OC Register Publisher Terry Horne's Strategy for Self-Service Advertising

Wave2 Media Solutions Newsletter

Issue 9

Live Customer Sites

Obits & Celebrations
Orange County Register
News & Observer Obits
Virginian-Pilot
Daily Herald Chicago

Retail
Virginian-Pilot
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OC Register ExpressAds
Lakeland Ledger
Herald-Tribune Sarasota
Times-News Hendersonville
The Press Democrat Santa Rosa
Star-News Wilmington
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Dallas Morning News Bakersfield
Bay Area News Group
Los Angeles News Group
Naples News
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Miami Herald

Welcome

Welcome to the ninth edition of the Wave2 newsletter. We are honored to have Terry Horne, Publisher of the Orange County Register, discuss his strategic plans for self-service advertising.

The Orange County Register is taking an industry-leading position in self-service advertising. Guided by clearly identified business objectives, the Register is launching an array of new services to attract new advertisers and to improve margins on existing ad   business.

At Wave2, we have always been impressed with the Register's commitment to making self-service a successful component of their business. This commitment has been continually demonstrated by the Register with strong leadership for each phase of their project.

Big Opportunity in Orange County

One of our strategic initiatives here at The Orange County Register is to have 30% of our revenue come from self-service advertising by 2012.
That's a pretty ambitious goal. But when you look at the opportunity in our marketplace, it doesn't appear as daunting.

We have approximately 140,000 licensed businesses in Orange County. Most of these businesses - about 110,000 - have between 1-10 employees. Businesses of this size, we've found, typically run 1/8 or a 1/16 page ads and spend about $300 per transaction. Small businesses are a perfect fit for self-service advertising because businesses can do it on their own, pay a lower price point, and save a little money in the process. The challenge is creating awareness and conditioning the marketplace to take advantage of this tool.

One method of creating awareness is to consistently run house ads promoting self-service. While we've aimed several marketing initiatives at Orange County businesses, running house ads is the one thing that drives ad volume on a consistent basis.

Although we're seeing an upward trajectory on self-service revenue, we still have a ways to go in our ramp up. In the fourth quarter of this year alone, we have plans to launch a variety of products to add to our self-service portfolio. By the end of the year, we will be launching rich media for OCR.com and our hyper-local community websites. In addition, we will be trying a new AdPortal application for print inserts. These will be targeted at the same small business customers who use our retail site. Our plan is to offer both print inserts and direct mail. Our Spanish language paper, Excelsior, will be added to our small business retail site. For classified ads, we will launch an obituary application that will be used by funeral

homes. The more products we can get in the pipeline, the more self-service revenue we can generate.

We are also near completion of our Mactive interface which will let our current customers access their account information on the self-service platform. This will allow us to begin moving existing advertisers to self-service which in turn will enable us to lower our cost of sales. We've already begun "rolling over" our church and worship center accounts. These accounts typically make smaller purchases and are open to using a self-service portal. It will provide them with a better level of service than they are receiving today and they can access the system at their convenience.

Looking beyond our product launch plans this year, there are still plenty of opportunities we plan to take advantage of to help us achieve our business goals. Wave2's AdPortal solution provides us with the flexibility to greatly expand our self-service offerings and reach our goal of 30% by 2012.