



The Houston Chronicle launches self-service ads for small businesses

Wave2 Media Solutions Newsletter

Issue 5

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Welcome

Welcome to the fifth edition of the Wave2 Newsletter.

We are extremely excited to have Matt Oliver, Vice President and General Manager of The Houston Chronicle, describe why the Chronicle is so focused on launching new self-service capabilities to Advertisers. Matt will share the significance of this to The Chronicle's business.

The Houston Chronicle has just launched the Wave2 iPublish: AdPortal solution - you can visit this site at [Houston Chronicle InstaAD](#)

Acquire New Customers

Caught-up responding to the fast-paced advertising market? Or are you proactively developing creative strategies that will help to acquire new customers and boost your revenues?

Self-service Solutions by Wave2 Media Solutions

Matt Oliver, Vice President and General Manager at The Houston Chronicle



If there's one thing the Houston Chronicle is good at, it's trying new ways to reach our customers. One market we felt we had not been able to reach efficiently was that of small business owners. As one of the largest cities in the nation, we simply did not have the resources to reach all the businesses that could benefit from our many products and services. We estimated that there are probably at least 150,000 small businesses in the area with the desire and the need to advertise but who didn't have the resources to hire someone to create their ads. That's why we approached Wave 2 about their iPublish: AdPortal.

Though we had talked to other vendors, we felt Wave2's products best fit our needs. With iPublish: AdPortal, we could design our own Web site that made advertising with the Chronicle entirely self-service. Not only would this bring in new ad revenue, but it would also offer an extremely valuable service to our customers. In addition, since it enabled these small advertisers to design their own ads, iPublish: AdPortal also lowered our cost of ad production, which enables us to pass some of the savings on to these small-scale advertisers by offering them reduced ad rates.

For our customers, the site's convenience is extremely important. Simply by logging on to our Web site, these customers can produce, pay and place their own ads 24 hours a day - which is a big bonus for small business owners who are often working long hours just to keep up with their daily business needs.

By February of 2008, we were ready to begin developing our own site.

The result - now called InstaAd.net - is initially designed to reach specific categories of businesses that we felt had the highest potential. Dentists, chiropractors, plumbers, home repair companies, hair salons, houses of worship and landscapers will be targeted in the first wave with a miscellaneous category added to reach other small business owners who see the potential in this brand new way to advertise to their market.

Since most of these potential advertisers are small businesses with limited budgets, we are offering 2x2, 2x3 and 2x4 ad spaces in the products most likely to appeal to them. They will be able to choose to run in any of our 16 targeted neighborhood news sections or, if they prefer, get full distribution to the million-plus readers of our City & State metro section. The price includes full color and customers also have the option of adding online ads for a small additional price.

The exciting thing is, we see so much potential in this product. Even though the site is just now being rolled out, we already have plans in the works for phase two and phase three. In the near future, we will be adding more and more products to appeal to an even broader range of advertisers. Our partnership with Wave2 is enabling us to use the latest technology to develop new revenue streams cost-efficiently and conveniently -- for us as well as our customers.

For further information on Wave2 Media Solutions, please e-mail info.us@wave2media.com or call for a personalized on-line presentation (508) 366-6383.