-pollinating with their Web sites, accepting listings online, airing simultaneous online broadcasts, or allowing live online chat and offers.
- RegionalHelpWanted.com has networked multiple radio broadcasters in hundreds of markets in the U.S. and Canada, with strong on-air promotion — see <http://regionalhelpwanted.com/corporate/products/rhwi.cfm> to listen to some of the commercials — that drive listeners to an online site for posting and searching job ads. Several New York radio station ownership groups say their resulting revenues have been increasing about 30 percent annually.
- Various programming packages available across TV, cable and Internet platforms air informational videos that drive traffic to their real estate, car and job Web sites. Driving Television, a program that supports Driving.ca in Canada, drives as much as a 24 percent bump in site traffic soon after the weekly program airs.

### Craigslist and the dot-coms

One huge challenge newspapers face is the free-classified site, most notably the legendary San Francisco-based site Craigslist.org — which will generate \$40 million to \$50

million in revenue in 2007, while operating with about two dozen employees. But lesser-known free-classified sites like BackPage.com and Freecycle.org, and auction sites like eBay, are also hurting the print classified franchise.

In recruitment, Monster.com and CareerBuilder.com are the market-leading dot-coms in the U.S., with Yahoo HotJobs coming on strong after developing relationships with more than 200 newspapers that are just rolling out. (For its part, Monster.com has announced relationships with more than 40 papers; CareerBuilder already had more than 200 papers in its stable, along with hundreds of other media alliances.)

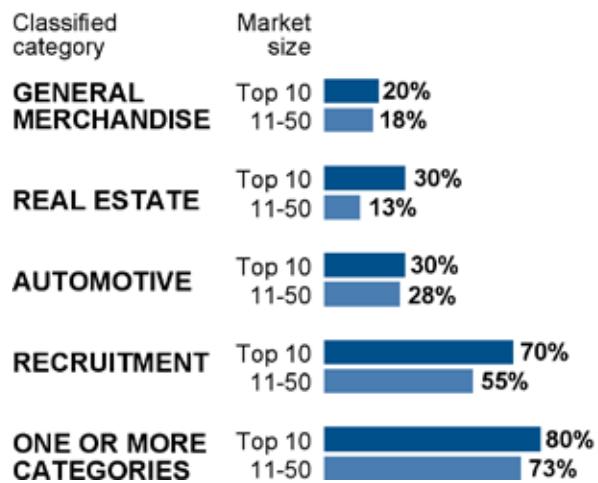
Broadcasters — which, after all, are generally starting from scratch on classifieds, rather than trying to morph an existing “legacy” business — are working with the major dot-coms as well. Monster.com, eBay, Apartments.com, Cars.com and CareerBuilder.com (the latter three owned by major newspaper/media companies) all participate in broadcaster alliances. And several other companies have found successful niches or relationships in the broadcast classified field, including RegionalHelpWanted, CarSoup.com and Jobing.com.

### ‘Sites’ may not equal revenue, listings or traffic

An important point about the growth of broadcast / cable classifieds: The number of Web sites offering them, which is what we studied, does not necessarily translate into Web traffic, listings or revenue.

### Radio: Market penetration

Percent of market covered by radio online classifieds

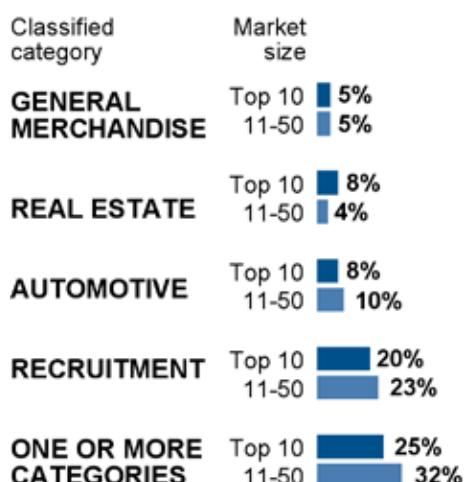


Source: Classified Intelligence

While our statistics show classified coverage in three of four markets, that coverage is sparse.

## Radio: Classified verticals

Percent of radio stations offering online classifieds



Source: Classified Intelligence

Less than one in three of the radio stations we studied offered any classified verticals — showing a significant opportunity for classified service providers and for radio stations to increase their online revenues.

Some of the sites we reviewed may have few or no listings. (While we have conducted detailed research on specific sites previously, and will no doubt do so again, this study was strictly a review of which broadcasters are offering classifieds.)

There's no way to know, of course, but we doubt there's a broadcast classified Web site anywhere that comes even close to the revenue generated by the local newspaper in the same category. Newspapers have offered classifieds for decades, and are used to charging for them, not just running them. Until recently, newspapers had monopolies in just about every local market and classified category, giving them the power to charge astronomical prices — whatever the market would bear. And it would bear a lot. (At the height of the dot-com boom, The Mercury News in San Jose, Calif., an atypical 275,000-circulation daily, generated \$113 million in recruitment advertising in one year. That was just one category. At huge margins.)

So what makes this important?

The concept of the “marketplace” is integral to classified advertising.

For a long time, the local newspaper was the only place, or one of the few places, to find a car, home, job, “stuff,” or an employee. (Thus the pricing power.)

Along come Craigslist, Monster.com, eBay, Realtor.com and similar sites, and the equation changes. Somewhat. The “marketplace” for cars, homes, jobs and “stuff” may shrink in the paper, or slowly shift elsewhere. But most of those sites are still not local. They have little

or no local promotion power, no local brand name (although certainly all of their brand names are strong in their respective fields), and no local sales reps.

The local radio station/television station/cable system has all of the above: Local brand, local promotion, local sales reps.

While many have not yet gotten serious about selling classifieds, show them some significant revenue and results and they will.

“It’s a powerful message: local people selling local things. That’s what appeals,” said Melissa Thompson, director of NewsChannel5 Interactive in Nashville, Tenn.

“The strength of our brand, and our reputation in the market, have helped us open up Internet-based classifieds to somewhat of a new audience. ... We’ve attracted people who were not used to Internet classifieds, but came because they trust our brand and they’ve seen it promoted on our programs.”

That used to be what the newspaper said. Now it’s happening in another medium.

If the “marketplace” remains with the newspaper and its Web site, the paper will most likely stay successful in classifieds – although pricing and margins may be squeezed by competition. But if the “marketplace” moves elsewhere – and you need only look to San Francisco, San Jose and the impact of Craigslist.org on classified ads in the Bay area to see that effect – the newspaper may be left out of the game.

That’s the threat of broadcast classifieds to the daily newspaper. And the opportunity for the broadcaster.

## Radio: Recruitment vendors

Vendors radio stations use for recruitment online classifieds:

Vendor	Market size	Number of stations
<b>Career Channel</b>	Top 10 11-50	4 12
<b>CareerBuilder</b>	Top 10 11-50	0 9
<b>RegionalHelpWanted</b>	Top 10 11-50	0 6
<b>CareerBoard</b>	Top 10 11-50	0 5
<b>Jobing</b>	Top 10 11-50	11 2
<b>Christian Jobs.com</b>	Top 10 11-50	12 0
<b>SellStuffLocal</b>	Top 10 11-50	11 0

Source: Classified Intelligence

Recruitment is the strongest of the categories in radio, although it's still offered by just 23 percent of the stations we reviewed. Unlike TV, where Monster.com had the strongest presence, CareerBuilder has the highest number of affiliates here, followed by Career Channel (an Emmis Communications partnership with Employ.com) and RegionalHelpWanted.com

## *Uses for mobile that at the moment only seem like frills indicate real potential applications.*

### **For video, the future is now**

Video is the fastest-growing segment of the classified business, and broadcasters are well-positioned to provide streaming, mobile and on-air video classifieds. With more than two-thirds of Americans online, and with almost three-quarters of American households now having some form of high-speed Internet access, fears about disenfranchising Web users by incorporating too much video are abating. Local online video advertising is projected to exceed \$5 billion in revenue in the U.S. within five years, and while not all of that will be classifieds, a significant chunk no doubt will be.

YouTube has shown millions of people that online video can be easy and readily available at their fingertips – i.e., their mobile phones, not just on their computers. Video classified products, from IPorte.org, a free service, to VSocial, which makes it easy to upload videos from mobile phones and digital cameras into social networks, are growing rapidly

“It’s the combination of product packaging and price point that makes this make sense for the market and category,” said Kim Peters of CanWest Media Works.

### **No inbound phone calls**

At most newspapers, expensive “legacy” inbound telephone operations and antiquated computer systems are essential to the classified businesses. Many newspapers, for example, can’t even integrate photos with classifieds – much less video – print or online. Inbound calls have dropped off, and outbound calling is becoming essential for newspapers to reach advertisers. Expenses are high; customer satisfaction dwindling.

Broadcasters, on the other hand, may not even have a single sales rep for their classified services – just on-air and online promotion. Or they may have a tiny sales staff – perhaps one or two reps calling on key recruitment, real estate or automotive customers. Virtually all of the ads are posted by the advertisers themselves. Click, write copy, insert credit card number and go. No telephone sales rep, no invoices, no make-goods or do-overs.

“There is a pent-up demand for a self-service tool, not feeding into or through print,” said Leif Welch, VP at AdMission, a technology vendor and provider of an online ad order entry system.

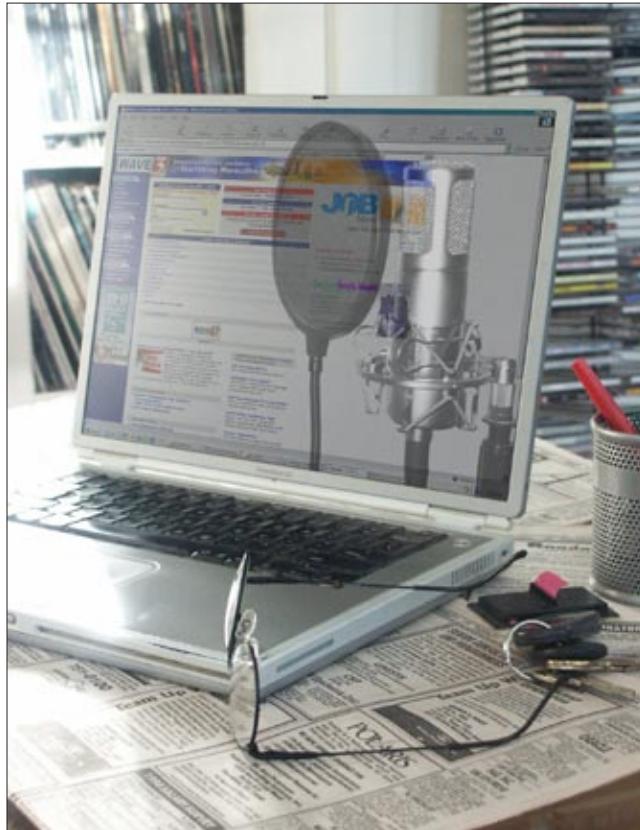
### **And then there’s mobile**

Not only are classifieds already going to mobile devices, but video is rapidly going mobile as well, so mobile video classifieds are the natural evolution. Uses for mobile that at the moment only seem like frills indicate real potential applications. Google’s Dodgeball lets the user enter his or her

location and immediately “see,” thanks to the increasing prevalence of GPS-equipped mobile phones, who’s nearby. That’s a natural for local media wanting to reach consumers only within their service area, and a great way to promise advertisers the local reach they covet.

It doesn’t necessarily require a specialized mobile-classifieds vendor. Several vendors can format existing

classified platforms. M-Dog (MDog.com) has successfully reformatted a lot of sites, including newspaper sites, for easy viewing on mobile phone screen. YuMe Networks is designing ad programs that will automatically reformat the ad to the medium used to view it, claiming to be the first ad network to serve up video ads cross-platform.



## Top five cable system operators

The top cable multiple systems operators are ranked according to the latest National Cable & Telecommunications Data, with subscriber numbers as updated by the MSOs. Information about a sampling of their classified products was developed by a combination of interviews and spot-checks of the cable system Web sites, listings and video-on-demand listings.

Rank	Name	Customer site(s)	Markets served	Subscribers	Percent digital	Classified offerings			
						On Web site	On cable	On demand	Related sites
1	Comcast	www.comcast.net	39 states plus D.C.	24.2 million	12.4 million (52%)	Jobs (Career Builder) Autos (Vehix.com)	Not available	Classifieds On Demand: Autos, Homes, Jobs	VODAutos.com VODRealestate.com VODJobs.com
2	Time Warner Cable	Multiple sites	33 states (85% in NY, TX, CA, NC, SC, OH); 28 operating divisions	13.5 million "basic video"; 19.4 million "all products"	49% (3/06)	None on sites sampled	TV classifieds (Oceanic Time Warner Cable)		
3	Charter Communications	www.charter.net		5.4 million analog		Not available			
4	Cox Communications	www.cox.net	19 states	6.7 million (6.3 million "basic cable"); VOD in 16 markets		Autos (Auto Trader)			
5	Cablevision Systems	www.optonline.net	Metro NY Tri-State	3 million	2+ million (70%)	Optimum Autos Optimum Homes		Optimum Autos, Optimum Homes	OptimumAutos.com OptimumHomes.com

## CanWest adds job listings, auto promos to TV offerings

In Western Canada, where the job market is about as hot as it gets, consumers wake up each morning to the promise of new opportunities. Many can be found right on their local TV network. Since July 2005, CanWest MediaWorks, part of CanWest Global Communications Corp., has run Working.com, a morning TV program. Employment classified listings from Working.com, one of Canada's leading job-search sites, are converted into two-minute commercials that include 20-second segments featuring job openings. Viewers have a new avenue for job hunting to find a job and advertisers get a new way to promote their recruitment needs.

### Using broadcast to expand audience reach

"What we sell to advertisers is a reach — the reach of our newspapers, our Working.com site, and our TV stations," says Kim Peters, vice president of online classifieds for CanWest MediaWorks. MediaWorks operates CH Victoria, a sister station to CanWest MediaWorks' Global Television Networks, which broadcasts Working.com. As one of Canada's largest media companies, it also owns 27 daily and weekly publications, including 11 major English-language dailies in which classified listings appear in vertical-specific Web sites such as Working.com and Driving.ca.

"The job market in western Canada, where our print assets are highly concentrated, is very competitive right now," Peters says. "Our advertisers really need a hand in bringing people in from other parts of Canada to fill their jobs, and we can help them do so."

According to Peters, CH Victoria's Working.com has been popular among advertisers as well as consumers. "We've seen an increase in viewers in the morning time slot," she says. So it's little wonder the company took the program national. In February, CanWest MediaWorks launched Working.com on TVtropolis, leveraging



inform, enlighten, entertain.

1450 Don Mills Rd.  
Don Mills, Ontario  
M3B 3R5  
[canwestmediaworks.com](http://canwestmediaworks.com)

**LAUNCHED:** Fall of 2004  
CanWest MediaWorks' core online classifieds team consists of 14 employees who oversee and manage its online classifieds sites. The sites are supported by a vast sales and customer service group that spans CanWest and all of Canada.

**BUSINESS MODEL:** CanWest MediaWorks represents nearly 30 daily and weekly newspapers reaching over 4.4 million Canadian consumers and manages all of CanWest Global's online classifieds sites including Working.com, Driving.ca, Renting.ca, celebrating.com, Remembering.ca, and connecting.com — all part of CanWest's Canada.com network. CanWest MediaWorks Limited Partnership is approximately 74 percent indirectly owned by international media company CanWest Global Communications Corp., a publicly traded company (NYSE).

**BOTTOM LINE:**  
The CanWest MediaWorks brand was launched to unify all of CanWest Global Communications' Canadian operations. Although relatively new, its classified sites are growing rapidly.

