



Your Partner for Newspaper Innovations



adinfinity

Advertising Self-Services Portal

“What is interesting about this product is that there are some obvious uses and drivers that push this technology forward, but when multiple departments and advertisers start using it, you find more and more uses for it inside the building and out.”

Buffalo News

“We know that customers are using the invoicing to compare online if their ads are linked to the invoice. The ad number links on the invoice are great. It’s so simple for the customer to view the invoice, click the link, and print the ad.”

Wilmington Star-News

“It’s a win-win situation for everybody - the paper and our advertisers. We reduce costs while the advertiser has immediate access without waiting on the mail.”

Waco-Tribune Herald

“We saw the savings and felt it important to introduce electronic tearsheets for our display classified customers as soon as possible, even though our ROP ads were not ready. Adinfinity is very intuitive and the learning curve to advertisers will be small.”

The Oregonian

Online suite of services increase customer satisfaction and reduce your internal costs

- e-Submit
- e-Proofing
- e-Tearsheets
- e-Invoices
- e-Payment

Your sales representatives can concentrate more time on selling...less on production and billing issues.

Adinfinity provides a centralized point for advertisers to access all components of the advertising process...from ad submittal, proofing, tearsheets, invoicing, and payment. Sales representatives can now focus more time on consultative selling, educating advertisers on new products, and drumming up new business. A sleek, yet easy-to-manuever interface allows easy training for all users.

Product Highlights

- Minimal cost. Fully managed hosted service avoids IT overhead or capital investment
- Positive user experience results in stronger digital relationship with your advertisers
- Faster ad production turn around. Less chance for errors and missed deadlines
- Reduced material costs, labor, and overhead to manage the advertising cycle



adinfinity

Advertising Self-Services Portal



Guided Tour

Schedule an online Adinfinity demonstration. Advertisers appreciate the time it saves them. Your sales reps now have more time to sell!

Call us at 1-888-438-6050, email us at sales@prestelignce.com or go to our website, www.prestelignce.com (online product demonstration form).

How is Adinfinity different than just emailing proofs, tearsheets, and invoices to the customer?

Adinfinity is unique in that it provides a completely integrated system to view, verify, and reconcile the components of the ad process. More often than not, tearsheets aren't reviewed until they are billed on the invoice. With Adinfinity, all the tearsheets billed to an invoice are just a click away. From there, the client can verify the ad was approved before publication. We email notifications to all parties when ads error during preflight or when ads are approved by the client. Adinfinity logs all of these actions, which helps in resolving customer disputes. Containing all of these applications within one, self-branded portal presents an impressive value-added resource to the clients.

Do advertisers really like it?

They love it. Your customers are making business transactions over the web that they wouldn't have thought about 3-5 years ago. More importantly, they are now beginning to expect this level of service from all of their vendors. When Adinfinity is properly presented to the client, they wonder what they did without it. They find business is easier with a newspaper that makes Adinfinity available. Getting email notifications reminds the advertiser when their ad is ready to be proofed, when their ad ran, and when they get billed.

What about security?

That's what's great about Adinfinity. You control your users and what they see. The newspaper creates permission templates for various users of the system. Be confident in the e-Payment feature, as the encrypted data is securely transmitted to your credit card processing server and not stored by Prestelignce.

Does your sales team spend too much time on mundane tasks, like looking for old tearsheets?

Instead of leafing through newspaper page after newspaper page in the archive room, sales reps can log into Adinfinity, search for an ad by account, ad number, date range, or other metadata to find what they are looking for in just seconds. They can then use the approved proof or tearsheet to place pick-up ad orders. Adinfinity gets your people selling more by getting them on the street faster.

I don't think my sales reps will use it nor do they want it.

We've seen lots of tentative sales team members throughout our implementations of Adinfinity. Prestelignce provides guidelines on the best practices of implementing Adinfinity to your internal staff. Training sessions and documentation have helped the learning curve for non-savvy computer users. Once these sales reps see the benefits in a real-life scenario, they don't ever log out!