Online solutions. Bottom-line results.

TownNews.com provides a suite of revenue-generating tools that bring even more money to help your bottom line. We also partner with select vendors that help do the same.

Ad-Market, our online marketplace solution, provides the ability to display print classifieds, display ads, and online-only listings in a single, cohesive user experience. Manage your inventory through our powerful and easy-to-use interface.

www.townnews365.com/classified_solutions/ad-market

Ad-Owl is a complete online classified ad submission and payment system that allows fielded data submission, real-time credit card payments and preview, all kinds of upsells and more! Accepts ads online, 24/7, reducing abandoned call rates.

www.townnews365.com/classified_solutions/ad-owl

Circulars convert print inserts into mapped images and searchable features for your website. All you have to do is send your PDF files to us, our creative team will do the rest! This is a perfect solution for grocery store inserts.

www.townnews365.com/creatives_solutions/circulars

DotConnect Media is a national online network of newspaper websites. With more than 1,300 hosted sites, DCM provides national, regional and local advertisers the opportunity to reach specific markets with one order and one bill.

www.townnews365.com/advertising_solutions/dotconnect_media

PDF Display Ad Converter makes it possible for you to post display ads in-column with your classified liners. This provides 24/7 exposure for the advertiser and extends the life of the print ad, creating a robust marketplace.

www.townnews365.com/classified_solutions/pdf_display_ad_converter

SWAT (Special Web Advertising Team) trains your advertising staff to present and sell online advertising with confidence. We're successful because we've identified what newspapers often failed to identify as easy-to-sell advertising.

www.townnews365.com/advertising_solutions/swat

Social Marketplace merges business information with user-generated content all under a single sign-on. It allows businesses and consumers to interact via commenting and **reviews on business profile pages.**

www.townnews365.com/advertising_solutions/social_marketplace

The Job Network allows you to link with hundreds of U.S. newspapers as part of a powerful recruitment network with local, regional and national job searches. Jump to the front of the pack with the best technology in the business.

www.townnews365.com/classified_solutions/employment_solutions

Top Ads are the perfect way to bring website readership and advertisers together. Advertisers can post their own — jobs, cars, homes and more — inventory on any page of your website. Incredibly versatile, they are one of your TOP money-makers!

www.townnews365.com/advertising_solutions/top_ads

Wheels places 100% of a dealer's news and used vehicle inventory online as part of the newspaper's suite of Web pages. Wheels is designed to provide you with the opportunity to compete against other sources for local auto dealers' online dollars.

www.townnews365.com/classified_solutions/automotive_solutions

Yellow Pages provide local search, mapping and business directories. Included are over 18 million searchable business listings complete with maps and directions for each. Upsell options include links to coupons, print ads and websites.

www.townnews365.com/advertising_solutions/yellow_pages

YP Top Ads Module allows your newspaper to drive traffic to your online Yellow Pages product by placing the module on your homepage. Increased exposure for enhanced business listings will be sure to generate additional revenue for your newspaper.

www.townnews365.com/advertising_solutions/yp_top_ads

Contact Us: For more information on this or any other TownNews.com product, contact your regional sales manager.
Main TownNews.com Office: 800-293-9576 • E-mail: info@townnews.com

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Helping Newspapers Thrive in an Online World

We understand the special role that you as newspapers play in your communities. We understand how the Internet is changing media consumption. And we're using that knowledge to help newspapers "own the Internet" in their markets.

BLOX CMS turns the world on its head, offering powerful tools that are easy for any staff member at your newspaper to use. Managing an online publication no longer requires HTML or programming knowledge if the site is built with BLOX.

www.bloxcms.com

Calendar sponsorship is a guaranteed position to attract eyeballs and will help cover setup cost. The calendar provides multiple calendars for community groups, search calendars, allows users to submit events, and more.

www.townnews365.com/content_management_solutions/calendar

e-Editions provide newspapers with the capability of publishing print editions online in a format that faithfully reproduces the original newspaper layout. PDFs are batch uploaded via FTP, then organized online.

www.townnews365.com/distribution_solutions/e-editions

Mobile Sites ensure that your readers can access your newspaper site on their mobile devices. This scaled-down version of your website allows your on-the-go readers to browse news, sports, and other local content.

www.townnews365.com/distribution_solutions/mobile_sites

Photo Gallery is an interactive program capable of hosting multiple albums. Users can administer this program using the gallery administration available in the online administrative interface. Readers can even submit photos and comments on those posted.

www.townnews365.com/multimedia_solutions/photo_gallery

VMIX, a robust software as a service (SaaS) video platform, is used by several newspaper websites, including The Miami Herald, Chicago Tribune and Star Tribune. Engage readers and monetize your rich media content.

www.townnews365.com/multimedia_solutions/enhanced_video

BLOX calendar allows users to be interactive while providing detailed information and related multimedia about local events. Recurring schedules, a flexible tagging system, and reverse publishing are features that will save your staff **time.**

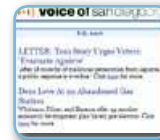*www.townnews365.com/content_management_solutions/calendar*

Creative Services, our creative team, will wow your advertisers. The team utilizes the latest advertising trends and the best ways to keep the file size of your ads down so it won't severely effect your site's bandwidth and page load time.

www.townnews365.com/creatives_solutions/ad_creation

Mailing List, also known as E-Mail Push, allows groups of your users to be mailed important notices manually or to be automatically e-mailed a page of your website at a specified time. Develop an even closer relationship with your readers.

www.townnews365.com/distribution_solutions/mailing_list

MurlinStats is a proprietary solution designed to provide your newspaper with more accurate statistics, particularly regarding hits, page views, bandwidth and visitors. It is tailored to provide reporting for TownNews.com's product line.

www.townnews365.com/content_management_solutions/murlinstats

Special Sections convert print products into mapped images and searchable sections. All you do is send your PDF files to us, and our creative team will do the rest! These enhanced special sections even integrate with classifieds and Yellow Pages.

www.townnews365.com/creatives_solutions/enhanced_special_sections

Contact Us: For more information on this or any other TownNews.com product, contact your regional sales manager.
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