

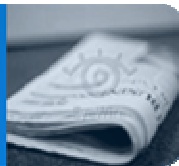
# VERICAN

## *The Internet Strategy for Local Media*

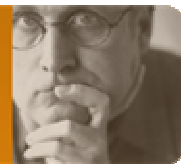
*Monetize Existing  
Web Traffic*



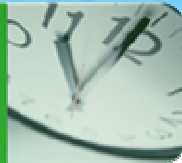
*Generate New Traffic*



*New Revenue:  
One Solution*



# Monetize Existing Web Traffic



It's **QUICK** and **EASY** to earn revenue right away with your existing web traffic with Verican's **Classifieds On Demand (COD)**

**Value Proposition:** With Verican, Newspapers generate between \$.40 & \$1.70 per subscriber per month. More than 50% is new revenue!

Example: A 10,000 daily circulation newspaper will earn between \$4,000 and \$17,000 per month in online classified sales alone.

**How?**

**Increase Revenue Per Ad**

**Increase Number of Ads**

**Decrease cost per Ad**

**CREATE AN AD**

\* = Required Field

|                            |   |
|----------------------------|---|
| <b>* Category</b>          | Houses for Sale   |
| <b>* Start Date</b>        | Saturday, August 04, 2007 (First Available)   |
| <b>* Duration</b>          | 8 Days (33% Discount)   |
| <b>Enhancements</b>        | <input checked="" type="checkbox"/> Top Homes<br><input checked="" type="checkbox"/> New Today Banner. First day only.<br><input checked="" type="checkbox"/> Box/Border<br><input checked="" type="checkbox"/> Color |
| <b>Additional Coverage</b> | <input type="checkbox"/> Shelby Star Read More...<br><input checked="" type="checkbox"/> Nationwide Coverage (\$275.00) Read More...  |
| <b>Images</b>              | Add up to 5 photos. \$10 for 10 days. \$1 each additional day. First photo is in print, all photos are online.  |

| Publication | Deadline           |
|-------------|--------------------|
| Monday      | Friday 12:00 PM    |
| Tuesday     | Monday 12:00 PM    |
| Wednesday   | Tuesday 12:00 PM   |
| Thursday    | Wednesday 12:00 PM |
| Friday      | Thursday 12:00 PM  |
| Saturday    | Friday 12:00 PM    |
| Sunday      | Friday 12:00 PM    |

**DISCLAIMER**

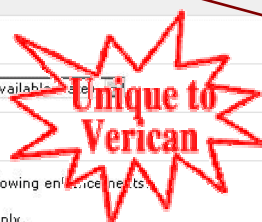
The Gaston Gazette reserves the right to reject, cancel, edit or alter any ad to conform to any standards, policies or guidelines.

**Verican is Easy**  
**Earn \$ Right Away!!**  
**Launch in just 1 week**  
**Typically <2 hours total staff setup**

**Create your entire ad on one page in our easy 3 Step Ad Process**

**Integrates with most front-end systems**

**Fully Hosted: simply place a link on your website**



# Monetize Existing Web Traffic



**The Gaston Gazette** *online!*

Search:  Web  powered by Google

**A great 0% intro rate is just the beginning.**

Home News Sports Blogs Interact Multimedia Community Gazette Sites Online Paper Classifieds Fun and Games Customer Service

Main My Account Shopping Cart [Sign In](#) | [Create an Account](#)

**Create a Real Estate Ad**

STEP 1. CREATE AN AD    STEP 2. VIEW SHOPPING CART    STEP 3. CHECK OUT

Enter your ad information below. Include the heading, ad schedule, ad copy, and any enhancements to make your ad stand out. Once you have created your ad, you can view the price by clicking **Calculate Price** at the bottom.

\* = Required Field

**CREATE AN AD**

\* **Category**

\* **Start Date**

\* **Duration**

**Enhancements** Make your ad stand out with the following enhancements.  
 **Top Homes**  
 **New Today Banner** - First day only.  
 **Box/Border**  
 **Color**

**Additional Coverage** Add the Shelby Star for a special combo rate!  
 **Shelby Star** [Read More...](#)  
 Reach more than 2.5 Million readers in 31 papers nationwide in the Freedom Classified Ad Network.  
 **Nationwide Coverage (\$275.00)** [Read More...](#)

**Images** Add up to 5 photos. \$10 for 10 days. \$1 each additional day. First photo is in print, all photos are online. Click **Browse** to select an image and click **Upload Image** to add it. The image file must be JPEG/GIF and less than 500 KB in size.

