



## AdScripter

Travidia's AdScripter technology allows you to turn your shopping channel into a self-serve ad engine that allows advertisers to quickly and easily publish their own advertising content!



Empower Your Advertisers to Create Their Own Dynamic Advertising Message Within Your Shopping Channel!

AdScripter is a self-serve advertising platform that was designed specifically to help newspapers and other media groups reach new markets and new advertisers through an easy-to-use self-serve solution. AdScripter allows advertisers to enhance their own business listing and create their own microsite (mini-website) to promote their products and services through the media partner shopping channel.



AdScripter is a white-labeled ASP solution that ties all major advertising mediums together (print, video, radio and online) into one place and allows newspapers to complement their existing online shopping initiatives by offering advertisers a low-cost and powerful promotional tool.

AdScripter was designed with a variety of up sell components that make it easy for media groups to decide specifically what advertisers will get "out of the box" and what features will cost extra. AdScripter serves as a perfect compliment to some of your other online applications such as Travidia's Marketplace Suite.

AdScripter provides a graphical user interface that allows the advertiser to create content, add images, enter specific business information and more.

For more information visit [www.adscripter.com](http://www.adscripter.com) or call (530) 343-6400