**CONTACT:** Susan Hayes, general manager, Working.com  
416-442-2236  
[shayes@canwest.com](mailto:shayes@canwest.com)



MediaWorks' new specialty network (a rebranded version of the longtime Prime specialty network), which was introduced in mid-2006. Ads will run throughout a specific time period in each region each morning — between 6 and 8 a.m., for example, in Ontario.

One of the key benefits of the program, Working.com general manager Susan Hayes says, is that it delivers passive job-seekers. "We've been able to do this online through an extensive array of hundreds of top Canadian Web sites, and locally on television in the British Columbia market. But we needed to take it further to deliver on our clients' most demanding recruitment objectives — for those hard-to-fill positions where they need to recruit nationally and reach passive jobseekers. That's why this is such an exciting addition to our portfolio."

"CanWest is fortunate enough to have these assets, and we see this as a key competitive advantage and something we need to capitalize on," Peters adds. "Advertisers can book an ad into the newspaper, put it online, add a video clip that runs on the site, and now also add national TV exposure."

Peters says the ads are also an extremely cost-effective way for classified advertisers to reach consumers. "If we offered this at regular TV rates for a 20-second spot, it wouldn't work. It's the combination of product packaging and price point that makes this make sense for the market and category."

To run a listing on TV, advertisers must pay an additional \$450 CAD to the price of a print or Working.com online ad. All production, including video clips and voiceover, is then handled by CanWest. Currently, Working.com television ads can only be booked through CanWest's call centers, but online booking is planned soon.

## Driving tv viewers online

CanWest's TV stations aren't only being used to promote employment listings. In October 2006, the company launched Driving Television, an extension of its Driving.ca automotive research and classifieds site. The weekly program, clips of which can be viewed at [Drivingtv.ca](http://Drivingtv.ca), airs on Global Television, CH Television, and MenTV.

Driving.com "is the only brand that helps consumers research and buy cars online, in paper, and now on TV," said Arturo Duran, president, CanWest Interactive. "We are reaching them in every medium and in all parts of their buying cycle."

Unlike Working.com on TV, Driving Television doesn't feature classified listings. Instead, it provides additional editorial content for consumers, including information on the automotive market and tips on purchasing and maintaining cars. "Consumers have certainly been very receptive to it so far," Peters says. In January of 2007, traffic to Driving.ca was 24 percent higher on Sundays — the day Driving Television airs — than any other day of the week. Dealer leads are also on the rise.

In real estate, CanWest MediaWorks offers a property for rental listings, Renting.ca, but there are no plans yet to bring the vertical to broadcast, too, although CanWest doesn't discount the possibility.

"This is the beginning, something that we started with CH in Victoria and have found is very popular and effective for advertisers and consumers," Peters says. "Now we're taking it national. Who knows where it will go from there?"



## A diverse approach to broadcast site classifieds

The classifieds marketplace Web sites on Clear Channel Television's TV station can be summed up by one word: diverse. Like many broadcast sites, the properties — which are designed, developed, and managed by Inergize Digital Media, the interactive Web services unit of Clear Channel Television — feature numerous alliances with leading classifieds sites. Some broadcasters might rely entirely on third-party vendors to supply local classified ads, but Clear Channel Television, which is a division of Clear Channel Communications, Inc. and owns or operates more than 50 television stations in 25 markets throughout the U.S., is making a concerted effort to deliver more.

### Ingredients for a robust local auto marketplace

While a few of the company's station sites draw listings from providers such as Cars.com, most rely on CarSoup.com, an online marketplace for new and used vehicles. The site was launched in 1998 by a consortium of local Minnesota auto dealers and an advertising agency, and now delivers new- and used-car listings to broadcasters like Clear Channel Television in more than 50 cities nationwide.

Bloomington, Minn.-based CarSoup was integrated into a handful of Clear Channel station sites five years ago and is now the exclusive automotive marketplace in 20 of its markets where individuals and dealers can place listings on a TV station CarSoup site (hosted by CarSoup.com). Prices vary by market and competitive environment, but individuals can list for as little as \$25 for a single photo listing that runs until the vehicle sells, or spend \$39.99 to feature up to six photos and provide a vehicle history report. Clear Channel and CarSoup share the ad profits.

According to Jason Gould, regional vice president of Inergize Digital Media, Clear Channel Television now has 46,000 used cars in its CarSoup dealer inventory and "a



200 East Basse Road  
San Antonio, TX 78209  
[www.clearchannel.com](http://www.clearchannel.com)

**LAUNCHED:** In 1972, Lowry Mays and Red McCombs formed the San Antonio Broadcasting Company to acquire KEEZ-FM in San Antonio. The company's name was later changed to Clear Channel.

**EMPLOYEES:** Over 30,000 nationwide

**BUSINESS MODEL:** Clear Channel Television, a division of Clear Channel Communications Inc., is a publicly traded company (NYSE) that owns and operates over 50 television stations in 25 markets nationwide. Its Web services arm, Inergize Digital Media, develops and manages the Web sites for these stations and oversees Seek it Local and all online classified advertising. In November 2006, Clear Channel Communications Inc. agreed to be acquired by private equity firms Thomas H. Lee and Bain Capital Partners LLC, but at publication that planned acquisition was in doubt. Clear Channel also plans to divest 448 radio stations and its television broadcasting division.

**BOTTOM LINE:** Clear Channel Television and Inergize's station site alliances with CarSoup and AdPay indicate a dedication to broadcast classifieds that goes beyond that of many of its competitors. While Clear Channel is concentrating its efforts on generating additional site revenue, it also recognizes the importance of building its classifieds marketplace as a valuable local community for consumers.



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1600 Utica Ave So., Suite 400  
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952-417-3284

significant amount of private party ads” as well. In Minneapolis alone, CarSoup reaches about 15 percent of all TV households on a monthly basis, and has more than 200,000 unique users per month and close to 20 million monthly page views.

For broadcasters like Clear Channel, CarSoup doesn’t just represent a source of revenue but a way to compete with other local listing sites as well.

“Automotive is the second most popular (classifieds) category online. For a station to have a strong local portal strategy, it needs to have a strong automotive partner with a large number of page views and visitors,” CarSoup founder and president Larry Cuneo says. “You see a lot of stations working with partners like Cars.com, but this supports the newspapers’ proposition more than the TV stations’. It actually disadvantages the local station in terms of revenue opportunities that exist on a local basis.”

## Ads that pay

As far as additional verticals go, listings come directly from TV viewers interested in selling something through their local station’s e-commerce platform. They’re also sourced from major newspapers, thanks to a partnership between Clear Channel Television and online classified e-commerce vendor AdPay Inc.

Established in November 2006, the agreement was two-fold. It included the installation of a private-label AdPay system

called Click-N-Buy onto Clear Channel station sites that allows local advertisers to post a variety of ads directly through a “Seek it Local” section. It also encompasses the delivery of existing classified advertising content from newspapers to the established verticals within the station sites’ marketplace.

Based outside of Denver, Colo., AdPay allows companies like Clear Channel to increase its classified advertising revenue through a network of about 100 newspapers and broadcasters. Those within the AdPay Classifieds Network (ACN) share the classifieds content they are able to generate directly, adding revenue in the process. Listings from newspaper sites are distributed to TV and radio sites and vice versa, with companies receiving revenues both when the ads are first placed on their own sites, and when they’re “syndicated” to other properties.

“Our station group has had great success with our automotive platform CarSoup and our in-house e-commerce platform, so this was a natural progression for us,” says Gould. “Our goal was to continue to build a sense of community around our sites, and this is a great platform to help expand our community efforts.”

The AdPay partnership includes 42 Clear Channel Television station Web sites in 24 markets.

According to Gould, TV station Web sites like Clear Channel’s are going to continue to grow, “in depth, breadth, and

the services that we offer our communities.” He says he sees significant opportunities for advertisers in such a visually dynamic – and now far-reaching – environment as well.

Mike Heene, founder of AdPay, agrees.

“The benefit to advertisers is national reach for a locally placed ad,” he says. “Every site is an affinity portal, in that every user has an affinity for a specific site for their local news, weather, and traffic information. As an advertiser on one TV site, I’m not getting much reach beyond the user base of that particular portal. But when my ad is distributed nationally, I suddenly get a lot more.”

While advertisers can’t predetermine the regions within which their ad will appear, consumers who use the AdPay platform through Seek it Local have the ability to set the geographic proximities for the listings they view.

More control in determining pricing is offered to Clear Channel station site

advertisers. Basic text ads promoting merchandise for sale through Seek it Local are free, while a “Deluxe Classified Ad,” which can feature a photo and expanded text is \$4.95, with both text and photo ads running for 14 days. For \$9.95 advertisers can include up to 12 photos and a video file for 30 days. There’s also the ability to either set a fixed price or allow potential buyers to make an offer through a bidding process. “We have tried to be responsive to our markets, looking at each individually,” says Gould.

Gould says it’s still too early to gauge the importance of AdPay to Clear Channel Television’s revenue model, but notes it isn’t being viewed as a stand-alone product, but an integral part of a broader service that also includes CarSoup.

“As we accumulate more and more functionality, content and distribution services, it all becomes an aggregated approach (to broadcast classifieds),” he says.



**W**hen you visit the Web site of a Nexstar Broadcasting Group Inc. television station, you might not be aware it's affiliated with a local television station.

That's by design.

"Most of the time, these sites are very structured, very TV-oriented, complete with the Mount Rushmore-style anchor pictures," says Brian Jones, senior vice president and regional manager for 20 Nexstar stations in Arkansas, Louisiana and Texas. "We've made a conscious decision to make our (Web sites) into a community portal. You won't see call letters. You won't see anchors."

Nexstar Broadcasting is a publicly-traded company based in Irving, Texas, with 2006 revenues of \$265.1 million. The company, which focuses on small- and medium-sized markets in the Midwest, Northeast and Southwest, launched its online media efforts in November 2006.

The decision to avoid overt branding is driven by Nexstar's desire generate revenue that is not tied to its broadcast holdings. The firm isn't hiding its stations — there are hyperlinks on all its sites to the local TV station — but promotion and brand extension is not the reason for the Internet strategy.

"People are using the Web in a lot of ways, but going to a TV station Web site is not a big priority for them," Jones explains.



"When you go to one of our sites, the first thing you see isn't TV anchors, but news headlines, weather reports, business search features, various community calendars, real estate, ask the experts ... a lot of different things."

Nexstar views broadcasting as a mature field too prone to the ups and downs of business cycles and special events such as the Olympics or election years. The best way to counter the cyclical nature of the industry is to diversify and create new businesses. While Nexstar is tapping retransmission consent revenues, the Internet initiative is seen as a logical progression.

"This allows us to use our broadcasting platform to do what it does best ... share information with viewers and direct them to our site and aggregate all those eyeballs, not just on the air, but on the Web," Jones says.

Individuals are allowed to post classifieds and community events for free for 28 days but they must renew at the end of that time period. Rates for the online classifieds for business generally sell in the \$10 range.

## WAVE makes jobs work

In a hot media market that jumped up two places in the Nielsen market ranks this year, the JobLink service provided by WAVE-TV, Wave3.com, in Louisville, Ky., promotes itself to employers by claiming “television audience reach beats Sunday newspaper circulation by more than 35 percent in this area!”

The company launched the recruitment site more than five years ago and is still finding new and interesting ways to grow it. The latest upsell developed by WAVE’s Internet sales director, Doug Garrett, is a \$1,000-a-month package that gives employer a featured position, with logo, on the Wave3.com home page; unlimited job listings, and 15 five-second commercials each week rotated through all the station’s news programming, called “Job of the Day.”

Response to JobLink has been “phenomenal — it’s one of our top 15 pages in views per average month consistently, and when you see how many pages we have, that’s very impressive,” Garrett said.

A “a steady stream of followers” visit the page each day, giving the station a strong sales story, he said.

While Wave3.com’s home page classifieds channel also connects to real estate and auto pages, neither is as interactive as the recruitment channel. The real estate page hosts advertising by local Realtors, and the automotive page gives access to local and national dealer listings. On JobLink, however, job-seekers can tap



into additional resources supplied via links to CareerJournal, search for jobs either within a 50-mile radius of Louisville or by other cities, and check a national network.

Job listings are robust and frequently refined. A single posting costs \$149 a month or \$239 for 60 days; it’s an all-online transaction, from listing entry to credit card payment. A \$49 “Featured Jobs” upsell was recently turned into a “Now Hiring” position rotating on the station’s home page. Cross-listings on Adicio’s national network start at \$199. When checked on a Thursday in April, the site offered 316 local jobs.

The application is powered by CareerCast, offered by Adicio of Carlsbad, Calif. The CareerCast application is private-labeled and noticeable to users only if they spot the “Adicio” logo at the bottom of a search page.

Garrett called the application “very user-friendly,” and in his three-year experience at WAVE can recall only a handful of times when new employees managing the program even had to ask questions of tech support; usually, he said, they can find the answers to their questions in Adicio’s online support.

WAVE is a Raycom Media station and NBC affiliate whose Web site is part of the WorldNow network.

*(No one from The [Louisville] Courier-Journal was available for comment when we called. The Gannett-owned paper is affiliated with CareerBuilder.)*



## Nashville station puts traffic first with local ad tools

The television station that gave Oprah Winfrey her first anchor chair and launched the music programs Hee Haw and Night Train has a rich past. Executives at WTVF-TV, the market leader in Nashville, Tenn., hope its future — which includes classified advertising — is as rich as its past.

NewsChannel5, as the Landmark Communications station is also known, launched a classified advertising marketplace from scratch in spring 2006. Little more than a year later, the “e-classifieds” section of NewsChannel5.com carries thousands of listings, is generating community interest and is starting to turn a few bucks, too.

NewsChannel5 added classifieds primarily to attract viewers.

“We’re pleased with the traffic. The revenue — we didn’t know what to expect. It was never intended as a huge revenue play; it was more about being able to offer more services to our online customers, and to create a more enhanced online experience for our customers,” said Melissa Thompson, director of NewsChannel5 Interactive. “It’s a powerful message: local people selling local things. That’s what appeals.

“Our e-classifieds consistently generate page views in a range comparable with the most trafficked pages of the Web site, which are news and weather.”

On-air promotions throughout local programming on both the CBS affiliate and its Comcast cable sister station, NewsChannel5+, drive users to the site. The classifieds coordinator has appeared several times on “Talk of the Town,” the TV station’s late-morning program that is Nashville’s top-rated talk show, and long-form interviews about classifieds air on NewsChannel5+. Some spots focus on specific items for sale on the site, seasonally related.

“For example, in spring, here’s a lawnmower or tractor; here’s an outdoor jogging stroller,” Thompson said.



*Little more than a year later, the “e-classifieds” section of NewsChannel5.com carries thousands of listings, is generating community interest and is starting to turn a few bucks, too.*

“The strength of our brand, and our reputation in the market, have helped us open up Internet-based classifieds to somewhat of a new audience. ... We’ve attracted people who were not used to Internet classifieds, but came because they trust our brand and they’ve seen it promoted on our programs.”

The station uses the eMarketplaceXpress program from CityXpress, a private-label product that offers online ad-placement, payment options, and e-commerce capabilities. WTVF was the second broadcaster in the U.S. to adopt the CityXpress platform, after WRAL-TV in Raleigh-Durham, N.C., In February 2007, NBN-TV in New South Wales, Australia’s highest-rated television network, used E-MarketplaceXpress to become the first Aussie broadcaster offering online classifieds; its 4Sale2Buy site registered more than 7,000 users in two months.

The software lets advertisers list products at fixed prices, take offers, or use auction pricing.

“We’ve learned that our competitors in this space are as much ... EBay and Craigslist as they are the local newspaper and their online classifieds, because our product is a combination of Craigslist and EBay in terms of function,” Thompson said.