**Headline**  Increase Headline Size (12pt font)

\* **Your Ad** Please enter your ad below.  
 BRICK HOME 2100 Sq. Ft., living/dining eat in kitchen, 3 BR, 2 bath, 2 car garage, bonus room. Erskin Woods Subdivision sell for \$267,900 704-867-3315.  
 Summary: Characters: 151, Words: 25  
[Abbreviations Index](#)

Price: \$452.95

Gaston Gazette | 1693 Remount Road, Gastonia, NC 28054 | Phone: (704) 869-1750 | Fax: (704) 894-3031

**Unique to Verican**

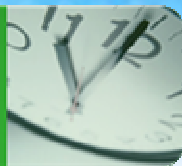
**Highly Customizable**  
**Builds Your Brand**  
**Does not disrupt current business practices**

- Your Logo
- Your Categories
- Your Deadlines
- Your Up Sells
- Your Cross Sells
- All options and pricing at the category level

**Maximize Revenue Per Ad**

- Market longer durations as a default suggestion
- Suggested up sells and cross sells have a 60% sale rate
- Add up to 5 photos for more profit, even if you only print 1 photo
- Instant price quotes encourage customers to consider paying more

# Monetize Existing Web Traffic



## Registration is Critical and Easy

Simple sign-on increases repeat visits

Login process at the end allows customers to love their ad before purchase (reduce customer loss)

Creating a new account is easy and captures valuable marketing data

Verican supports itself with live chat and self-administration features (reduce staff phone calls)

## A Shopping Cart is a Critical component of successful Online Sales

Multiple ads per order...

Allows realtors and employers to advertise multiple listings

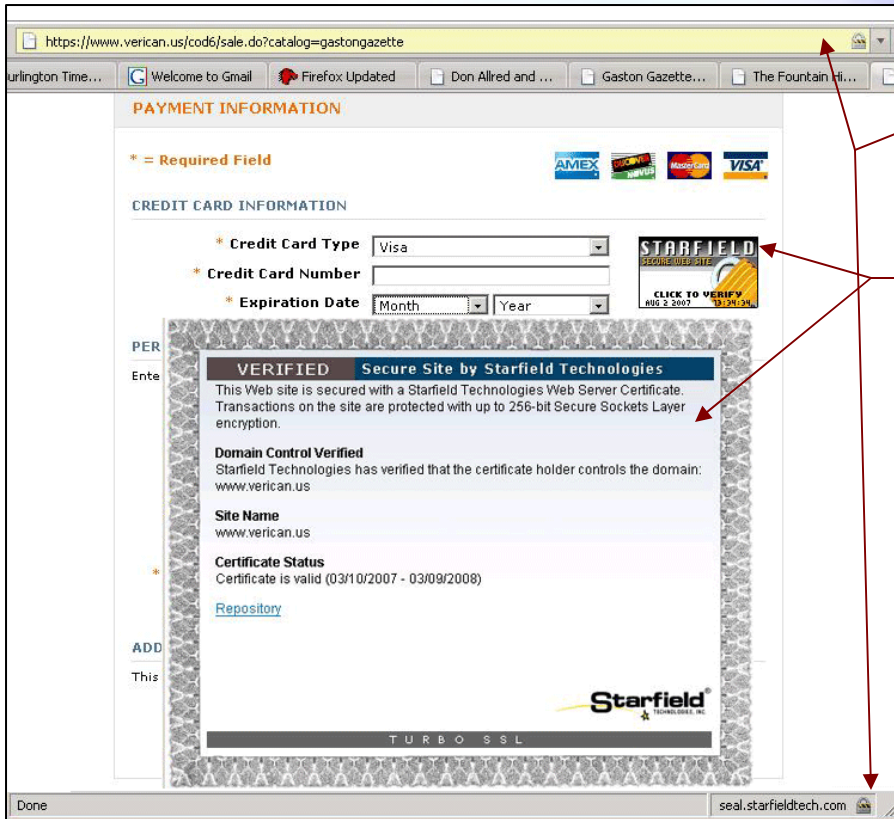
5% of advertisers buy subscriptions online

1 login, 1 credit card transaction, 1 bill

# Monetize Existing Web Traffic



## Security is Verican's Highest Priority



Credit Card data is completely secure with > than industry standard 256-bit encryption

