



Aberdeen Journals mixes Print and Online

March 2008 – UK software specialist Wave2 Media Solutions announces details of Phase II of the online self-service web sites offered by Aberdeen Journals Ltd (AJL)

Originally launched in 2007, the www.scot-ads.com web site provided advertisers the ability to create and book their own display advertisements. The self-service site is based upon Wave2's i-Publish AdPortal product and harnesses the power of the Wave2 Publishing Platform to automate the building of all of the Ads.

Phase II is now live and it introduces a host of new services, and new sites, to advertisers. The requirements of all of the publications offered by AJL have now been addressed within a single AdPortal system. This is based upon the Standard Wave2 Publishing Platform. The websites and user experience have been customised to provide the appropriate branding and presentation for each publication. The Scot-Ads website has been extended to encompass a fully searchable online database of all Ads, and advertisers can now book and build Ads for both print and online. The new Press and Journal and Evening Express websites have also been added to the system to provide their advertisers and readers the same facilities.

Online Searchable Database

The new online database provides a searchable store of live ads. Population of the database is both by direct online bookings and bookings from a Sentinel ad-booking system.

The database supports the following base functions:

- Searchable database of online Ads.
- Presentation of Ads booked online and via telesales.

- Search function with filters appropriate to each classification.
- Discounted re-book feature for online and print.
- Amend Ads and print.
- Static Banner Ads.
- Cycling Banner Ads.
- “My Ads” function which allows a user to save references to chosen ads.
- Storage of text, images and multimedia objects for online ads

The online database is searchable by category and sub-category. For example, a search for any category can be made by category, classification and geographical proximity. Keywords can also be used to filter the search results. Visitors to the site are able to store any Ads that are of interest and make comparisons as they view the results. For enhanced online styles, users are able to click on the listing entry to view the full ad.

“We had a successful launch of the Scot-Ads online service last year”, said Iain Tavendale of AJL. “This led to a very satisfying 40% of the private advertising in the Scot-Ads publication being booked and built online. Phase2 of the project has now successfully gone live and elevates the service that we offer our advertisers, on all publications, to new levels.”

Chris Hodges, founder of Wave2 explains. “There is a serious trend within the publishing industry toward self service advertising. The boundaries between print and online are finally becoming blurred and our mission is to provide the technology that exploits this and enables publishers to both save cost and to generate significant new revenue.”

The Wave2 i-Publish range include products for Self Service Advertising, Collateral Generation, Production Automation, Sales Visuals Creation, Automatic Page Assembly and Personalised Publishing.

Further Information

For further information on Wave2 and its products please e-mail info@wav2.com or visit the www.wav2.com web site.

ENDS

Press Information

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It only costs a fiver in the paper and online.



Welcome to Scot-Ads.com

Book your adverts directly into our print and online editions

Book a **PRIVATE** advert

GO

I am a private advertiser and wish to place an advert(s) relating to my own personal goods

Book a **BUSINESS** advert

GO

I am a business advertiser and wish to place an advert(s) relating to my business

Looking for something?

Search for a **BARGAIN**

GO

Browse the Scot-Ads store where there are thousands of items for sale

Access your advert store..

Rebook your **advert**

GO

I wish to access my advert store to rebook a previously booked advert

Did you know that...

Scot-Ads has more readers than any other specialist weekly title.

- Source: TNS Media 2009

It's free in the paper.