“In terms of tonnage, EBay is huge. It has millions of listings within a 50-mile radius of Nashville, and Craigslist has about 52,000. So our relationship with our classifieds customers is both from a marketing perspective, us-to-many, and a

customer-service one, to help them deal with any problems they have with each other.”

That’s one reason that, rather than aggressively selling to classified advertisers, Thompson’s department lets the self-service placement engine handle sales, while her staff concentrates on customer education and service.

With about 2,500 listings at any given time across automotive, real estate rentals, nine categories of merchandise, pets, services, public service and yard sales, WTVF classifieds can provide a more intimate experience than its competitors, Thompson said. (The station does not offer recruitment classifieds.)

Basic listings in every category are free. A \$6 charge provides a premium position, boldface headline and up to four photos. A \$12 fee provides a “featured items” position with more copy and photos. A quick scan of the site shows about 10 percent of the postings have been upsold. Thompson wouldn’t share specific revenue details.

In some cases, commercial advertisers have discovered the WTVF classifieds and are posting their inventory or products to the site, creating a more robust marketplace while offering inexpensive or free advertising to companies that might have advertised elsewhere — or not at all.

“We have plenty of anecdotal evidence that it works for people, that they have posted and successfully sold,” said Thompson. “We absolutely know it works, for buyers and for sellers.”





One Emmis Plaza  
40 Monument Circle, Suite 700  
Indianapolis, IN 46204  
[www.emmis.com](http://www.emmis.com)

**LAUNCHED:** 1979; publicly traded on NASDAQ

**BOTTOM LINE:** Emmis Communications owns and operates radio and television stations and magazines in large- and medium-sized markets throughout the U.S., and several radio stations in Europe through its division Emmis International. Based on listeners, Emmis Radio is the ninth-largest radio group in the U.S. Emmis Communications recently acquired Exponentia,



Emmis Interactive  
222 Merchandise Plaza, Suite 230  
Chicago, IL 60654  
[www.emmisinteractive.com](http://www.emmisinteractive.com)

**BOTTOM LINE:** In addition to powering all of Emmis Communications' U.S. Web sites, four-year-old Emmis Interactive creates marketing programs and interactive games for a range of clients from Apple iTunes and Coca-Cola to Google and Yahoo.

**CONTACT:** Deborah Esayian, vice president integrated sales, [desayian@emmis.com](mailto:desayian@emmis.com)

## Emmis puts classifieds to work online

All but one of Emmis Communications' 21 U.S. radio stations have one or more classifieds channels, making them, percentage-wise, the broadcast media group with the biggest commitment to classified advertising in the country.

Twenty Emmis stations have an online jobs channel, and seven also have an automotive channel. One, WIBC-AM in Emmis' home base of Indianapolis, also has a Swap Shop for general merchandise that appears both on-air and online.

The Web sites for all Emmis radio stations, which are in seven U.S. markets, Hungary and Belgium, are managed by Emmis Interactive. It also produces podcasts, videos, contests and interactive games for its stations and clients.

In an online video interview, Emmis Interactive president and CEO Jeff Smulyan recently said, "Radio reaches just about everybody, but to be able to reach audiences in different ways and marry them with the interests of advertisers seemed like the logical next step."

### Job and car partners

All the Emmis stations that have an automotive channel work with AutoWorld.com, which is free to users and shares revenue based on ad impressions. AutoWorld allows users to get quotes from local dealers and search classified listings for new and used vehicles, post free classifieds for used vehicles (with upsells available), and provides leads to local finance companies.

Deb Esayian, vice president-integrated sales at Emmis Interactive, said, "We have the same system at all of our stations so we have the ability to take one concept and branch it out across all of our stations." A year ago, Emmis Interactive made a deal with The Employment & Career Channel to launch Employ.com's job-listing search engine services across 18 of its radio-station Web sites, in a section called Career Channel. "TECC's job-search and video-

*“Radio reaches just about everybody, but to be able to reach audiences in different ways and marry them with the interests of advertisers seemed like the logical next step.”*

— Jeff Smulyan, Emmis Interactive president and CEO

search engines ... help make the channel the true resource we've always wanted it to be,” said Michael Englebrecht, Emmis Interactive product manager.

At most of the radio station sites, the button for Career Channel appears directly under the button for Traffic Channel, making it seem an integral component of the site and not an afterthought. The connecting page also is seamlessly integrated into the site's overall visuals and page frame, with just a small logo indicating that the job search is “powered by The Employment & Career Channel.” Other Career Channel page features include advice for job-seekers and, often, an interactive interview simulator proprietary to Emmis. Users can also search a library of TECC career videos. There is no direct link steering employers to TECC, which aggregates listings from other sources.

The two Emmis radio stations in Chicago have a similar Career Channel,

but with a different partner. ChicagoJobs.com, a classifieds partnership belonging to several newspapers, including the Chicago Sun-Times and the Daily Herald, powers the Emmis Career Channels there. Unlike The Employment & Career Channel, ChicagoJobs take employer ads and is revenue-producing (see information elsewhere in this report).

Emmis Interactive also contributes to the relationship with ChicagoJobs. It recently created a lighthearted Flash interview simulator that appeared across all the ChicagoJobs.com partner sites.

While Emmis does not break out the revenues or traffic directly attributed to its classifieds channels, it does show a model for simplifying the multiple relationships and varying revenues that happen when individual stations are left to their own devices.



## Cable classifieds: Interactive, diverse

Back in 2001, cable classified advertising consisted largely of 30-second spots. The medium was garnering attention for featuring what was sometimes called “video publishing” but was actually classified listings in video form. Typically, the ads would feature still photos and text and promote job opportunities, used cars, and real estate in specific geographic locations.

Since then, the cable industry has continued to embrace classifieds. But it has also diversified. Call it an industry of shape shifting; Today’s cable classifieds take many forms, from still-image ads on broadcast TV to VOD (video-on-demand) classifieds, classifieds on TV station sites, even video ads that run both on cable TV and online.

That cable classifieds now largely involve the Web is reflective of the overall trend toward local advertising online. Advertisers are eager for new opportunities to reach consumers in their regions, and with its local content and geo-targeting capabilities, the Internet and cable both facilitate this need. According to online research firm EMarketer, U.S. local advertising spending online increased by 50 percent in 2005 versus national online spending, which grew 29 percent. In 2010, local is expected to increase by 32 percent over the previous year, compared with just 7 percent for national online ad spending.

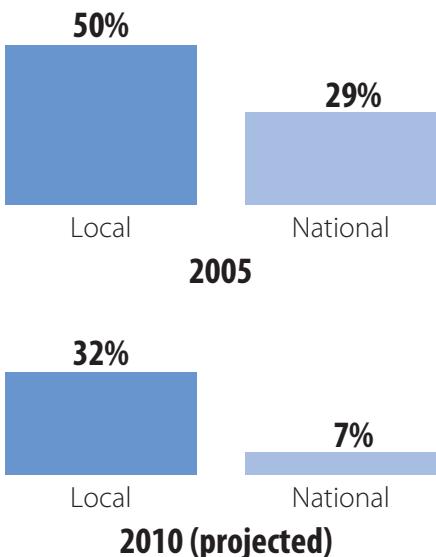
As a result, online revenue for broadcast sites is also on the rise. And online classified advertising as a whole is expected to grow 10 percent annually during the next five years to reach almost \$5 billion, according to 2007 data from JupiterResearch.

### Video listings expand content

In early 2006, Comcast Spotlight — the advertising sales division of Comcast Corp. — began rolling out a program called Classifieds On Demand. The service delivers classified advertising in the form of converted images, text, print and catalogue ads to its video-on-demand users, and is

### U.S. online advertising spending

Annual increase



Source: EMarketer

*The objective with video-on-demand classifieds is to provide consumers with classified listings that offer more detail and interactivity than newspaper ads.*

now available across classified categories and major designated market areas.

In the automotive category, Comcast also offers video-on-demand subscribers additional content through its relationship with automotive research site Vehix.com and its VehixTV. Consumers can view Vehix new-car video clips and video buying guides that are designed to be both informative and entertaining.

In early 2007, Bethpage, N.Y.-based Cablevision Systems Corp., which serves more than 3 million households in the New York metropolitan area, announced the formation of a digital marketing and commerce group that would oversee and expand the company's own video-on-demand classified ads, among other offerings. Its services include an Optimum Homes channel for real estate and an Optimum Autos channel for vehicles, both of which deliver classifieds to Cablevision's IO: Interactive Optimum digital subscribers in the New York metropolitan area.

Cablevision's video classified ads incorporate text listings and photos and offer one-click automotive dealer or real estate listing agent contacts. In addition to being available through digital cable, the ads can also be viewed on the Web at Optimum Online (OptOnline.net), the portal for Cablevision's cable-modem

Internet service, and on companion sites OptimumAutos.com and OptimumHomes.com.

Cablevision signed an agreement in 2006 with online auto company Autobytel Inc. to feature its CarTV new-vehicle videos and reviews on Optimum Autos. The videos give car shoppers additional on-demand content to help them with their research.

The objective with video-on-demand classifieds is to provide listings that offer more detail and interactivity than newspaper ads, and even more than those found online. But advertisers benefit as well. While consumers get the ease of browsing classified listings from the couch and enjoy expanded content they can't get from other media and formats, advertisers can connect with an expanded and captive audience that has voluntarily opted to view their ads. As VOD services gain critical mass (Comcast has digital cable subscribers in nearly 90 markets nationwide, while Cablevision's iO customer base is 2 million strong), video classifieds stand to gain popularity among consumers and advertisers alike.

Combining interactivity with local and expanded content and creating additional opportunities for consumers to research and carry out their classified purchases, the cable industry has uncovered a solid formula for modern classified advertising.



## Comcast Spotlight ramps up cable ad opportunities



1500 Market Street  
Philadelphia, PA 19102  
[www.comcast.com](http://www.comcast.com)

**LAUNCHED:** 1963

**PUBLICLY TRADED:** NASDAQ

**EMPLOYEES:** 87,000 nationwide (69,000 cable, 18,000 content including 3,500 for Comcast Spotlight).

**CUSTOMERS:** 24.2 million cable customers, 11.5 million high-speed Internet customers, and 2.5 million voice customers.

**BOTTOM LINE:** Comcast Corporation is the nation's leading cable services provider. Its consumer products and services are represented by three categories: **Video** (including Video-On-Demand, Digital Cable, and high-definition television); **Online** (with broadband Internet services); and **Voice** (with a new IP-enabled Digital Voice service).

Comcast Spotlight



(primary sales office)  
1114 Avenue of the Americas, 21st Floor  
New York, NY 10036  
[www.comcastspotlight.com](http://www.comcastspotlight.com)  
917-934-1015

**CONTACT:** Dana Runnels,  
director of communications  
[dana\\_runnells@cable.comcast.com](mailto:dana_runnells@cable.comcast.com)

**A**s one of the first Denver-area car dealers to try Comcast's newest advertising product Classifieds On Demand, Doug Moreland didn't know what to expect. The owner of several dealerships listed just 150 of his vehicles with the service in October 2006.

After a few weeks, his ads were receiving 1,200 weekly hits and counting.

"We were very happy with the results," Moreland says. "Even though not every one was aware of the product (at the time), we got a pretty good lot."

Offered by Comcast Spotlight, the advertising sales division of Comcast Corp., Classifieds On Demand is an extension of Comcast's video-on-demand service, which allows its users to pause, rewind, and fast-forward programs similar to digital video recorder TiVo. Since 2004, VOD has surpassed three billion program views, with more than 75 percent of digital cable customers using the platform within the past 90 days, Comcast says.

Using its dynamic publishing platform, Classifieds On Demand allows advertisers to convert images, text, print ads, catalogue pages, and even Internet banner ads into automotive listings. The product was launched for the automotive vertical in the Chicago market in March 2006.

"It's another way to reach a lot of consumers," says Moreland of On Demand. With more than 24.1 million cable customers, Comcast is the nation's largest cable provider. Comcast Spotlight leverages its parent company's VOD platform to provide advertisers with access to digital cable subscribers in nearly 90 markets nationwide. "They get to see the car inside and out, see its condition. It saves them time, and it's much more effective than print classifieds for those reasons," Moreland explains.

Both dealerships and individuals can use Comcast Spotlight's automotive Classifieds On Demand through the

*‘Navigation (of the advertising section) is simple for Digital Cable customers, making it easier to drive consumers to our key advertising categories. ’*

— Greg O’Brien, Comcast Spotlight vice president

Web site VODAutos.com. Listings appear within the Searchlight advertising section of the VOD service, and are categorized by make and body style. There’s also the option of developing a long-form ad, popular among automotive manufacturers like Dodge.

Comcast digital cable subscribers can press ‘889’ to access the automotive section of Searchlight, a capability called Direct Tune that now exists in all of Comcast’s markets. “Navigation (of the advertising section) is simple for digital cable customers, making it easier to drive consumers to our key advertising categories,” says Greg O’Brien, VP of advanced television initiatives with Comcast Spotlight.

Since the introduction of Classified On Demand, Comcast Spotlight has been busily adding advertising categories and expanding to additional markets. The product launched for Real Estate (VODRealEstate.com) in Chicago in May of 2006, and for the Careers-Education vertical (VODJobs.com) in Portland, Ore., and Atlanta in September of 2006. To date, On Demand is available in 18 markets nationwide and will grow to 25 by Q2, according to Comcast.

“We expect traffic to grow even more as our DMAs (Designated Market Areas) more aggressively market our On Demand destinations,” O’Brien says.

VOD advertising counts among its many benefits the fact that consumers are required to opt-in to see ads. As with other forms of interactive marketing that give users control over ad views, such as e-mail and mobile, this makes consumers inherently more qualified as potential customers.

Classifieds On Demand is being sold to advertisers as an independent product. It is expanding quickly and many larger advertisers also use the long-form version of VOD advertising to feature their products in all of Comcast’s markets, making it difficult for Comcast to determine exactly how many advertisers are using On Demand. Pricing is equally nebulous, varying by vertical and local market. But automotive advertisers can pay as little as a weekly fee of \$29.95 per vehicle listing, with dealerships receiving a volume discount.

After a successful test run last year, Moreland has listed the inventory from his dealerships on Classifieds On Demand, and plans to use the product through 2007. “It’s a cheap way to advertise with a lot of value,” he said, adding the online interface is easy to use. However implementation can be somewhat lengthy depending on the volume of vehicles being listed. “But that was just an issue of planning and working with the local Comcast team to get initially set up,” he says.



## Media ‘co-opetition’ in classified advertising: unite and conquer

*Rather than competing, a variety of media join together to share in the revenues of a local classifieds product that they all promote.*

Local is an increasingly fragmented market online, with the Web sites of radio and TV broadcasters, local cable channels and local newspapers all competing.

Offering classifieds is a proven way to generate revenue and retain customers, but going it alone is not the only option.

For sites and stations that don’t want their own private-label classifieds solution, linking to national engines such as Monster.com, Cars.com, etc., is one alternative, but it lacks a sense of local differentiation. There is a growing trend toward another option called “co-opetition.” Rather than competing, a variety of media join together to share in the revenues of a local classifieds product that they all promote.

### Share the air

One of the early — and flourishing — examples of co-opetition classifieds for radio stations is Regional Help Wanted (RHW), which establishes locally branded Web sites. In Tucson, for example, about 20 radio stations participate in TucsonHelpWanted.com. The stations, owned by four different broadcast groups including ClearChannel and Citadel, each agree to air 24 weekly 60-second spots Sunday through Wednesday in a 24-hour rotation. The spots promote TucsonHelpWanted.com. Employers can go to that site, enter ads, and make payments online or request invoices. Job-seekers can search opportunities and post resumes for free.