Visible security certification gives advertisers confidence to purchase online

Servers hosted in SAS-70 secure collocation facility

All CISP standards followed

PCI Certified



Picture courtesy of 365 Main



## Verican is Advertiser Self Service

Advertisers receive a printable receipt and email thank you eliminating billing

Advertisers also receive email Renewal Notifications, which increases repeat business and allow classified staff to focus on new sales



# Generate New Traffic



**Integrated**

**Newsletter and Personals increase traffic**

**Email Edition**

**Personals**

**The Gaston Gazette**

Inside Sanfermanosun.com

**Opponents Throw Monkey Wrench in Expansion Plans at Holy Cross Hospital**  
by MARGARITE LOVE

**MISSION HILLS -** When Granada Hills Community Hospital closed in 2003, followed by the Sherman Way campus of Northridge Hospital Medical Center the following...

**Final Debate Before Feb. 5 Republican Presidential Primaries Set For Reagan Library**  
by Information Provided to: San Fernando Valley Sun

**Nomination Period Open For 39th State Assembly District Special Primary Election**  
by Information Provided to: San Fernando Valley Sun

**Judge Allows Punitive Damages Against San Fernando Police to be Tried in Taser Lawsuit**  
by MARGARITE LOVE

**Nestle Honors Glendale Student**  
by Information Provided to: San Fernando Valley Sun

**CSUN's Center for Cancer and Developmental Biology Joins International Consortium Studying Cancer**  
by Information Provided to: San Fernando Valley Sun

**Opponentes interrumpen planes de expansión de hospital Holy Cross**  
by MARGARITE LOVE

**Juez admite daños punitivos en contra de policía que enfrenta juicio por demanda de sordomudo**  
by MARGARITE LOVE

**La leyenda de Cesar Chávez's sigue viva**  
by MARGARITE LOVE

**Buscan a madre tras hallazgo de salvadoreños muertos en EEUU**  
by San Fernando Valley Sun

**Breves de Latinoamérica**  
by San Fernando Valley Sun

**Sanfermanosun.com Calendar**

**Sábado 31 de Marzo** Show de Cesar Chávez: Voces de la Tierra

**Hasta el sábado 31 de Marzo** Consulado sobre Ruedas

**Sábado 31 de marzo** Día de Servicio Comunitario en Reseda

**Martes 3 de abril** Educación Física y Ejercicio

**Regional Classifieds**

Sales Account Executive **Nazdar SourceOne** has an opening for an Account Executive in the San Fernando Valley. 5 years sales experience with an account base of \$2MM or more required. Ability to grow ...

**Genuine Buddy Scooter Stolen!** - \$2000 My Orange Scooter was stolen from in front of my house in Arleta on March 17th. I am offering a \$200 reward for information leading to the recovery of my scoote...

Asking price only \$329,900 !! Bank owned property!! Located in Palmdale, Ca. Desirable neighborhood easy freeway access. 3 Bedroom /2 Bath , 2 story home has new paint and Carpet thru-out !! This hom...

UNSUBSCRIBE

**The Gaston Gazette**

Home Search FAQ's

Welcome, guest. » Sign in » Register

**Love is ... Just a Click away**

**Quick Search**

I am a  seeking a  Between ages  &

Man  Woman  18  & 40

Zip Code  Photos only

**Sign In**

E-mail:

Password:

[Forgot your password?](#)

**Quick Register**

Nickname:

E-mail:

Create Password:

Re-enter Password:

Zip Code:

I am a  seeking a

Birth Date: Month:  Day:  Year:

I have read and agree to the [Terms of Use](#)

**All fields required.**

**Special Introductory Offer**

**FREE Unlimited Use ... until December 31st**

Connect with people all over the California

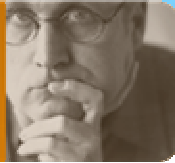
Find your **match** in **Love**

indication arrow Latest Members

|         |         |         |         |         |         |
|---------|---------|---------|---------|---------|---------|
|         |         |         |         |         |         |
| Age: 40 | Age: 53 | Age: 37 | Age: 53 | Age: 33 | Age: 44 |

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## ***New Revenue: One Solution***



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**Launch in just 1  
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**Typically <2 hours  
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**Builds Your Brand**

**Does not disrupt  
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### Maximize Revenue Per Ad

**Registration is  
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**Verican is  
Advertiser Self  
Service**

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+1 (415) 296-7300  
(Office)

[www.verican.com](http://www.verican.com)

**VERICAN**