



## Partner Case Study

### Overview

#### PROFILE:

The Denver Newspaper Agency publishes The Denver Post and Rocky Mountain News. Combined business operations are managed by The Agency, which is equally owned by MediaNews and The E. W. Scripps Co.

#### CHALLENGE:

Find a way to reach a niche market and meet the demands of advertisers seeking interactive and cost-effective online advertising solutions.

#### SOLUTION:

Denver Newspaper Agency adopted AdScripter technology to supply their advertisers with an innovative and cost-effective means of getting their advertising messages online.

### AdScripter Technology Helps Denver Newspaper Agency Realize a Significant New Online Revenue Stream Upwards of \$150,000 Annually

*"Travidia's AdScripter solution helped us reach a niche market by providing innovative tools for the creation of self-serve advertising messages online. The solution has been well received by advertisers and has helped in generating immediate revenue for our online division."*

Jamie Johnson, Interactive Product Development Manager, Denver Newspaper Agency

The Denver Newspaper Agency is highly focused at implementing powerful and innovative online advertising solutions for their advertisers. In a market where recreational vehicle penetration is prominent, The Denver Newspaper Agency needed a solution that would provide a means for advertisers to construct their own advertising messages online and cater to a wide range of advertising budgets. Travidia's AdScripter RV solution provided exactly what Denver Newspaper Agency was looking for in terms of self-service, flexibility and cost-effectiveness.

Travidia's AdScripter technology was developed specifically for newspapers to compliment their online shopping channels with a self-serve business directory and ad engine that allows advertisers to quickly and easily enhance their own business listings and build promotional microsites. In conjunction with The Denver Newspaper Agency, Travidia was able to build on the core technology to cater specifically to a recognized niche market in the Denver area. Travidia has deployed AdScripter in several markets as a basic business directory, automotive directory and as the core technology for a dining and entertainment vertical as well.

## **BENEFITS:**

Hosted, highly secure,  
white-label solution

Helps reach new advertisers

Powerful and affordable  
inventory components

Easy to use self-serve tools

Brings all advertising  
mediums into one online  
venue

Complete newspaper  
administrator management

Generates revenue quickly  
in a variety of creative ways

## **CONTACT:**

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driving advertising opportunities online

The Denver Newspaper Agency launched their AdScripter powered recreational vehicle site in April of 2006 and originally budgeted \$35,000 in revenue for the year from the site. They are now seeing \$15,000 monthly in revenue from the site with no signs of slowing.

*"Adscripter has provided a tremendous advertising tool for recreational vehicle dealers in our market. Using AdScripter's intuitive online tools our advertisers are able to enhance their business listings by linking to their website, print ads, video ads, radio ads, inventory and much more," said Mr. Johnson.*

Before implementing the AdScripter product, Denver News Agency was limited in its online offerings to retailers in the local recreation vehicle industry, particularly those who seemingly looked past newspaper advertising because of the significant costs involved in the development and promotion of conventional print advertising. AdScripter has opened the doors for Denver Newspaper Agency to reach a whole new segment of advertisers in their market.

*"Not only has AdScripter been a success with The Denver News Agency, we have seen tremendous success with the product on several of our newspaper partner implementations. AdScripter's flexible architecture allows us to develop a variety of niche verticals and assist our partners with capturing significant new online advertising revenue in their markets."*

Viv Neti, Vice President of Client Services, Travidia Inc.

**For more information about Travidia products and services, call us toll free at 1-866-WEB-4ADS, or visit the website at: [www.travidia.com](http://www.travidia.com)**