Employer ads start at \$298 for 30 days in the Tucson market, with various upsells available. Participating broadcasters in the market share in 70 percent of the revenues generated, with Regional Help Wanted keeping the balance and handling all the operations. Local stations receive their payments quarterly. And while RHW offers

Internet participation options, stations can choose to run Internet classifieds initiatives. Many ClearChannel stations in the Tucson metro area that participate in TucsonHelpWanted.com on-air also sell paid links to Job.com.

Nationally, according to RHW founder Eric Strauss, the average price for unlimited postings is \$400 a month. Strauss, who used the money he made from the sale of Strauss Media to ClearChannel to start RHW, also runs Cupid.com, a personals site that teams up with media Web sites and broadcast stations.

### If you can't beat 'em, join 'em

In most local markets, newspapers dominate the classifieds marketplace. But with newspapers also competing against free-classifieds sites such as Craigslist and the national pure-plays, even they recognize that it can be worth sharing revenues in exchange for the chance to build market reach.

ChicagoJobs.com is a classifieds partnership for several newspapers, including the Chicago Sun-Times and the Daily Herald. The local Emmis radio stations, WKQX-FM and WLUP-FM, also participate; their online jobs channels are “powered by ChicagoJobs.com” and link to the central site, as do the links at each of the participating newspapers. Once there, local-area job-seekers can search throughout the region, and employers can place ads starting at \$300 a month, with discounts for multiple postings. Additional revenue streams are generated by a resume database, free to job candidates — employers pay \$675 a month for monthly access — and a variety of feature positions. Other upsells are also offered. Sources of the original click-through are tracked, and revenues are shared on an undisclosed basis.

### Teaming up

The ultimate example of co-opetition is to team up with a different medium in the local market to create a single online presence. While admittedly more common among media with the same ownership, it's a viable option for companies looking to make more local impact, and brings with it a chance to build and share in classifieds revenues.

In Tampa, the Tampa Tribune and WFLA-TV, both Media General properties, share a single Web site, TBO.com. The Tribune sales staff generates about 70 percent of the listings, while the TV station drives a lot of the traffic. Since the site is maintained as part of Media General's interactive media division, revenues accrue to that division and are not broken back to the sales sources. According to Bruce Faulmann, vice president of advertising and sales at the Tribune, “The site is promoted heavily by both platforms, so it's a very powerful entity in Tampa Bay. TBO.com is constantly being referred to on-air, so our classifieds content has much more promotion than it would otherwise have.”

A shining example of the new generation in teamwork is WPWT, AM and FM, in the Washington, D.C., metro area. It's branded Washington Post Radio, and on-air is run by owner Bonneville International. Online, the Web site is run by powerhouse Washingtonpost.Newsweek Interactive. It's a mutual traffic builder. When announced last year, the Post's publisher called it “a wonderful opportunity ... to encourage the radio audience to reach most of the newspaper,” while bolstering the lucrative news business in the D.C. metro area for Bonneville.



## Slow adoption on verge of change down under

**A**ustralia, which usually is a great and early adopter of new technology, has been slow to embrace broadcast classified ads, largely because of a combination of restrictive media ownership laws, limited TV channels, slow broadband speeds and mobile pricing regimes, which have inhibited expansion.

There soon may be changes to media ownership laws that have effectively prevented proprietors from having more than one print, TV or radio outlet in one geographic market. The restrictions have kept classified



publishers from boosting their product reach through the use of other “house-owned” media. The Internet also is changing that, albeit ever so slowly. Regional TV network NBN has recently launched a classified marketplace on its Web site home page and is promoting it heavily through TV. Its parent company, STP, also owns a second-tier mobile phone service and extension of auctions and, perhaps, classifieds into this medium seems only natural.

At another level, the Fairfax-owned Drive and PBL Media-owned Myhome both have their own sponsored TV programs. While Drive does not feature individual listings in its show, it does promote a crossover to the Web site, a feature heavily used by those wanting downloads of car tests. Myhome, which launched only recently, broadcasts “shorts” on specific properties.

There are only three free commercial TV networks in any market and cable (or satellite) is usually available through one service. In Australia’s capital cities that would be Foxtel, owned by telecommunications giant Telstra, with

minority partners News and PBL Media. Some regional areas have their own major providers. This effectively diminishes opportunities for specialized broadcast. The government will issue a couple of new, limited broadcast licenses shortly and Fairfax is expected to be among the many bidders. The government-owned Australian Broadcasting Corp. does not take paid advertising, although it does operate commercial ventures. If its Internet arm moves in that direction the opportunities for classified content could become very appealing.

Australia's broadband speeds are very slow. Media mogul Rupert Murdoch has slammed them; Fairfax CEO David Kirk describes the service as "fraudband." Nearly all connections to the home are provided by Telstra, which is refusing to invest (or even speed things up) until it can charge what it calls a "fairer" interconnect rate to its competitors. Until that happens, movies will take hours to download and video clips many minutes. As a result, Internet connectivity to television and the attractiveness to potential advertisers are more a matter of theory than reality.

There is a wide range of offerings in the mobile market, where ownership levels are very high. Sensis offers GPS and tower-based search and information. A number of other information providers have hooked up with some of the major services. To some extent the market is diminished by

the dominance of the Telstra/Sensis grasp of services, information and mapping, along with Sensis' proprietary classified sites, which are not market leaders. What is needed is more simple access to custom-presented information regardless of the source. The recent launch of an Australia-wide fast 3G network by Telstra will increase potential and momentum. Costs are another matter. Connectivity and call charges are quite high by world standards and while some services may be subsidized, even a simple inquiry and response can be relatively expensive. With Telstra's landline revenues falling, it needs every dollar it can get to maintain overall profitability. Competitors are either running at a loss or, at best, eking out a small profit. That is unlikely to change in the short term.

Will there be change? Of course. Traditional media companies are not only moving into the Internet, they are embracing it. They will demand a more sensible access regime and wider opportunities. The broadband issue will, one way or another, be resolved. Telecommunications firms will see the opportunities in providing high volumes of information at reasonable rates as the habit catches on. Above all Australian media groups are usually successful getting what they want.

It's more than likely that next year's report will be different.



## France: Skyrock enters online classified market with baby steps

French broadcasters have rarely entered the online classifieds market, with the exception of Skyrock, a radio station dedicated to rap and hip-hop, which launched “Trop Malin” ([tropmalin.com](http://tropmalin.com)) in January, a free general merchandise marketplace.

It is not that the French market holds no opportunity. It has the seventh-largest Internet population in the world, with 23.9 million individuals over the age of 15 online from home or office. France is a champion in broadband connections and classifieds Web sites have potential for a rapidly growing audience.



Trop Malin was a rather natural move for Skyrock because the company is an online pioneer and was the first in Europe to operate a blog-hosting platform. Skyblog went online in December 2002. With almost 8 million active blogs and about 14 million unique visitors in February 2007 on its Web sites, Skyrock is one of the most popular Internet destinations for young people.

Trop Malin is a free, advertising-supported service. It publishes classifieds about video games, electronic and mobile devices, clothes, scooters, as well as student jobs, babysitting and housing. Members of the Skyblog community are invited to vote and comment on the sales and offers.

However, there currently are fewer than 1,500 classifieds on the site, a very small figure compared to the huge Skyblog community. “That is because the young target group has no money to spend,” said an observer. But for sure, Trop Malin has growth potential.

Skyrock is one of the radio FM networks that have a national footprint, even if it does not cover every part of the French territory. It was created after 1981, when the FM band was opened to commercial broadcasters. Among Skyrock's competitors are NRJ Group, which has music radio NRJ — No. 2 on the French market; Lagardere Group with its national information radio Europe 1, and younger formats including, Europe 2, or RTL Group, which operates the national market leader RTL radio and RTL 2 or Fun. Those groups syndicate most regional radio, although some big independents exist in some regions. Despite their large networks and audiences, none of these groups has achieved on the Internet anything comparable to Skyblog and classifieds are not on their minds.

Instead it's TV that grabs their attention. Radios groups began to enter the French TV landscape with the arrival of digital terrestrial TV in March 2005. Europe 2, NRJ and some newcomers have launched their own TV channels. Yet, digital terrestrial TV covers only 65 percent of France and only 22 percent of households receive it. Except for the subscribers of premium channel Canal +, five free national terrestrial channels built the basic TV offer for almost two-thirds of the French households. Cable, satellite and even local TV stations have not reached a deep penetration.

Three public broadcasters are among the five terrestrial channels: France 2, France 3 and France 5 (the latter shares its frequency with the German-French channel Arte). The two main commercial TV channels, TF1 and M6, both belong to the RTL Group. They are very active on Internet, but classifieds is not among their priorities, carrying only some automotive classifieds on their Web sites.

At M6 used car ads can be found at Turbo.fr, a dedicated site for its popular car program, Turbo. M6 links to it from its main portal. M6, which reaches around 5 millions unique visitors a month on M6.fr, has outsourced the automotive classifieds section of this site to a specialist,

Mixad, recently acquired by Priceminister (CIR 8.06), which operates a white-label network of car classified sites.

TF1, the leading French broadcaster, follows the same strategy. Its Web site audience is ranked No. 13 on the French Internet with 7 million unique visitors per month. It has an important "services" section, covering four main classifieds fields: jobs, real estate, cars and dating. But all four are operated by partners: Cmonjob.fr powers the jobs section, car ads come from AutoReflex.com, real estate is handled by Seloger, the French market leader, and Meetic is the dating partner.

Commercial broadcasters are more interested in e-commerce, which is considered an extension of their current home shopping programs. In addition to an online spinoff of these programs, they have acquired e-commerce sites. Two years ago, M6 bought Mistergoodeal.com, an online shop for electronic devices and household appliances. Recently, TF1 acquired the wedding-gifts Web site 1001 listes.

No other French broadcasters carry online classifieds yet. Due to regulation and history, there is no cross ownership between national broadcasters and newspapers in France.

French newspapers, whose business is endangered by the migration of classifieds to the Internet, are by far more active in online classifieds. The industry owns the most significant online classifieds players together with pure Internet companies. Le Figaro Group, publisher of the national leading daily, is shareholder of Adenclassifieds (CIR, 8.05). Ouest France, the No. 1 regional daily, controls Spir (CIR, 8.05), which is attempting to transfer its print classified publications to the Internet. Another western daily, Le Télégramme de Brest, has created a federation of regional Web sites for recruitment, Regions.com. Norwegian media company Schibsted, the publisher of the free daily "20 minutes" in France since 2002, has acquired both the print and online classified business of La Centrale. The Web sites carrying online classifieds in France still look very traditional. Video ads are not yet common. 

## Broadcast media and classified in the UK

The UK is unique among mature democratic economies because its media are dominated by a single, monolithic, state-funded, non-commercial broadcaster.

The British Broadcasting Corporation does compete in commercial markets in such areas as program sales and revenue-generating specialist print publishing. But its core activity of radio and TV broadcasting stays squeakily clean of any commercialism.

That, plus the strict regional structure of commercial TV in the UK, helps explain why there has been very little classified advertising activity



by UK broadcasters. So far, there have been two notable exceptions, and one day soon there could be an important third.

The first exception was (and, in theory, still is) the Oracle teletext service distributed through commercial TV channels since 1974. Based on otherwise unused broadcast TV bandwidth, the service was primitive, and dedicated at first to public service information. Oracle (the BBC had its own version called Ceefax) closed in 1992 and the bandwidth was sold to Teletext, which launched a service entirely commercially funded by the delivery of classified advertising.

Although the service still exists, it has been heavily undermined since the late '90s by the development and adoption of the Web. Today Teletext is owned by Associated Newspapers — a subsidiary of The Daily Mail and General Trust (DMTG) which owns the Daily Mail, Mail on Sunday, Evening Standard and the Northcliffe group of UK regional newspapers.

The second exception is the LocalTV project. LocalTV is an attempt by the UK's largest commercial TV broadcaster, ITV, to build an online platform based on community news, information, streaming archive video and classified ads. Piloted in the Brighton and Hastings areas in the south of England since 2005, the project has so far failed to generate adequate traffic. Classified ads are negligible. To help boost the project ITV has acquired the business listings supplier Scoot. Observers still question ITV's ability to develop the model to commercial fruition.

ITV has recognized the key requirement of "traffic" for some time, which was behind its otherwise controversial decision to spend \$336 million on FriendsReunited, a well-visited, friend-finding website. Buying traffic makes sense, but observers still wonder how ITV plans to capitalize on it.

Since, arguably, the Web is now the only practical platform for browsing classified advertisements, ITV has no option except to build its ambitions online if it wants to have a classified ad revenue stream. Broadcasters must acquire substantial online profiles as providers of classified ads in any of the key sectors such as autos, jobs, real estate, holidays and romance. It is clear that ITV has already missed the boat, certainly in the first three sectors, and may not have deep enough pockets for the last two sectors.

Third, there is the development of free-to-view digital TV channels, which broadcasters may yet scramble aboard. Interestingly, it may be the influence of the non-commercial BBC over the viewing habits of the UK public that will bring this change to Britain sooner rather than later.

The UK government announced back in 2001 that the entire analog TV network would be switched off by 2012 and, ever since, the country has been careering towards the digital TV "revolution." The change would have happened without the BBC but the speed of the change — faster than anyone

had expected — is up to the BBC.

Because the Corporation purchased the bankrupt stock of installed set-top boxes previously owned by the LineOne digital TV service provider a few years back and announced that it would deliver its new digital channels free-of-charge, Freeview was adopted enthusiastically by a general public that knew a good thing when it saw one. (The set-top boxes retail for as little as \$30).

Latest figures show that more than 77 percent of UK homes have access to some kind of digital TV: via satellite (9 million households); via cable (3.3 million), and the rest via set-top boxes receiving broadcast digital signals. Of this last category, the largest slice by far comprises users of Freeview set-top boxes. Thus it is possible that classified advertising by broadcasters will arrive in the UK sooner than anyone had expected.

Currently, Freeview has the installed capacity to offer hundreds of channels — of which only 50 or so are allocated (around half of which are free to view). For the time being at least, the move to digital has had the effect of fragmenting TV programming distribution, with the traditional analog TV channels (also available on Freeview) still attracting the lion's share of total audiences. But with the certain extension of digital to the entire UK population and the end of analog distribution, the opportunities for developing classified channels on the digital platform are significant.

The current price of a new Freeview digital channel is reputed to be about \$40 and given current viewer figures per channel, that looks pricey. But when analog is finally switched off in 2012 it might look like a snip. Broadcasters already with Freeview channels such as ITV and Channel 4 could be well placed to leverage their content to generate the high traffic levels required. 

## Germany: Job listings power the classifieds engine

Classifieds in broadcasting is in its infancy in Germany. Some broadcasters have partnered with external partners to power their sites. A few carry classifieds. Most channels do nothing at all. And none sees it as a full-time business — yet.

At least four German radio station sites carry a substantial number of jobs listings:

Radio SAW (radiosaw.de), Hitradio Antenne (antenne.com), Antenne Bayern (antenne.de) and MDR (mdr.de). However, neither employers nor job



seekers pay for ads. It's a free service the channels provide and it is much more tied to editorial than the advertising department.

Yet, there is a strong market for employment classifieds.

Finding a job or an apprenticeship is a major problem, especially in eastern Germany. Radio SAW, which broadcasts in Sachsen-Anhalt, a region with high unemployment, offers assistance to its readers and users. “Azubi Attacke” (apprenticeship attack), organized with the help of sponsor IKK Gesund Plus, links young people to apprenticeships. More than 8,000 youth have registered with the site, seeking more than 5,250 positions with regional companies.

Throughout the year users and listeners can access the regular classified section of Radio SAW, which also emphasizes jobs. The Cars category gets the least traffic: only two vehicles were online at the time of our testing and the handful of small ads online carried no dates.

