

Press Release
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Wave2 Announced New Digital Initiatives at Borrell Conference

iPublish AdPortal Integrated with DFP Premium HTML 5 Support Released for iPublish AdPortal

New York City, March 4, 2013 - Wave2 Media Solutions announced two significant digital initiatives, at the Borrell Associates Local Online Advertising Conference last week in New York City. Both initiatives are enhancements to Wave2's self-service advertising platform- iPublish AdPortal. AdPortal is now integrated with Google's DFP Premium enabling publishers to create digital campaigns in AdPortal booking them into DFP Premium automatically. These campaigns can take full advantage of DFP's powerful geo targeting, site and variable frequency placement for both web and mobile targeted campaigns. Additionally, Wave2's underlying patent-pending publishing technology, the Wave2 Publishing Platform W2PP, has been upgraded to support HTML 5.

"Both of these digital enhancements will be available for all Wave2 AdPortal customers." said Brian Gorman, Vice President of Sales for Wave2 Media Solutions.

DFP Premium offers a very powerful suite of ad serving features. Wave2 is working with Hearst Newspapers and PostMedia of Canada developing the capability to create ad campaigns utilizing the features of DFP premium. Since Wave2 users are SMB self-serve advertisers, the goal is to keep the workflow as simple and intuitive as possible while offering the power of DFP Premium.

Wave2 will handle everything from ad creation, e-commerce and booking campaigns into DFP Premium. Publishers can quickly and easily create ad packages using AdPortal's web-based administration tool. Wave2 has integrated DFP's rich feature set allowing for digital packages to be offered separately or combined with Wave2's powerful print display capabilities.

With the release of HTML 5 support, mobile is available to be added to any and all of your print and web cross-media ad packages. AdPortal now supports JPEG, SWF and HTML5 for web targets and HTML 5 for mobile campaigns. Ad campaigns can now be setup and managed by advertising and business personnel without requiring DFP Premium technical expertise.

"iPublish AdPortal is the leading self-service platform in the newspaper industry today.", added Gorman one of the US founders of Wave2, "These new enhancements allow our customers to integrate AdPortal into their SMB strategy enjoying the benefits of increased ad revenue, lower operational costs and improved campaign management."

For More Information: Email: info@wave2media.com or Call: (508) 366-6383 and ask for Brian Gorman