

# Hearst Launches Self-Service Real Estate Solution

Wave2 Media Solutions Newsletter  
Empowering Your Advertising Future

Issue 11

## Live Customer Sites

### Obits

[Raleigh N&O Advertising](#)  
[Idaho Statesman](#)  
[San Francisco Chronicle](#)  
[Miami Herald](#)  
[The Sun News Myrtle Beach](#)  
[Philly Inquirer & Daily News](#)  
[Rochester Democrat & Chronicle](#)  
[The Greenville News](#)  
[Reno Gazette-Journal](#)  
[Shreveport Times](#)  
[Lafayette Daily Advertiser](#)  
[Monroe News Star](#)  
[Springfield News-Leader](#)

### Celebrations

[Daily Herald Chicago](#)  
[Orange County Register](#)  
[Raleigh N&O Advertising](#)  
[Virginian-Pilot](#)  
[Evansville Courier & Press](#)  
[Philly Inquirer & Daily News](#)  
[Greensboro News & Record](#)

### Retail

[Virginian-Pilot](#)  
[Houston Chronicle](#)  
[OC Register ExpressAds](#)  
[NYT Regional \(Lakeland, Sarasota, Hendersonville, Santa Rosa, Wilmington\)](#)  
[The Press Enterprise Riverside](#)  
[Bay Area News Group](#)  
[Los Angeles News Group](#)  
[Naples News](#)  
[Evansville Courier & Press](#)  
[Miami Herald](#)  
[Advance \(Grand Rapids Kalamazoo, Muskegon\)](#)  
[St. Petersburg Times](#)

### Real Estate

[Boston Globe](#)  
[Raleigh N&O Advertising](#)  
[Idaho Statesman](#)  
[Houston Chronicle](#)

## Welcome

Newspaper Publishers continue to implement AdPortal systems that lower the cost of sales by streamlining ad operations while increasing ad revenue. After much success with small business retail and obits, Wave2 has released reverse publishing capabilities so that MLS real estate data or Auto inventory data can be utilized to streamline the advertising process and enhance the way newspapers service their advertising customers.

In this issue, The Houston Chronicle is featured as they launch their second Wave2 site. **Todd Neal, Vice President Real Estate Advertising Hearst Newspapers**, describes the objectives of the project and expectations for future enhancements going forward.



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HEARST media services

## Making it Easier for Customers to Advertise



**Todd Neal,  
Vice President  
Real Estate  
Advertising  
Hearst  
Newspapers**

The Houston Chronicle has offered self-service advertising to real estate agents for over three years. Our initial real estate system enabled agents to access the Houston Area Realtors MLS data to build single listing display ads to be published in The Houston Chronicle real estate section.

We began to experience the benefits of self-service advertising with a decrease in the cost of sales and an increase in ad revenue but felt that the application was too difficult to manage and cumbersome to use by agents. Simple functions like managing customer accounts, changing orders and adding new ad packages were hard to setup and manage, and were getting in the way of us achieving our vision for self-service in the real estate vertical.

Having launched Wave2's iPublish AdPortal for the small-business retail vertical, <http://instaad.net>, we approached Wave2 to help us replace our existing real estate site. At this time though, our vision had grown, not only did we want to replace our existing real estate self-service platform, we also wanted to launch other classified self-service applications like obituaries. With this vision in place, we felt it was important to provide new workflow features that would easily support a broad-range of advertisers, and also provide tighter integration with our Millennium Classified Advertising system.

Branded as MyAgentAds.com, we see AdPortal as a flexible portal that will provide us with a platform to evolve our real estate business well into the future. MyAgentAds is much easier to use for the agents, far easier for Hearst to manage from template creation, ad package creation, user administration, ad processing and adding new features. Wave2 added a "recommendation engine", another new feature for AdPortal, which agents are presented with upon login. This "recommendation engine" offers up a few questions that when answered will help navigate them to the correct type of ad and ad package. We went live on June 1st and are already adding new features like a single login between the HAR system and AdPortal. Agents will be able to choose to advertise a listing or their real estate business directly from within the Houston HAR system. With links built into the MLS site that state "Advertise this listing in the Houston Chronicle" or "Advertise in the Houston Chronicle Realtor Directory", agents can easily step into the self-service application and process their ad. This significantly extends our position and exposure to agents, and further streamlines their workflow process.

We launched MyAgentAds.com on June 1st. We took this time to move our Wave2 applications to a Wave2 hosted facility, which allowed us to decrease the cost of running the self-service applications and also leverage Wave2's enterprise architecture to expand the real estate application to the other 4 Hearst properties: San Francisco Chronicle, San Antonio Express-News, Albany Times-Union and Connecticut Post. All of the Hearst newspapers will realize lower costs by sharing hosting, server, and software costs.



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## Wave2 Announcements

**Goss RSVP, Wave2's partner for Mobile Messaging will be showcased in our next newsletter.**

<http://www.gossRSVP.com>

**Wave2 Announces they have signed the following contracts:**

- The St. Petersburg Times for AdPortal Retail
- The Philadelphia Inquirer for AdPortal Celebrations and Obituaries
- Media News Group at The Denver Post for AdPortal Real Estate
- Freedom Communications at Freedom High Desert in Victorville, CA and The Monitor in McAllen, TX for AdPortal Retail