Radio SAW reaches 269,000 people per day — more than any of its competitors in its area of distribution — and has a market penetration of 46 percent among 14- to 49-year-olds.

Hit Radio Antenne, a channel in northwest Germany, has partnered with the big tabloid newspaper Bild, owned by Axel Springer, to promote jobs in Hannover. Each week about 20 new job openings are published on the Web site. Users may also apply by telephone.

Antenne Bayern, the biggest commercial radio broadcaster in the south of Germany with more than one million daily listeners, has the biggest online job market. "JobCenter," which is promoted prominently on its Web site, gets 70 million page hits a month — more than any other commercial radio Web site in Germany.

MDR, a public radio and TV station in the eastern part of Germany, also has job ads and editorial job information on its site. MDR 1 Radio Sachsen has developed its own system for finding and posting job ads and also displays ads from Arbeitsagentur.de, the dominating government job board.

However, the number of listings provided by Arbeitsagentur.de has declined dramatically since the beginning of the year because it no longer allows its cooperation partners to distribute its entire database of more than 690,000 job openings on their sites. More than 100 partner sites were informed at the end of last year that in future they would only receive job offers that employers want distributed at sites other than Arbeitsagentur.de.

Many sites that once published those ads no longer have a job site at all — for example Giga TV, a youth-oriented TV channel based in Dusseldorf, or Netzeitung.de, a big independent online

news site. On the other hand Meinestadt.de has, a big portal, has started to sell job ads aggressively and to keep the job section on its site.

About half of the German broadcasters are required by law to carry commercial advertising online; they are funded by the government and not allowed to compete online with commercial channels. The private TV and radio channels have been reluctant to invest in a classified sales organization. Most of them have partnerships with a dating channel — the most popular partner being Parship — and some have agreements with the big classified sites.

Among those partnerships, companies owned by publishers seem to be more popular than pure Internet players. RTL — owned by Bertelsmann — has real estate listings on its site provided by Immowelt.de, the real estate company of the ISA group newspapers. It cooperates with Neu.de — a pure Internet player — for its dating content. Immowelt also powers the site of N-tv.de, although its job section is provided by Experteer.de, a Holtzbrinck venture.

N24.de, another German TV news channel, gets car listings from ISA's AutoAnzeigen.de. N24.de gets its jobs listings from StepStone.de. Axel Springer, an investor in N24.de, owns 49 percent of the German StepStone. Prosieben and Sat1 — a group in which Axel Springer also holds shares — also has a cooperative agreement with a number of partners, including Autobild.de.



Colorado-based AdPay Inc. offers two primary products for TV and radio broadcast portals as well as for newspaper sites. Launched in 2002, the company's original solution, Click-N-Buy, is an e-commerce classified advertising system that can be private-labeled and incorporated into consumer-facing media sites. The product was initially sold to newspapers to help them generate additional classified advertising revenue; the self-serve platform allows advertisers to place free or paid ads online.

AdPay now targets broadcasters, incorporating the system into existing classified advertising platforms for TV and radio sites. Some use AdPay to generate listings for all of their classified categories, while others rely on it for verticals such as merchandise and pets for which they don't have a partnership with a major online classifieds provider.

Alternatively, or in addition to Click-N-Buy, broadcasters and newspapers can join the AdPay Classifieds Network. Through the network, about 100 participants share classified ads generated by their sites in a collaboration between would-be media competitors. The national exchange of classifieds content allows participants to generate additional revenue from their ads, from the initial placement of the ad and from its "syndication" on other sites within the network. The arrangement greatly extends the reach of the classified listings and the size of their online marketplace. The ability to attract more advertisers and users in this manner allows media companies to better compete with free listings sites.

For its five Denver-area radio stations, Greensboro, N.C.-based Lincoln Financial Media uses both AdPay's Click-N-Buy platform and the AdPay Classifieds Network. Its objective was to enhance the Listener Resources section of its station sites, which Lincoln Financial Media views as a lifestyle portal.

"The way the network benefits us the most is that it let us start out with a robust consumer offering from day one," says Jill Lynch, director of business development with Lincoln Financial Media, which implemented the product six months ago. "Without it we wouldn't have much to offer our site users (in the way of classified listings) while we were gaining speed."

Between the company's e-commerce classifieds platform and broad network of media partners, AdPay can provide the technology and listings to help companies quickly get up to speed without sacrificing a robust and user-friendly experience for their site users in the meantime.

**AdPay**<sup>®</sup> Transform Your Web Site Into a Vibrant Online Marketplace



## CityXpress puts broadcasters in the classifieds game

CityXpress has come full circle. Launched more than 10 years ago as a software provider for merchandise advertising, it veered for several years into providing auction services to media companies – because that was a business model that worked even during the dot-com bust, and because it enhanced locally based services.

While CityXpress still provides plenty of auction services, both “event” oriented and continuous (think of a local version of eBay), it’s much more than that. It now provides a full suite of classified advertising tools to broadcasters and newspapers, and — between more than 600 auctions and dozens of TV and newspaper classified sites — has generated \$165 million in sales for its customers worldwide. Broadcasters in 24 markets in the U.S. and internationally use CityXpress classified products.

The company believes the “local” nature of the marketplace is the key to success. Several of its TV customers — starting with no listings, revenue or other classified services — have gotten out of the gate almost immediately.

WRAL-TV in Raleigh, N.C., by far the most advanced television station in the United States providing interactive and digital services, had more than 5,000 listings on its site after one month of operation — and consistently runs more than 4,000 ads per month now, including about 1,000 in automotive. The station increased overall site traffic by more than 10 percent with classifieds, and despite offering basic ads for free it generates revenue with local sponsorships, Google AdWords and paid upsells.

NBN Television, which serves Australia’s east coast, generated more than 2,400 registered users and about 3,200 listings in its first three weeks by offering free listings and promoting the new service aggressively on air. In Manchester, N.H., WMUR-TV has developed an online “marketplace” — [www.NHIMarket.com](http://www.NHIMarket.com) — to build a classified brand separate from the television brand.



“History” is the main difference between broadcasters and newspapers in publishing ads for cars, homes, jobs and “stuff,” said Mike Togyi, VP of sales and marketing. “Newspapers have the historical classified business where people are used to placing ads. TV stations don’t have that, although many now have an automotive or real estate platform.”

Broadcasters considering whether to launch classifieds need to decide the most important goal — improve traffic online and create a “community” feel, generate revenue or make their Web the “go to” place in their market where consumers buy and sell things, Togyi said.

“Our strength is understanding and assisting our broadcast customers with strategies that help them quickly build a critical mass of high-quality local listings. TV has a tremendous capacity for promoting these initiatives … as our customers have shown.”

While some vendors tie together regional ad networks, CEO Phil Dubois said CityXpress surveys show regional sales are of limited interest to buyers and sellers.

“Where people are placing ads with newspapers and TV, they want to sell locally and are not really interested in selling nationally,” he said. “If customers wanted to sell nationally, they would use EBay, not local portals.”

Specifically for the broadcast market, CityXpress provides:

- **EMarketplaceXpress**, a self-service tool for classifieds that lets customers place free or paid listings and choose from a variety of upsell features to enhance a listing or e-commerce-enable it. This product is fully branded to the local market and TV stations and operates like most pure-play online sites on the market.
- **XpressStores**, a tool for local retailers to sell and manage local inventory through bulk uploads and / or direct placement through the CityXpress ad placement system.

- **XpressExperts**, an online question-and-answer feature that gives local businesspeople, tradespeople and professionals a forum to answer questions as experts in their fields. Local experts appear under their applicable classified category.

Standard features include e-commerce transaction capabilities, local business storefronts, contextual ad placement, optimized search capabilities, and a comparison-shopping feature that incorporates products from other local shopping channels. The software supports bulk uploads of data and XML feeds. There is no screen-scraping tool, however CityXpress provide direct feeds to classified-ad aggregator Oodle.com.

Users can upload multiple photos; images are automatically resized to optimize download speed. Data can be fielded through local feeds from auto dealers or real estate companies and in private-party ads. Different pricing can be established in each category to optimize revenue, such as increasing the price of paid placement ads.

“We recommend a basic model, but over time our clients modify it with our advice to take advantage of emerging local market factors,” Togyi said. “Our long history working with local media properties to continually improve performance has resulted in some unique approaches to maximizing market performance.”

CityXpress charges a combination of hosting fees and revenue share, with a one-time setup fee. CityXpress customers keep all of the banner advertising, search-related advertising and sponsorship revenue they generate.

“Our strategy is to be partners with our clients – to succeed when they do and to work closely with them when they do not,” Dubois said.

Based in Vancouver, B.C., CityXpress employs more than 70 people in Canada, the U.S. and internationally – including a three-person London office that has made strong inroads into the U.K., European and international markets.



**A**s publisher of more than 70 broadcast Web sites, Internet Broadcasting Systems Inc. is the country's largest platform of TV station properties. Its partners include Hearst-Argyle; The McGraw-Hill Companies; Post-Newsweek; NBC; Cox Television; Meredith Broadcasting; and Scripps and Morgan Broadcasting. Its network of sites receives 12.9 million visitors monthly, with traffic growing at a rate of 50 percent a year.

In addition to publishing and overseeing its TV station sites, Internet Broadcasting acts as their online ad sales representative for banner advertising. The company's business development group also manages the sites' classified advertising marketplace, which consists primarily of partnerships with third-party listing providers.

IBS, which was launched in 1996, has about 350 employees throughout its Minneapolis-area headquarters and sales offices in New York, Chicago, San Francisco, and Los Angeles.

Internet Broadcasting sites work with such classified providers as Cars.com, AutoTrader, AutoBuyNet.com, Monster.com, Realtor.com for real estate listings, and eHarmony for dating information. Its business development staff brokers deals that it then offers to its broadcast affiliates (ABC, NBC, FOX, and so on). Each affiliate can work with an Internet Broadcasting-recommended classifieds partner, or branch out on its own. While a few partners do initiate classified listing relationships beyond those arranged by Internet Broadcasting — such as NBC, which works with classifieds marketplace AdQ (part of Creative Circle Advertising Solutions, Inc.) to offer its visitors free and low-cost classified ad placement — most sites do not yet offer the ability to place or view classified ads through an independent online classified platform. 



## Morris Digital Works helps broadcasters jump-start tough classified market



699 Broad St., 6th Floor

Augusta, GA 30901

800-233-1339

<http://morrisdigitalworks.com>

**LAUNCHED:** 1995

**PRIVATELY HELD:** Division of privately held Morris Communications

**BOTTOM LINE:** Morris Digital Works counts among its clients Belo Interactive and Media General's newspaper and broadcast properties. In addition to its suite of classified platforms – MDClassifieds, MDRealEstate and MDTransit – it manages hosting, software engineering and design consultation for Morris Web sites, hosts other Web sites across the U.S. and internationally, and provides additional products for display advertising, color correction and photo blogging. Employs more than 80. Another 250 Morris employees participate in its interactive-media businesses reporting directly to the company's newspapers, magazines, book publishing and other groups.

**CONTACT:** Karen Taylor, director of business development, [karen.taylor@morris.com](mailto:karen.taylor@morris.com) , 800-622-6358



Morris Communications

725 Broad Street

Augusta, Georgia 30901

<http://morris.com>

**F**ounded in 1995, Morris Digital Works was originally created to build classified sites for Morris-owned newspapers in the U.S. but has since branched out considerably, now counting newspapers from the Advance, Media General, and Cox newspaper groups. Morris Digital Works has a significant presence in broadcasting through its partnership with Belo Interactive, which operates 35 Web sites for parent company Belo's television properties. In addition to providing classifieds platforms to Media General's broadcast properties, Morris runs the real estate classifieds for Belo Interactive sites. Morris also operates in the automotive and employment verticals, as well as general merchandise. The company offers a photo blogging tool called Spotted.

Morris entered automotive in mid-2004 in a fairly dramatic fashion when the company acquired the media assets and business that Cobalt Media Group was exiting. Morris quickly cobbled together a product — known as MDTransit 1.0 — so that ex-Cobalt properties wouldn't go dark. The product, Morris Digital Works CEO Michael Romaner acknowledges, "wasn't very good" and the company lost several key clients, including The New York Times and Belo Interactive's automotive sites (Belo kept Morris' real estate offering), to other vendors. The since-released 2.0 version of the product has gained back both customers and respect and has an innovative focus on "lifestyle" search rather than the kind of make, model and year search common on other sites. Content from Edmunds.com is tightly integrated.

All of Morris' products are based on the Morris Templating Language (MTL). MTL can pull up anything in the database and output in XML, HTML, WML to send wireless alerts, and RSS feeds. MTL is the primary interface for an IT department to modify the Morris application. A PDF-generation tool is built in that can be used to create

niche print publications. Morris' automotive and real estate products pull in data via XML feeds. There is currently no screen scraping and no individual self-service function. Morris says most newspapers use a third-party system from a company such as AdStar to input data.

Morris Communication newspaper properties include more than 60 dailies, weeklies and advertising shoppers. Morris Communications also owns 34 radio stations and networks in Kansas, Washington, California, Texas and Alaska; none of those stations currently run classified advertising.

How do Morris' broadcast customers differ from newspapers? Connie Ling, Morris Digital Works COO, told us that, unlike newspapers, broadcasters don't have print classified sources from which to upsell.

"The stations are really faced with creating a classified marketplace from scratch, and that's a tougher hurdle," Ling said. On the other hand, television stations have traditionally had strong customer relationships with car dealers, which has helped jump-start that vertical.

From a technical perspective, Ling says she hopes that exploiting open-source solutions will allow the company to build more "Web 2.0 functionality that leverages broadcast's strengths, such as multimedia, streaming, and user-contributed control." Ling added that going open-source might

help speed Morris' development process and provide "a more flexible infrastructure to support evolving business models."

The Tampa Tribune licensed Morris Digital Works classifieds software, which it owns, operates and manages from its own servers, to aggregate online classifieds from other Media General newspapers and other participants in the Florida Top Jobs network, to present online at TBO.com, which it shares with WFLA-TV. Morris last year announced its first international client: the Associados communications group in Brazil. Associados is also building a number of code extensions that Morris will market in the U.S. and is handling all translation to Portuguese. Associados also has the option to operate its own Morris-powered ASP in Brazil for other media properties.

Pricing for Morris products is based on a one-time license fee (in the six figures), a three-year contract, plus an annual support and maintenance fee.

Morris Digital Works has contributed more than \$20 million in revenue to Morris Communications newspapers, with external customer sales exceeding \$3 million in 2005. More than 100 people work at Morris Digital Works not including the new media and Internet staff at Morris-owned papers. Morris corporate has about 7,000 employees.



**R**adio stations across the U.S. and Canada are making lots of money with online job ads and the door is open for TV stations, newspapers, outdoor advertising firms, and other media. Eric Straus, president and CEO of Regional HelpWanted.com, is betting he has the ticket to greater revenue.

Station managers have reported figures of up to \$30,000-\$50,000 per month in incremental revenue, and one reported nearly \$2 million for the year. Pamal Broadcasting's Dan Austin said the seven-year-old CapitalHelpWanted.com site in Albany, N.Y., increases his company's job-ad revenue each year by up to 30 percent. Albany's Clear Channel stations realized a 32 percent revenue gain 2006 over 2005, according to GM Kristen Delaney. In addition to incremental ad revenue, radio managers said the product is hassle free and they can even recruit their own staff on the RHW site.

As of February, there were 321 local RegionalHelpWanted sites (in Canada they're called JobShop.ca). The latest was Tampa Bay's FloridaCareerLINK.com, which RHW acquired.

In a typical market, Straus gathered as many media players as he could — including competing broadcast groups — and asked them each to run two dozen 30-second radio spots each week promoting the local RegionalHelpWanted.com.

