



New AdPortal with Rich Media and Automatic UpSell

December 2008 – Publishing software specialist Wave2 Media Solutions announce details of the latest version of their AdPortal Self-Service Advertising website that now supports the Wave2 Rich Media Engine and introduces a powerful “UpSell Module”. These new features extend AdPortal’s capability to offer a compelling solution for publishers looking to offer a self service advertising facility for both print and online.

Advertisers can be offered multiple ad packages, combinations of print and online ads, and be automatically prompted to purchase additional options. With the addition of the Rich Media Engine, AdPortal can build anything from simple lineage and online listings, through to sophisticated PDF print ads and online Flash animations. All of these options are configured and managed by the publisher using a simple administration function.

Rob Parsons, Sales Manager at Wave2, says. “In the past 6 months we have seen a definite increase in the number of publishers looking to offer self service advertising. It allows them to generate additional revenue and to significantly reduce in-house production costs. We are deploying new AdPortal websites on a monthly basis.

“AdPortal is packaged to offer an easy and quick implementation, allowing a publisher to be live in a very short period of time. One area that can be a concern for the publisher is the perception that a complex interface to the incumbent ad booking system is essential. Desirable it might be - but essential it isn’t. AdPortal has its own database that can hold a simple set of advertising rates, reducing the need for costly integration. A simple interface that exports the essential ad booking details and the resulting Ads means that an AdPortal system can be live and generating revenue within just two or three weeks of installation.”

The new UpSell option also addresses another of the concerns raised by publishers - the loss of opportunity to “up sell” to the advertiser. Wave2 acknowledged this and developed the UpSell option. The sales department decide on the correct “up sell” option to offer for each advertising package. AdPortal will then automatically offer the advertiser one or more extra options when they build their ad. For example this could be the option of a larger print ad, or perhaps the option of an animated banner ad in addition to the print ad they have just purchased.

AdPortal is suitable for general advertising by both private and trade advertisers, with support for building print and online advertising. From simple listings through to complex display, even animations. It provides both credit card and prepayment options as part of the booking process. As with all iPublish solutions, AdPortal is highly configurable, and can be styled to integrate within a publisher's website and will interface to their existing infrastructure with the minimum of integration work. The Wave2 Publishing Platform foundation means that AdPortal is completely scalable and will handle anything from a single publication or website to a complete enterprise.

AdPortal features include:

Support of any classifications. Packages feature for easy pricing. Banner Ads. Basket function. Registration function and account storage. Optional rich media support for building flash animations. Automatic sizing according to Ad content. Automatic layout according to Ad content .Rework of previous Ads. Print and online advertising. Optional discount for rebooks. Automatic up-sell option.

Some examples of Wave2 AdPortal sites:

Lakeland/Polk – This is one of the New York Times Regional sites
<http://polkezads.com>

Santa Rosa/Press Democrat – This is one of the New York Times Regional sites
<http://pressdemocratezads.com/>

Freedom/Orange County Register
<http://www.ocexpressads.com/oc-adportal/index.html>

Daily Herald Celebrations
<http://mycelebrate.dailyherald.com/>

Houston Chronicle
<https://instaad.net/>

Scot Ads
<http://www.scot-ads.com>

Aberdeen Press & Journal
<https://bookadsonline.ajl.co.uk>

THE WAVE2TIMES

Build Your Own Ad Campaign

Home | Why Advertise | Pricing | Deadlines | FAQs | Contact Us

An online animated ad...

Wave2 Hotel

Would you like to include this in your package?

NO THANKS YES PLEASE

Returning Customer?

Username:

Password:

Login

PayPal

VISA

DISCOVER

BANK

Self Service Publishing Made Easy!

iPublish ADPORTAL

i-Publish AdPortal: 2.0a Publishing Platform:3.1.0trunk (11671) Licensed to: Sean Hodges (INTERNAL)
Ad2008 Wave2 Media Solutions LLC

Terms and Conditions

AdPortal will “up sell” automatically

About Wave2

Wave2 Media Solutions was formed in early 2004 specifically to develop a range of solutions for the automated generation of documents. Wave2's mission is to provide tools that will enable publishers and content providers to both save costs and to generate new revenue.

To this end, the company has developed a highly scaleable and powerful rules engine, capable of automatically building documents. These may be anything from simple display ads through to complex multi page documents. The Wave2 rules engine, combined with Adobe's InDesign Server, forms the heart of the Wave2 Publishing Platform (W2PP). This base product provides the foundation for the i-Publish range of packaged solutions. The first installations of Wave2 solutions took place a year after formation in January 2005 and the company now has an impressive list of customers both in the UK and overseas.

The i-Publish range now available includes products for Self Service Advertising, Production Automation, Sales Visuals Creation, Automatic Page Assembly and Personalised Publishing.

The Wave2 Publishing Platform is in use by various publishers and marketing communications companies around the world. In addition, the W2PP is licensed by Wave2 to a number of leading systems vendors who incorporate Wave2's technology as part of their own solutions.

With offices in Aylesbury, Buckinghamshire, in the UK and Waltham near Boston MA in the USA, Wave2 sells its solutions both directly and through various partners around the world.

Further Information

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

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Press Information

Word count: 854

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