



## Classifieds

Travidia delivers powerful database-driven classifieds solutions that allow newspapers to compete and excel in the digital classifieds arena

Travidia delivers powerful database-driven classifieds solutions that empower the newspaper to edit ads on-the-fly and give consumers the ability to create their own ads online!

### Loaded With Powerful Features

#### Data Feed Flexibility

Travidia Classifieds were designed for maximum functionality and efficiency, data feeds in and out of the database are easily accessible for delivery into multiple revenue generating channels.

#### Custom Categories

All classified listings are placed in a custom category menu that expands and collapses at the users discretion.

#### White-Label Branding

Travidia classifieds is white-labeled to help promote the newspaper brand and create a seamless online user experience.

#### Keyword Searchable & Search Engine Optimized

Ad content is fully indexed for keyword searching and content is search engine optimized in the Marketplace Suite making it friendly to inquiries through popular search engines like Google™, Yahoo!™ and MSN™.



#### Powerful Partner Administration Tools

Our newspaper partners have the ability to log in to a secure Partner Command Console to review ads that have been posted and easily edit or delete listings on-the-fly.

#### Online Entry

Consumers have the ability to create an account to post and pay for their own listings online.

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

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*Driving Advertising Opportunities Online*