The RHW corporate team creates the commercials and local affiliates determine how to share the revenue. Most resume and job posting is through the self-service online-ad-placement system. Each affiliate has the right to decide on the RHW listing as a value added or an upsell, if its core product is included.

Citadel, Clear Channel, Journal Broadcast Group and Lotus Communications belong to TucsonHelpWanted.com, which went live in 2000. In 2006, these broadcasters, with a total of 22 radio stations, 64,000 registered job-seekers and 3,000 resumes, shared income of \$500,000.

Only two newspapers, the Boca Raton News in Fla. and the alternative weekly Leo, in Louisville, Ky., have joined. The 35,000-circulation News is struggling to keep every job-ad dollar it can.

"We've been with RegionalHelpWanted.com for five years now," classified manager Nancy Smith said. "We pay for each ad. It's our only online-recruitment product." Smith said she doesn't know what ads would or wouldn't come the paper's way if RHW weren't a part of the mix, but it helps create a bigger online database for her small paper. "The promotion is so valuable," she said.



When Utah's largest car dealer group, The Ken Garff Automotive Group, launched national automotive research portal AutomallUSA in 1996, it wasn't concerned with revolutionizing automotive classifieds, but rather offering a new way to display its inventory. By the time now-defunct Tele-Communications, Inc. (TCI, acquired by AT&T and then Comcast Corp.) took an ownership interest in the company and rebranded it as Vehix.com in 1999, it was apparent not only that traditional classified advertising was in jeopardy but that a combination of online and broadcast media might be important in the future of the industry. In 2004, the firm launched Vehix TV, which shares its online content with Comcast to provide consumers with a comprehensive cross-platform automotive research solution.

The company gathers automotive data and content from unidentified, objective third-party providers, then analyzes it for accuracy and completeness and repackages it for use on its site.

It is the site's source of classified listings and volume of auto inventory, however, that the company is even quicker to count among its advantages. Vehix represents new and used inventory from more than 1,500 dealerships in more than 50 markets nationwide, in addition to used-car ads from private individuals. Overall, it boasts roughly 350,000 vehicle listings.

Vehix.com also provides banner advertising opportunities and interactive features, such as 360-degree interior and exterior views, color finders, and online brochures.

The company said it receives more than 15 million unique visitors per year, with the average consumer spending about 17 minutes on the site. Seventy-five percent of visitors who watch a video on VehixTV submit a request to get in touch with a dealer.

"Vehix built its company based on the prediction that traditional classified advertising would diminish in relevance as consumers shift to more engaging and interactive mediums, such as the Internet and cable television," says Vehix CEO Derek J. Mattson.

The company has applied this concept to several tools, including interactive video buying guides and Vehix TV, which use video on the firm's site as well as on partner properties that include consumer ratings and research site JPPower.com (part of J.D. Power & Associates), and Vehix primary shareholder Comcast Corp.'s video-on-demand digital video recording service.

A full cross-platform Vehix ad campaign, Mattson says, might include a custom-built online product showcase, inclusion in a daily cable advertising spot for Vehix.com, and video content placed on cable video on demand.



WorldNow builds private label ASP-operated automotive Web sites through its WorldNow Cars division primarily for broadcast television and cable customers. Its largest customer, Time Warner Cable's BeepBeep.com, is offered in 16 markets including Houston, Los Angeles, Minneapolis, Milwaukee and Raleigh.

WorldNow and WorldNow Cars both emphasize video streaming, which is not surprising since WorldNow's founders Gary Gannaway and Robert Mischel came out of the broadcast and cable-syndication business.

Founded in 1996, WorldNow has a staff of 70, with 14 dedicated to automotive. Among its 200 customers are such heavy hitters as Cox, ABC, Media General, The New York Times, and Raycom.

WorldNow offers its clients four distinct products:

- A content-management system that allows broadcasters to put video and stories online;
- A national online advertising network to allow advertisers to quickly buy media across all of WorldNow's customers;
- A sales consulting unit that teaches customers how to sell online or can handle the sales process itself.
- WorldNow Cars, which launched in 2004, is the company's only current classified offering with 25 customers (BeepBeep.com and its affiliates are counted as one). A real estate classified offering is reportedly in the planning stages.

While most of its sites sport the standard content partnerships, WorldNow only provides the back-end technology. WorldNow Cars sites are dealer-centric; there are no private-party listings. Pricing is based on the number of dealers per site, ranging from \$100 to \$1,000 per month depending on the size and location of the dealership, plus setup costs at less than \$10,000.

WorldNow Cars' video and content tools can plug into a broadcast or cable station's other computer operations to convert video to stream via the Web in both Windows and Flash formats. Customers also can use WorldNow's tools to edit and post dealer videos to their sites.

WorldNow Cars is well integrated with the parent company's CMS tool, which enables automated publishing, indexing and management of live broadcast feeds or recorded daily newscasts. An ad-serving component is included, as is a desktop utility allowing stations to stream weather and news alerts to subscribers with the station's branding.

WorldNow Cars' sites all include a new-car configurator that sends leads on request to dealers. WorldNow Cars can receive data from dealer management systems such as Reynolds and Reynolds; smaller dealers can send a spreadsheet to WorldNow Cars to input manually.



# VENDOR LIST

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**Adicio:** [www.Adicio.com](http://www.Adicio.com) (formerly CareerCast)  
**Address:** One Carlsbad Research Ctr., 2382 Faraday Ave., Suite 350, Carlsbad, CA 92008  
**Contacts:** Terry Baker, 760 692-4131, [Terry@adicio.com](mailto:Terry@adicio.com); or Sales, 800-276-1332, [sales@adicio.com](mailto:sales@adicio.com).  
**Products:** Hosted recruitment, automotive, and real estate software and tools. Entered the broadcast market this year, powering recruitment and / or real estate classifieds for broadcasters in 17 states, and is in development of an automotive platform for a group of Missouri radio stations.

**AdMission:** [www.AdMission.net](http://www.AdMission.net)  
**Contact:** Leif Welch, 925-328-1208 [leif.welch@admission.net](mailto:leif.welch@admission.net)  
**Address:** 3000 Executive Parkway, Suite 150 San Ramon CA 94583  
**Product:** AdMission's ad platforms support rich media including video. It is positioning its marketplace platform to appeal specifically to online sites with a strong community component. The platform automatically scales images uploaded from a digital camera to the right format and resolution for Web display. The "Spotlight Ads" product utilizes targeted, interactive rich media; still images can be automatically stitched together with text-to-speech to create a self-running streaming video presentation.

**AdPay:** [www.adpay.com](http://www.adpay.com)  
**Address:** 391 Inverness Parkway, Suite 300, Englewood, CO 80112  
**Contact:** Deb Dreyfuss-Tuchman 303-268-1527, [ddt@AdPay.com](mailto:ddt@AdPay.com)  
**Product:** The AdPay classified enhancement program is the first integrated service and one of the best. It has flexibility, easy integration with a variety of front-end systems, solid security for financial transactions and gets high marks from users. Its programs for broadcasters incorporate its system into existing classified advertising platforms of TV and radio sites in 28 states for one or more verticals. In addition to white-label functionality, broadcasters can join with newspapers in the AdPay Classifieds Network of about 100 sites.

**AutoBuyNet:** [www.AutoBuyNet.com](http://www.AutoBuyNet.com)  
**Address:** 3491 Evans St Ste B, Greenville, NC 27834  
**Contacts:** Sales office, 252-830-2886, [scotty@autobuynet.com](mailto:scotty@autobuynet.com) or [margaret@autobuynet.com](mailto:margaret@autobuynet.com)  
**Product:** The Auto Buyers Network hosted classifieds platform lets dealers upload inventory and offers free classifieds (with display upsells) to consumers. An assisted search tool provides leads to individual dealers. Site visitors can search nationally, but preference is given to local advertisers. Partnership with AutoBuyNet includes market exclusivity; media partners receive 85 percent of their sales revenues with a \$575 monthly licensing fee.

**AutoMart.com:** [www.AutoMart.com](http://www.AutoMart.com)  
**Address:** 100 Plume Street, Norfolk, VA 23510  
**Contact:** Ed Jaroszewicz, 866-703-4080, [ed.jaroszewicz@automart.com](mailto:ed.jaroszewicz@automart.com)  
**Product:** AutoMart.com is the Internet's largest automotive Web site, with more than one million listings. It is owned and operated by a division of Cox Enterprises. The site features used car listings exclusively from dealers, showcasing listings provided by AutoMart magazine, Harmon Autos and four other magazines distributed free to the public in more than 90 major markets across the United States. Local media and entertainment sites can partner with Automart.com to feature a fully co-branded auto classifieds section on their Web sites, integrated with the look and framework of the station site. AutoMart's marketing and programming team creates a targeted co-branded page to provide a market-specific engine to power the site's autos classifieds section, and hosts and maintains those pages at no cost. See also AutoTrader.com

**AutoScoop.com:** [www.autoscoop.com](http://www.autoscoop.com), [www.autoscoop.net](http://www.autoscoop.net)  
**Address:** 1201 Peachtree Street NE, Suite 800, Atlanta, GA 30361  
**Contact:** Brookes Stephens, 404-898-8997, [brookes.stephens@cbsradio.com](mailto:brookes.stephens@cbsradio.com)  
**Product:** AutoScoop has its roots in a syndicated radio show across 18 CBS stations, and has been expanded into television in Atlanta, with its first live TV show in March 2007. Programming drives traffic to the AutoScoop Web sites, which allow distance-limited searches for new and used autos and is populated by local dealer inventory.

**AutoTrader.com:** [www.autotrader.com](http://www.autotrader.com)  
**Address:** 5775 Peachtree Dunwoody Road • Suite A-200, Atlanta, GA 30342  
**Contact:** 800-353-9350  
**Product:** AutoTrader.com is another Cox property, this one geared to sales of used cars. AutoTrader.com aggregates more than 2.8 million vehicle listings from 40,000 dealers and 250,000 private owners, with merchandising products such as multiple photos and comprehensive search functionality. Dealers can manage their own listings online to make sure their latest inventory is always featured. AutoTrader.com stays out of the middle of the transaction and drives qualified shoppers to dealerships to make the purchase. It is also the exclusive online distributor of the automotive listings contained in the Auto Trader print magazines. It powers the used-car classifieds for AOL, Yahoo Autos, and the Internet Broadcasting System syndicate, and both the new- and used-car classifieds for Univision.

# VENDOR LIST

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**AutoWorld:** [www.autoworld.com](http://www.autoworld.com)

**Address:** 204 37th Ave. N #224, St. Petersburg, FL 33704

**Contact:** Steve Strong, 727-502-0131 or 888-516-0059, [customerservice@autoworld.com](mailto:customerservice@autoworld.com)

**Product:** AutoWorld.com is a global Internet automotive information and pricing publisher, offering a new and used automotive pricing guide plus many different automotive related modules. AutoWorld Marketplace Classifieds work with more than 25 radio Web sites; basic listings are free, with paid upsells; the classifieds database is relatively small, with the overall product more focused on lead generation in a variety of areas.

**BackPage:** [www.backpage.com](http://www.backpage.com)

**Address:** 1201 E. Jefferson Ave., Phoenix AZ 85034

**Contact:** Carl Ferrer, 602-229-8512 [carl.ferrer@backpage.com](mailto:carl.ferrer@backpage.com)

**Product:** A licensed free-classifieds product that can be individually branded, with links to other BackPage sites, available in English or Spanish. A one-time license fee starts as low as \$3,000 and can include access from multiple URLs in the case of media partnerships. The license fee, based on traffic, also buys future upgrades. The sites make money through print upsells and sponsor ads; fee-sharing arrangements are made individually. BackPage will manage scams and spam ads – a handy feature.

**CareerBoard:** [www.CareerBoard.com](http://www.CareerBoard.com)

**Address:** 27600 Chagrin Blvd., Suite 200, Woodmere, OH 44122

**Contact:** Susan Heidinger, 877-619-5627, [sheidinger@careerboard.com](mailto:sheidinger@careerboard.com)

**Product:** CareerBoard powers locally branded sites in Akron, Cincinnati, Cleveland, Columbus, Detroit, Indianapolis, Louisville, Toledo, Pittsburgh and Dallas, offering free local job searches. Employers pay to post, and to access resume searches and other specialized solutions. Through CareerBoard, local employers can also post listings through TalentNet, which allows customized postings to other sites including CareerBuilder, Yahoo HotJobs, and Hire Diversity. The CareerBoard affiliate program generates income based upon traffic creation; current affiliates include ClearChannel radio stations, newspapers and a variety of organizations.

**CareerBuilder:** [www.CareerBuilder.com](http://www.CareerBuilder.com)

**Address:** 8420 West Bryn Mawr Avenue Suite 1000, Chicago, IL 60631

**Contact:** Mary Delaney, 877-235-8978, [mary.delaney@careerbuilder.com](mailto:mary.delaney@careerbuilder.com)

**Products:** Job board with searchable database, offering corporate profiles, career-fair listings and all the tools candidates and employers expect in a leading site. Full-service recruitment site — job listings, searchable résumé database, company profiles, career fairs. Smart Job is a branded matching service while RightFish is a recruiting outsource tool.

**Cars.com:** [www.cars.com](http://www.cars.com)

**Address:** 175 W. Jackson Blvd. 8th Floor, Chicago, IL 60604

**Contact:** Gregory McGivney, [gmcgivney@cars.com](mailto:gmcgivney@cars.com)

**Product:** Cars.com is the automotive offering of Classified Ventures, a Chicago-based joint venture owned by five media companies. Advertisers place listings on Cars.com, which then appear both online at some 170 newspaper and television Web sites, and in co-branded print books distributed with the partner newspapers.

**CarSoup:** [www.carsoup.com](http://www.carsoup.com)

**Address:** 1401 E. 79th St., Suite 6, Bloomington, MN 55425

**Contact:** Larry Cuneo, 952-707-1212, [larry@carsoup.com](mailto:larry@carsoup.com)

**Product:** CarSoup.com is an online automotive marketplace. The company works exclusively with broadcast media, partnering with television and radio stations to supply their automotive classified listings. Revenues from listings are shared between the two. CarSoup hosts the portal; local partners generate the traffic through on-air promotion. Currently, CarSoup has a presence in 50 cities nationwide.

**ChristianJobs:** [www.ChristianJobs.com](http://www.ChristianJobs.com)

**Address:** 111 Virginia Street, Suite 500, Richmond, VA 23219

**Contact:** [info@christianjobs.com](mailto:info@christianjobs.com)

**Product:** ChristianJobs.com is a full-feature employment Web site, with over 200,000 registered member and more than 20,000 resumes on file. The cost to employers for listings begins at \$149, with various extra features available. As a member of the Salem Web Network, it is the jobs channel 70 Web sites, including Salem's radio stations.

**CityXpress:** [www.CityXpress.com](http://www.CityXpress.com)

**Address:** 200-1727 West Broadway, Vancouver BC Canada V6J 4W6

**Contacts:** Americas — Michael Togyi, 604-638-3825, [mtogyi@cityxpress.com](mailto:mtogyi@cityxpress.com); International — Peter de Souza, 44 (0) 207-471-1824, [pdesouza@cityxpress.com](mailto:pdesouza@cityxpress.com)

**Product:** CityXpress provides classified marketplaces to broadcaster Web sites in 24 markets, including WRAL-TV, NewsChannel 5, WKYT-TV, a corporate broadcast agreement with Evening Post Publishing in North America, and NBN Television, Australia's first broadcast classified site. EMarketplaceXpress is a full-featured, fully interactive platform that lets broadcasters create stand-alone marketplaces that build traffic to their Web sites, attract local advertisers and generate new online revenue streams. Revenue opportunities and features include spotlight ads, paid priority placement, Oodle listing imports, local business storefronts, contextual advertising, proximity search and comparison shopping feeds. The company also works with hundreds of newspapers on event and continuous auction products.

