



Newspaper Next 2.0:  
Making the Leap Beyond  
'Newspaper Companies'

APPENDIX

# Online Revenue Technology Vendors

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APPENDIX

# Online Revenue Technology Vendors

Vendor listings supplied by Borrell Associates,  
based on vendor-supplied information.

CONTENTS

**LOCAL SEARCH VENDORS**

ApproximateMatch	1
Autonomy	1
Endeca	1
Eurekster.com	1
Fast	1
Harvest Info	2
Local.com	2
Local Thunder	2
Marchex	2
Miva	2
Planet Discover	2
Quigo	3
Reprise Media	3
WebVisible	3

**VIDEO PLATFORM VENDORS**

AdFare	4
Broadband Video	4
Digital Media Communications	4
DoubleClick	4
EyeWonder	4
Internet Broadcast Solutions	4
Lightning Cast	4
Monetize Media	5
PointRoll	5
ROO	5
Rovion	5
The Feed Room	5
TremorMedia	5
ValueClick Media	5
Vividas	5
VMatrix	5
WorldNow	5

**E-MAIL VENDORS**

Benchmark E-Mail	6
Campaigner	6
Constant Contact	6
ContactPro	6
iContact	6
EMG Marketing Solutions	6
GetResponse	6
Listrak	6
Lyris	6
Mailtrust	6
Sparklist	7
StreamSend	7
Vertical Response	7
ZebraTracks	7

## LOCAL SEARCH VENDORS

### approximate

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

**Products:**

**Approximate MatchMaster:** A main search engine that delivers relevant results, contextual matching, and intelligent links. Configured to fit the specific field(s) of search; operates efficiently with both structured and unstructured data; search precision and recall rates continuously improve through machine learning.

Tuned to maximize search performance and minimize network and hardware costs.

Provides statistical information, enabling businesses to fine-tune their messages and maximize their ROI.

**Approximate Links:** A search recovery engine that suggests alternative links to improve search results. In customer trials, Approximate Links has been able to recover over 60% of failed queries – those queries that a market-leading search engine failed to address to the user’s satisfaction. Implements Search Engine Marketing (SEM) policies; can be installed behind any main search engine; affordable and easy to integrate. Can be upgraded easily to the MatchMaster main search engine.

### Autonomy

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

**Product:**

**IDOL:** Enterprise search functionality offering retrieval, categorization, community & collaboration, hyperlinking, alerting & delivery, clustering, XML, metadata handling, agents, profiling, summarization, security, Autonomy API.

**Clients:**

BMW, Coca-Cola, Nestle, Ericsson, BAE Systems, Ford

### Endeca

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

**Products:**

- Online media/article/document search
- Local directory search, including classifieds
- Web site search
- Social navigation module
- Search engine marketing module

**Clients:**

Cox Communications, Guardian Unlimited, Lexis/Nexis, Lonely Planet, ShopLocal, World Book

### Eurekster.com

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

**Product:**

Private-label social search “swiki” technology that allows for topic-specific collaborative community search. Has user input capacity, as well as publisher dashboard for search results management. Can be monetized through Google AdWords, publisher’s own sponsored ads or text ads, or Eurekster’s ad networks. Currently have 100,000 swikis that can be put on Web sites via widgets and then sold by site publishers on a revenue-share basis. Partner with GigaBlast for site search, Web search, local business search.

### Fast

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

**Products:**

Offers solutions that sell products, advertisements, content, media, news, and entertainment. Each solution includes specific options such as real-time search, taxonomy explorer, and alerting, to address specific business needs. Provides solutions for:

- Corporate Operations
- eCommerce
- Information Management
- Market Management
- Mobile
- Online Media
- OEM Search Integration
- Risk Management
- Surveillance and Enforcement

**Clients:**

CareerBuilder.com, CitySearch, ESPN, MediaNews Group, Washington Post, TV Guide Online

# LOCAL SEARCH VENDORS

## Harvest Info

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

### Products:

Local Market Enterprise solutions include:

- **Deal Storm** – local newspaper print advertisement search portal that enables consumers to search across all converted ad types for the best local deals. Information is integrated into an organized result set.
- **Local Info Directory** – online business listings including preformatted courtesy listings that include name, address, phone number, and category, and an easy-to-use self-service interface for businesses to create enhanced listings that include a variety of additional business information.
- **Dig It Local** – Allows customization of local search engine content by including only URLs most relevant to local audience interests. Behavioral analytics capture end user actions for further targeting and refinement.
- **Click Lizard** – Self-serve, keyword-based, pay-per-click advertising application.
- **Exchange Tree** – Rich media online classified advertising solution.
- **ShopMountain** – Online retail shopping portal for local and national retailers, paying a commission on click-through online sales.

