



## **CNPA teams up with AdPerfect to launch a trusted statewide classified site, CaliforniaAdConnect.com**

California Newspaper Publishers Association (CNPA) partners with AdPerfect, the industry-leader in classified advertising solutions, to offer member newspapers, advertisers, and consumers a trusted, statewide aggregated classified site -- CaliforniaAdConnect.com.

“We are really excited about our partnership with AdPerfect. AdPerfect’s Classified Advertising Solutions performance-based free model offers our members yet another value-added service, with no cost to participate,” says Maria Rodrigues, manager statewide networks CNPA. “We’ll be officially launching CaliforniaAdConnect.com at our 2011 Press Summit, April 14th-16th in Los Angeles.”

"The partnership is strategic for both AdPerfect and CNPA. What both parties can do together is deliver the best classified experience from self-serve order entry to the aggregated classified search for their newspaper members," explains Steve Kump, AdPerfect’s president & CTO.

“Our partnership with AdPerfect takes a two-pronged value approach for CNPA member newspapers: 1) a 24/7 classified self-serve platform and 2) an opportunity to upload ads to this central trusted classified website for classified customers in California,” Rodrigues explains.

CaliforniaAdConnect.com brings together ads from California’s diverse newspaper base and displays them in one central marketplace. AdPerfect feeds ads from all participating newspapers to CaliforniaAdConnect.com, creating a destination online classified marketplace.

“This aggregation of multiple newspaper sources builds critical mass and creates a credible online marketplace that consumers can trust,” notes Kump.

Participating newspapers gain a larger reach for their ads as well as increase traffic to their site. Ads on CaliforniaAdConnect.com are displayed as teasers, and for full information the consumer must click the “more info” link or the ad title, which drives them to the original ad on the newspaper’s site. Consumers that may not have otherwise shopped that newspaper’s classified site are now being driven there from CaliforniaAdConnect.com. “This linking from CaliforniaAdConnect.com to the newspapers site provides tremendous value for newspaper advertisers and higher search engine optimization (SEO) rankings for newspapers,” Rodrigues explains.

“Utilizing key features such as, multi-faceted search, larger photos, social sharing, and geo-location awareness, CaliforniaAdConnect.com is intuitive to the consumer,” Kump states.

CaliforniaAdConnect.com additionally offers self-serve ad placement, the second 'value prong'. Advertisers interested in promoting jobs, renting homes, making announcements, or selling merchandise such as cars, pets, etc. visit the online self-serve order entry to create their own online, print liner, and/or print display ad. Ad placement is simple, only takes a few steps, and is available 24-7. Powered by AdPerfect, CaliforniaAdConnect.com's self-serve order entry offers multiple upsells allowing advertisers to enhance their ads to make them stand out. The intuitive nature of the upsell process results in maximum monetization for publishers.

"We have... looked at other classified vendors that did not provide the same quality, price and aggregation as AdPerfect's performance-based free model. When AdPerfect approached us with a revenue share model with no monthly fees, how could we refuse?" comments Rodrigues.

"AdPerfect has been a wonderful partner so far. They have demonstrated their product very effectively, addressing our concerns and adhering to our suggestions," Rodrigues says.

"The partnership with CNPA and the implementation of our performance-based free model is a key element in promoting our capabilities of enabling publishers to better exploit the digital classified marketplace through effective self-serve order entry," says Kump. "The performance-based free model lets publishers grow self-serve revenue, create viable classified marketplaces, reduce costs, and assists in executing local strategies."

AdPerfect & CNPA will be conducting CaliforniaAdConnect.com demos at the CNPA Press Summit April 14th-16th. Additionally, post-convention webinars will be offered complimentary to all CNPA newspaper members. Please contact Maria Rodrigues at [maria@cnpa.com](mailto:maria@cnpa.com) for information.

"We would definitely recommend AdPerfect's services to [our] member newspapers," Rodrigues adds.

If you are interested in implementing your own classified solution, AdPerfect is offering their Self-Serve Order Entry, Print-To-Online, and Online Marketplace as a performance-based free model. You can get started on this sophisticated yet configurable solution with zero setup fees, free support, and no monthly minimums. Contact AdPerfect at [sales@adperfect.com](mailto:sales@adperfect.com) or 1.866.475.0555 for more information, or to schedule a demo while at the CNPA conference April 14th-16th.

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