# VENDOR LIST

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**Creative Circle Advertising Solutions:** [www.adqic.com](http://www.adqic.com)  
**Address:** 123 Dyer St., Suite 3B, Providence, RI 02903  
**Contact:** Bill Ostendorf, 508-336-4692, [bostendorf@aol.com](mailto:bostendorf@aol.com)

**Product:** Creative Circle's AdQ interface is a Web-entry system targeting private party classifieds for media outlets including newspapers and broadcast stations. AdQ helps users write more effective ads, resulting in longer ads and more revenue; it has a helpful dropdown menu of entry options and multiple upsell availability.

**Digital Media Communications:** [www.digitalmediaclassifieds.com](http://www.digitalmediaclassifieds.com) (formerly Digital Media Classifieds)

**Address:** 2601 Blake Street, Suite 300, Denver CO 80205

**Contacts:** Evan Neubeiser 303-292-3899, [eneubeiser@digitalmediaclassifieds.com](mailto:eneubeiser@digitalmediaclassifieds.com); Steven Neubeiser, 803-732-3656, [sneubeiser@digitalmediaclassifieds.com](mailto:sneubeiser@digitalmediaclassifieds.com)

**Product:** DMC offers a diverse range of video and audio products for Web, broadcast and other media including Jobs TV, Rental TV, virtual TV and automotive CDs or DVDs., broadcast and kiosks.

**FirstAuto:** [www.FirstAuto.com](http://www.FirstAuto.com)

**Address:** 535 Madison Avenue, Suite 609, Covington, KY 41011

**Contact:** David Hudepohl, 859.392.3122, [dhudepohl@firauto.com](mailto:dhudepohl@firauto.com)

**Product:** FirstAuto is an automotive classifieds for television and radio station Web sites. Options include a turnkey solution or delivery of a data feed of aggregated dealer used car inventory for any U.S. market. Inventory files can be customized, updated as often as daily, and FirstAuto filters all aggregated information so that it is delivered in a standard format.

**ForRent.com:** [www.ForRent.com](http://www.ForRent.com)

**Address:** 100 West Plume Street, Norfolk, Virginia 23510.

**Contact:** Wendy Froelich, 757-961-4735, Wendy.Froelich@forrent.com

**Product:** ForRent.com, a division of Dominion Enterprises, is a national apartment-listings search engine, searchable by locality. It offers both private-party and commercial paid listing packages. The database has more than 50,000 apartment community listings in 32 states and the District of Columbia, and offers options for a rolling slide-show presentation of property photos, detailed floor plans, streaming videos, e-maps, pricing information, and direct connections to leasing agents.

**Gabriels Technology Solutions:** [www.gabriels.net](http://www.gabriels.net)

**Address:** 250 Hudson Street 10th Floor, New York, NY 10013

**Contact:** Gabriel Cianchetto 212-741-0700 ext: 115, [gciacchetto@gabriels.net](mailto:gciacchetto@gabriels.net)

**Product:** GTS creates custom, white-label ASP technology for media clients. Gabriels emphasizes its

software's capability for customization over a one-size-fits-all templated approach. The company launched in 1994 building print real estate books in New York and has been historically strongest in real estate, with The New York Times which launched in 2001 as its flagship client. Its recruitment-ad product is relatively new in its product lineup, following its well-regarded real estate and automotive ad-technology offerings.

**HomePages.com**

**Address:** 11332 NE 122nd Way, Kirkland, WA 98034

**Contact:** Sales, 866-224-9425 or [info@housevalues.com](mailto:info@housevalues.com)

**Product:** HomePages.com is a homes-search engine with rich media content, including aerial photography; it's a division of technology company HouseValues. It currently affiliates with TV station Web sites across the U.S., with co-branded real estate channels.

**Internet Broadcasting Systems:** [www.IBSYS.com](http://www.IBSYS.com)

**Address:** 1333 Northland Drive, Mendota Heights, MN 55120

**Contact:** Clayton Rose, 646-562-5905, [crose@ibsys.com](mailto:crose@ibsys.com)  
**Product:** Internet Broadcasting is the country's largest Web platform of TV station properties, publishing more than 70 sites. Its partners include Hearst-Argyle; NBC; Cox Television; and Meredith Broadcasting; its network of sites receives 12.9 million monthly visitors each month. The company's business development group also manages the sites' classified advertising marketplace, which consists primarily of partnerships with third-party listing providers. Internet Broadcasting sites work with such classified partners as Cars.com, AutoTrader, AutoBuyNet.com, Monster.com, Realtor.com and eHarmony. A few partners such as NBC initiate classified listing relationships beyond those arranged by IBS.

**JobDango:** [www.JobDango.com](http://www.JobDango.com)

**Address:** 2717 SW Kelly Ave., Portland, OR 97201

**Contact:** Sales, 503-256-4446 (Oregon), 206-788-4216 (Seattle)

**Product:** JobDango powers more than 500 career sites in Oregon and Washington, including broadcast station Web site career channels, in a cross-linked, networked system. For employers, options include automatic job posting to the company Web site, automated resume search agents, creation of colleague-user groups, user-defined online applicant questionnaire, and user-defined automated emails.

# VENDOR LIST

**JobDig:** [www.JobDig.com](http://www.JobDig.com)

**Address:** 5051 Highway 7, Suite 240 St. Louis Park, MN 55416

**Contact:** Molly Moseley, 952-277-4513

**Product:** JobDig.com is a job search and career information engine serving Wisconsin, Minnesota, North Dakota, South Dakota, Wyoming, Nebraska, Kansas and Iowa in conjunction with local TV stations and eight local weekly newspapers in seven states.

**Jobing:** [www.jobing.com](http://www.jobing.com)

**Address:** 4747 N 2nd St. Phoenix, AZ 85016

**Contact:** Aaron Matos, 602 200-6802

**Product:** Jobing, which provides locally focused employment products, is currently serving the states of Arizona, Colorado, Florida, New Mexico, and Rhode Island. Jobing.com provides online services for local employers for recruitment (online job postings and resume database searching) and provides additional services including resume services, Career Expos (public job fairs), JobingTV (a locally focused employment television show), online job fairs (including employer video streaming), an educational resource center (highlighting schools of higher education and developmental programs), and HR web sites (corporate career center hosting and applicant tracking system) among others. Jobing also owns ColoradoJobs.com and DenverJobs.com. It partners with and powers the career channels for both TV and radio stations in its markets.

**Kaango:** [www.kaango.com](http://www.kaango.com)

**Address:** 2330 Broadway, Suite 104 Denver, CO 80205

**Contact:** Michael Kranitz, 303.858.0415, [michael@kranitz.com](mailto:michael@kranitz.com)

**Product:** Kaango is a flexible, networkable classifieds platform that supports free- and paid-ad models and online ad-ordering. Publishers can create and change upsell features on the fly.

**Monster Worldwide Inc:** [www.Monster.com](http://www.Monster.com)

**Address:** 5 Clock Tower Place, Maynard, MA 01754

**Contact:** Ellen Julian, 978-823-2519, [ellen.julian@monster.com](mailto:ellen.julian@monster.com),

**Products:** Largest recruitment site in the U.S.

**Morris DigitalWorks:** [www.morrisdigitalworks.com](http://www.morrisdigitalworks.com)

**Address:** 699 Broad St., 6th Floor Augusta, GA. 30901

**Contact:** Karen Taylor 513-871-4589 [karen.taylor@morris.com](mailto:karen.taylor@morris.com)

**Product:** Morris Digital Works was originally created to build classified sites for Morris-owned newspapers in the U.S., but now supports other newspaper groups and broadcast properties. Morris, in an alliance with Belo Interactive (which operates 35 Web sites for parent company Belo's television properties) MDW runs the real estate classifieds for Belo Interactive sites, and also operates in the automotive, employment and general-merchandise verticals.

**Move.com:** [www.Move.com](http://www.Move.com)

**Address:** 30700 Russell Ranch Road, Westlake Village, CA. 91362

**Contact:** Sales, 805-557 2300

**Product:** Move.com is a comprehensive real estate search engine that aggregates listings from its sibling Realtor.com with new home and rental content spidered from the Web. Move content powers the real estate channels of AOL, MSN and Yahoo as well as those of media partners and affiliates.

**Oodle:** [www.oodle.com](http://www.oodle.com)

**Address:** 60 E. Third Ave., Suite 410, San Mateo, CA 94401

**Contact:** David Barsocchini, 650-358-6561, [dbarsocchini@corp.oodle.com](mailto:dbarsocchini@corp.oodle.com)

**Product:** Oodle works with newspapers, broadcasters and portals, indexes more than 20 million classifieds from 75,000 sources and has a free-ad platform. Sites can opt for anything from a simple Oodle search link to an API for customizing listings. All verticals are available, and the general platform links back to the local publisher's site for taking listings; also available in white-label and custom versions. Oodle has recently begun expanding its relationships with broadcasters.

**Postaroo.com:** [www.postaroo.com](http://www.postaroo.com)

**Address:** unpublished

**Contact:** message form online is only point of contact

**Product:** Postaroo is a free local bulletin board for classified ads and community events, and an unbranded product of Sinclair Broadcast Group. It serves Sinclair's markets in 24 states, primarily in the East and Midwest, plus Texas and Nevada. Local sites, which cover all the verticals plus personals, are co-branded with local Sinclair station logos. Postaroo has traditionally taken a Craigslist-type plain approach to listings, recently adding a mapping feature and allowing multiple images to be posted. Video listings are not accommodated, but video banners and display ads have begun to appear on the site pages.

# VENDOR LIST

**RegionalHelpWanted:** [www.RegionalHelpWanted.com](http://www.RegionalHelpWanted.com)  
**Address:** 1 Civic Center Plaza, Suite 506, Poughkeepsie, NY 12601

**Contacts:** Eric Straus, 845-471-1450 x135, [Eric@RegionalHelpWanted.com](mailto:Eric@RegionalHelpWanted.com)  
 or Bill Cloutier, 716-689-0102, [BC@RegionalHelpWanted.com](mailto:BC@RegionalHelpWanted.com)

**Product:** Using a central sales facility, the operation capitalizes on unused radio advertising inventory. Local broadcasters run tailored ads that drive traffic to the locally branded site (e.g., TucsonHelpWanted.com). Will not enter a market without a strategic ally in place, and tries to have at least four participating broadcasters in each market; there are currently 321 local sites. Broadcasters air commercials for the locally branded site, which generates revenue from employer postings that is shared between RHW and participating local broadcasters. Sites appear under the JobShop.ca brand in Canada.

**SeekItLocal:** [www.SeekItLocal.com](http://www.SeekItLocal.com)  
**Address:** 1600 Utica Ave S., Suite 400, Minneapolis, MN 55416

**Contact:** Doug McMonagle, 952-417-3284, [dmcmونagle@inergizedigitalmedia.com](mailto:dmcmونagle@inergizedigitalmedia.com)

**Product:** SeekItLocal.com, a classifieds marketplace, is an Inergize Digital Media product for ClearChannel, its parent company, and appears on ClearChannel TV Web sites.

**SellStuffLocal:** [SellStuffLocal.com](http://SellStuffLocal.com)  
**Contact:** Affiliate sales, [affiliates@sellstufflocal.com](mailto:affiliates@sellstufflocal.com), 877-788-3356

**Product:** SellStuffLocal is a locally branded classifieds listing site in over 200 locations in the U.S. Postings are free for merchandise priced at \$20 or less. Link affiliate programs offer 20 percent of all revenues derived from traffic originating on the broadcaster's or publisher's Web site; co-branded site arrangements are negotiated individually and allow the site owner to sell advertising and retain all revenue from advertising on the site.

**SnagAJob:** [www.SnagAJob.com](http://www.SnagAJob.com)  
**Address:** 4880 Cox Road, 4880 Cox Road, Suite 200, Glen Allen, VA 23060  
**Contact:** Shawn Boyer, 804-236-9934 ext. 113, [sboyer@snagajob.com](mailto:sboyer@snagajob.com), or 877-461-SNAG  
**Product:** SnagAJob is an online recruitment service for hourly workers, receiving more than 1.5 million visitors a month. Employer postings start at \$129. SnagAJob currently works with 37 ClearChannel TV Interactive Web sites providing The Employment & Career Channel to power their hourly job board.

**Travidia:** [www.Travidia.com](http://www.Travidia.com)  
**Address:** 265 Airpark Blvd. Suite 500, Chico, Calif. 95973

**Contact:** James Green, chief marketing officer, [info@travidia.com](mailto:info@travidia.com), (530) 343-6400

**Product:** Travidia is an ambitious up-and-comer that has rapidly expanded beyond its roots as a print-to-Web conversion house to offer an array of hosted classified and ad-serving technologies. Its soup-to-nuts approach to online ad services makes it a convenient vendor, allowing customers to buy what they need and integrate it quickly.

**Vehix.com:** [www.vehix.com](http://www.vehix.com)  
**Address:** 1165 East Wilmington Ave. Suite 200, Salt Lake City, UT 84106

**Contact:** Dillon McDonald, 415-738-3408, [dillon@jumpstartautomotive.com](mailto:dillon@jumpstartautomotive.com)

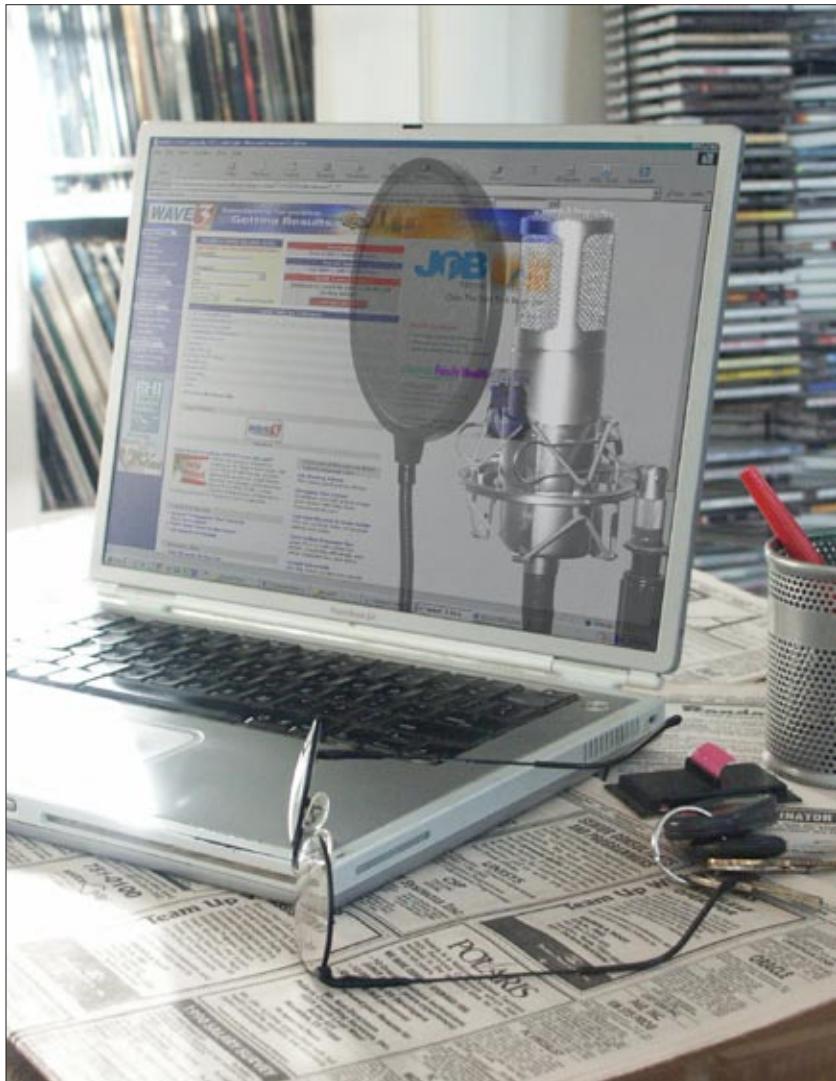
**Product:** Vehix.com sells automotive listings to individuals and dealers, as well as banner ads, sponsorships, and other promotional placements to dealership groups and automotive manufacturers. The company also powers over 600 automotive dealership sites. In addition to appearing on partner sites such as jdpower.com, Vehix content is available through Comcast Corporation on Comcast Cable's video on demand (VOD) digital cable service. Comcast is a primary shareholder of Vehix.com.

**WorldNow:** [www.worldnow.com](http://www.worldnow.com)  
**Address:** 747 Third Avenue, 17th Floor, New York, NY 10017

**Contact:** For WorldCars, Doug Campbell, 212.931.1200

**Product:** WorldNow is a provider of Internet technology, content and revenue solutions for local media Web sites. It offers four distinct products to its 200 customers (including Cox, ABC, Media General and Time Warner Cable): streaming video, Web site publishing, a content management system, and a national online advertising network. Its only current classified offering is WorldNow Cars; a real estate product is said to be in the planning stages.





# ABOUT OUR SPONSOR



*The leader in  
online marketplaces*



## About CityXpress

**CityXpress Corp.** is a leading supplier of online classified marketplaces, ecommerce-enabled classifieds and online auctions to broadcasters and newspapers worldwide. CityXpress works with media companies in the Americas, Europe, Australasia and Africa to stage online marketplace initiatives through its hosted software and on-site sales and customer support services.

CityXpress has launched or is developing more than 150 classified marketplaces for media customers in North America, the United Kingdom and Australia. The company staged its first event auction in 2002 and since then has staged more than 675 auctions, generating over \$165 million in revenue for its customers.

## About eMarketplaceXpress

eMarketplaceXpress is a full-featured interactive classified platform that enables broadcasters and newspapers to develop private-party marketplaces that compete directly with free listing services, generate new online revenue and drive significant traffic to their own Web sites.



Media companies can develop new streams of revenue by selling a rich array of value-added features such as online ad-taking and payment options, e-commerce transaction capabilities, local business storefronts, contextual ad placement,

optimized search capabilities, XpressExperts, and a comparison-shopping tool that incorporates products from other local shopping channels.

CityXpress currently hosts online marketplaces for 15 broadcasters, including WRAL-TV, WITN-TV, WTVF-TV and NBN-TV of Australia.



## About eClassifiedXpress

eClassifiedXpress integrates easily with existing online classified platforms to extend the strength and value of online classified listings. It offers buyers and sellers a rich interactive toolset to help them shop and sell online. Media companies can build new streams of ongoing revenue by selling value-added packages based on eClassifiedXpress' tools and features.

# ABOUT OUR SPONSOR



*The leader in  
online marketplaces*



## About XpressAuctions

XpressAuctions are online events staged by media companies with goods and services provided by local retailers in exchange for exposure through the auction and advertising credits that are earned if the retailer's items sell. Auctions help media companies attract new advertisers and generate incremental revenue from existing advertisers, while boosting store traffic for vendors and producing good deals for consumers.

CityXpress also offers specialized auctions, including gift certificate events, auto dealer auctions and fundraising auctions.

The screenshot shows the delawareonline BID&BUY auction interface. At the top, there are links for Home, Search, Register, How It Works, Roles, Privacy, FAQ, and Contact Us. A login field is also present. The main content area features a search bar with fields for Item No., Keyword, and a 'Get' button. To the right, a message says 'Bidding in progress - register and bid today! Bidding ends in less than 4 days, 1 hours, 22 minutes on 02 Apr 2007 at 08:00PM.' Below the search bar is a 'Browse' section with a list of categories: Automotive (15), Clothing & Accessories (25), Dining & Entertainment (51), Furniture & Appliances (28), Health & Wellness (75), Home & Garden (108), Home Electronics (25), Recreation & Sports (56), Services (2), and Travel & Accommodation (5). To the right of the categories are several auction items with images and descriptions: 'Hydro Spa Luxury Performance Hot Tub', 'Set of 3 Reclining Home Theater Seats', 'DTC's Adult Acting Class', '\$500 Tile Flooring Gift Certificate', '\$150 Gift Certificate - Kung Fu Classes', '\$150 Sneaker & apparel Gift Certificate', 'Under Cabinet Ice Maker', '\$250 "Beauty Break" Gift Certificate', '\$100 Birthday Party or Skate Gift Card', 'Air Goodeome', '\$100 Women's Accessory Gift Certificate', and 'Chateau de Vin Entertainment Unit'. The bottom left of the interface features the CityXpress Corp. logo and the NAA Auctioneer logo with its license information.

## About eMerchantXpress

eMerchantXpress provides advertisers with a new method of financing advertising while connecting with consumers in a "continuous" local online marketplace. Local retailers provide goods and services in exchange for exposure through this auction and credits for pre-sold advertising plans that are earned if the retailer's items sell. Using continuous auctions, media companies can create ongoing new streams of revenue, attract new classes of advertisers, expand the participation of existing advertisers, engage in forward selling and develop new products in response to advertiser and bidder demand.

## About XpressExperts

XpressExperts is an online question-and-answer feature that offers local business people, trades and professionals a forum to answer questions as experts in their fields. Experts

profile their businesses and answer questions posted by readers. This feature provides host media companies with a source of valuable online content, a way to secure new advertisers, and a new stream of recurring revenue.

XpressExperts can be integrated into a classified marketplace, placing experts in categories appropriate to their business, or can stand alone on your website.

The logo for 'MEET THE EXPERT PROFESSIONAL DIRECTORY' features the words 'MEET THE EXPERT' in large, bold, black letters, with 'PROFESSIONAL DIRECTORY' in a smaller, red box below it. Below that, a red box contains the text 'Need a local expert? View our local professional directory!'. The entire logo is contained within a white rectangular box.

**Contact us for details about CityXpress marketplace products**

Visit [www.cityxpress.com](http://www.cityxpress.com)

Email [sales@cityxpress.com](mailto:sales@cityxpress.com)

Call 604.638.3825

# CLASSIFIED INTELLIGENCE CAN WE HELP YOU?

Want help with your classifieds business? Need help with your classifieds business? Classified Intelligence does more than just talk about classifieds – we live and breathe them, and we can help make yours grow.

We've worked with broadcasters, newspapers and dot-coms, and many of the vendors who provide the technology that makes classifieds work – whether in print, online, on the air or on cable. Clients we've worked with range from WRAL-TV, Raleigh, and News 12 (Long Island / New York Metro), to The New York Times Co., Monster, Google and Microsoft. We can help you, too.

## We also provide market-specific services:

### One-month program:

- Analysis of the competitive landscape in auto, real estate, recruitment and merchandise categories to identify opportunities and challenges
- Identification of appropriate vendors, if required, to launch or improve an online classified program
- Development of rates and packaging in *one* category (cars, homes, jobs, "stuff") to capitalize on an immediate opportunity and create an immediate revenue stream (or traffic stream) for the client's Web site
- Analysis of the top prospects for client's service, and the most effective way to sell to them
- A one-day, on-site program by Peter M. Zollman or one of the CI consultants, to introduce the program, train staff, and participate in launch or pre-launch activities
- A follow-up conference call to ensure that appropriate actions were taken and to answer additional questions

### Three-month program:

- Includes all of the services in our one-month program, plus ...
- Complete analysis of the competitive landscape in auto, real estate, recruitment and merchandise categories to identify opportunities and challenges
- Analysis of the top prospects for client's service, and the most effective way to sell to them
- Six conference calls (roughly bi-weekly) to support launch of the initial classified vertical, strengthen current classified offerings, and improve Web sales efforts

### Comprehensive one-year program:

- Extensive analysis of the station's Web site for sales and revenue opportunities
- Comprehensive analysis of the competitive landscape in auto, real estate, recruitment and merchandise categories to identify opportunities and challenges
- Identification of an appropriate vendor or vendors, as appropriate, to launch or improve an online classified program
- Development of rates and packaging in multiple categories (cars, homes, jobs, "stuff") to develop both short-term (one to three months) and long-term (nine months or longer) revenue and traffic streams for the client's Web site
- Analysis of the top prospects for client's service, and the most effective way to sell to them
- Three on-site training and sales programs to focus on revenue opportunities, meet with clients and prospects, and participate in pre-launch, launch and post-launch activities and staff workshops as necessary
- At least six conference calls to support business development in the classified advertising verticals

### *Want more information?*

Call Shannon Kinney, CI's sales director, at (207) 354-7073, [shannonk@classifiedintelligence.com](mailto:shannonk@classifiedintelligence.com), or Peter M. Zollman, founding principal, at (407) 788-2780, [pzollman@classifiedintelligence.com](mailto:pzollman@classifiedintelligence.com)



# CONTRIBUTORS

**Peter M. Zollman** is founding principal of Classified Intelligence LLC, and its sister company, the Advanced Interactive Media Group LLC. He's been in the news business for more than 30 years, and been actively involved in interactive media for more than 20. He is executive editor of Classified Intelligence Report, and has written a number of industry "white papers" and special reports about interactive media and classifieds.

**Jim Townsend** is a principal at Classified Intelligence and serves as its editorial director. He's been in the news business for more than 30 years. He serves as the "eyes and ears" for CI on issues including real estate, automotive, employment, auctions, search, mobile and vendors technology. He often serves as CI's "voice," fielding questions about the classifieds industry from business writers around the globe.

**Jeff Borden** is a Chicago-based writer and editor. A former assistant managing editor and award-winning reporter at Crain's Chicago Business, he is currently a freelancer and trying to finish a non-fiction book while attending as many professional baseball games as possible.

**Brian Blum** is Classified Intelligence's primary writer / analyst for real estate and automotive advertising. Founder of a marketing services company, he is a California native living in Jerusalem. He writes a poignant blog about what it's like raising a family in Israel, at [www.ThisNormalLife.com](http://www.ThisNormalLife.com)

**Sharon Hill** is a former classified advertising representative at the

Sacramento Bee and Herald (Rock Hill, S.C.), and a newspaper executive at the Chapel Hill (N.C.) News, metro Indianapolis' Topics Newspapers and McCarthy Media. After two years as a contributor to Classified Intelligence Report and CI's monthly 'Case Studies', Sharon reports on search and networking for Classified Intelligence and provides proprietary research on a full time basis. She is co-author of "Implementing and Managing Telework: A Guide for Those Who Make it Happen," (Praeger Publishers, 2003).

**Ross Hoddinott** is our analyst for Australia, New Zealand and Malaysia markets. He has a media background of more than 25 years. As research and marketing director with TMP Worldwide, parent company of job-board [Monster.com](http://Monster.com), he had responsibility for media relations and negotiations.

**Mary Hunt**, lead analyst for this report, has 30 years of experience as an international reporter, analyst and publishing consultant based in the U.S. and the UK. Starting as an intern with Ted Bates Advertising, she has worked as an analyst with several market research firms, including Perspectives Resources. She has been an editor or consultant with such publishers as Ziff-Davis, Hachette-Filipacchi and Conde Nast. She was editor of Business Traveler International and of Jenks Healthcare Finance Report. She has also worked for Hersam-Acorn Newspapers and Tampa Bay Newspapers.

# CONTRIBUTORS

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**Charles Newman**, our UK analyst, is former editor and publisher of OnlinePublishingNews.com. He also served as an editor of a UK-published bi-monthly trade journal called CoalTrans International.

**Katja Riefler** is a writer, editor, media consultant and founder of RISolutions in Munich, Germany. RISolutions provides consulting services to the German Newspapers Association, Ifra, NAA and others. European editor of Classified Intelligence Report, Riefler has published several textbooks on media issues, including works about online journalism and primers on online advertising. In 1996, she co-founded MBT Online KG, the first new media cooperative among German newspapers.

**Susan Stenberg** is a classifieds professional and business analyst for CI who contributed research to this report. She led affiliate relations at CareerPath, an early newspaper recruitment network. She spent nine years at the San Jose Mercury News, watching the rise of Silicon Valley and the personal computing age, and then headed the business and publishing systems division at the Philadelphia Inquirer and Daily News.

**Justine Townsend** conducted the research for this project. She is a former circulation-marketing researcher for *La Opinion* in Los Angeles, and a former account specialist for L.A.-based *CloseOut News*.

**Grant W. Repsher and Tessa Wegert** are the founders of repsher Consulting, a Troy, Mich.-based marketing consultancy specializing in marketing strategy, copywriting and online advertising. With backgrounds in both traditional and interactive marketing, they are avid writers covering Internet advertising.

**Bruce Oren** produced the charts and designed this report. He is an artist based in New Haven, Conn. Oren worked for 27 years at the Houston Chronicle, serving as artist, designer, photo editor and senior infographics reporter.

**Jackie Jones**, copy editor for this report, is director of Jones Coaching, LLC, a personal development and coaching firm that helps people improve job performance or create new careers. Her work has been with writers, editors and newsroom managers. She has spent 30 years in journalism and education, teaching journalism at Penn State University and working as a correspondent for BlackAmericaWeb.com and as an editor at several newspapers, including The Washington Post, the Milwaukee Journal Sentinel and the Philadelphia Daily News.



Classified Intelligence and its affiliate, the Advanced Interactive Media Group (AIM Group), produce special reports regularly in addition to Classified Intelligence. The newest reports available include:

**To buy any of these reports, or for more information, go to [classifiedintelligence.com](http://classifiedintelligence.com), call 407-788-2780, or e-mail: [info@classifiedintelligence.com](mailto:info@classifiedintelligence.com)**



## Pricing and Packaging reports

Classified Intelligence continually studies the “pricing and packaging” of classified ads at newspapers throughout the United States. The reports in this series focus on newspapers’ rates and packaging for employment, real estate, automotive and merchandise advertising, and their responses to inquiries from CI “mystery shoppers.”

## Automotive Advertising 2007: Are you ready to roll video?

In this report, the automotive-ad industry’s top leaders discuss video and other emerging trends. We look at the U.S., U.K., Canada, Australia and Germany. We talk to auto dealers from across North America who tell us what they’re looking for from their advertising partners. They’re growing less interested in third-party lead generators and they’re growing more interested in search-engine marketing. As always, they’re looking for more value and trackable results.

## Recruitment Advertising: Job sites, newspapers falling out of favor

Coming off a great year and already into what is likely to be another good year, you might think recruitment advertising is finally back on track. And, from what you will read in this, our sixth Recruitment Annual, you wouldn’t be wrong. Our panel of advertising experts – which includes recruitment-site founders, an ad-agency executive and others – insists that, despite the onslaught from free sites, the pay-to-post model is thriving, not just surviving. Similarly, recruiters told us they don’t foresee any big change in how their company advertises job openings. This year. But there are changes coming.

## Online ad placement and online-only classifieds: Newspapers’ best and worst practices

Self-service advertising sales are finally becoming widely accepted among newspapers and other print publications. We offer 17 “best practices” recommendations that every newspaper and dot-com should review and follow as it builds or upgrades its self-service ad placement system. Separately, we asked 21 U.S. papers and one in Canada whether they offered online-only classifieds, and the reasoning behind their decisions. The consensus was simple: “You have to do it,” several execs told us.

## Free Classifieds: They’re all the rage, but where’s the money?

Classified content is hurtling toward free — prices driven downward by consumers’ rising expectations. It’s no longer a question of “if” — if it ever was. It’s not even a question of “when” — the time is now. The real question is “how?” We profile ad publishers — newspapers and Web sites — that are making it work. There are opportunities, but given the head start heavyweights like Google, eBay and Craigslist have, the window of opportunities is a narrow one.