### Clients:

[ajc.com/shopping](http://ajc.com/shopping), [palmbeachpost.com](http://palmbeachpost.com), Houston Chronicle, DaytonClassifieds.com, McClatchy Interactive, [sacbee.com](http://sacbee.com), [modbee.com](http://modbee.com)

## Local.com (was Interchange Corporation)

[www.corporate.local.com](http://www.corporate.local.com)

### Products:

LocalConnect local search functionality offering:

- Sort by relevancy, name, distance or alphabet
- Maps and directions
- Mobile-ready
- Ability to book reservations, get quotes, redeem coupons
- Ratings and reviews
- Detailed business profile page
- Banners, CPC, Pay For Placement

Local Mobile and Local SMS also available.

## Local Thunder

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

### Products:

Offers platform for local advertising by type and to sell gift certificates/promotions. Not yet a searchable text ad directory but a list of ads that is browsed by category. No self-service ad creation, but advertisers can change their advertising as frequently as they like through the portal.

### Features:

A URL that is distinct from content site; 24/7 support by phone and email for advertisers and consumers; up to 5 mins. of Flash Video included in basic package.

Pricing is charged on monthly basis per advertiser with no revenue share component. Average charge in a small market is \$50 per advertiser per month. Customers don't pay until they sign their first advertisers.

Current customers are primarily small- and mid-market television stations.

## Marchex

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

Local online advertising company and publisher of local content. It enables local and national advertisers to reach consumers through its mix of search and shopping engines, search- and call-based marketing services, publisher Web sites and its own local content network.

## Miva

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

Vendor of pay-per-click technology that allows contextual ads to be placed next to content or search results, or inline with content.

## Planet Discover

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

### Features:

Local Search, Integrated Search, Network Search, and Ad System enhanced keyword-based advertising and ad submission modules.

### Clients:

[Tucson.com](http://Tucson.com), [StarTribune.com](http://StarTribune.com), [KnoxNews](http://KnoxNews.com), [Triangle.com](http://Triangle.com), [TheNewstribune.com](http://TheNewstribune.com), [The Fresno Bee](http://TheFresnoBee.com)

## LOCAL SEARCH VENDORS

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### Quigo

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

**Products:**

Adsonar keyword-auction technology allows pay-per-click advertisers to bid for enhanced search results on local site plus other sites in the Quigo network.

### Reprise Media

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

**Products:**

**Paid Search Marketing** – Performance-based advertising across a network of search and pay per click sites.

**FeedCast - For Publishers** – Converts RSS news feeds automatically into paid search campaigns.

**Organic Search Optimization** – Services to help improve site relevancy and ranking for the keywords and phrases that are most important to a business. Includes analysis of a Web site's overall structure and design to recommending links and content that enhance visibility.

**Social Media Marketing** – Services to help clients interact directly with their customers through collaborative media including blogs, social networks, forums, viral videos, widgets, and other online communities.

**Paid Inclusion Management** – A suite of reporting tools and strategies focusing on pre- and post-click analysis, Web site analysis, and custom insight, all designed to leverage the power of paid search.

### WebVisible

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

**Product:**

Private-label solution handles online advertising order management, ad creation, deployment and optimization, ensuring a small business is effectively represented on all major search engines. Services to resellers include support on pricing, packaging, and promotion.

**Clients:**

The Denver Newspaper Agency, The McClatchy Company, MediaNews Group, Minneapolis StarTribune, New York Times Corp.

## VIDEO PLATFORM VENDORS

### AdFare

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

#### Products:

**Rich Media Video Clips** – allow a newspaper to monetize retail, automotive, employment and real estate classifieds sections on its site.

**Local Search** – connects customers directly with advertisers in the newspaper's local market.

**Contextual Ads** – Keyword-targeted advertiser listings integrated into content areas of a newspaper's Web site.

**Video Banners** – allow a newspaper to include video in existing banner space to increase click thru rates.

**Streaming Video** – allows longer video productions to be streamed from a newspaper's Web site.

#### Clients:

Media News Group, Gannett, McClatchy, Ottaway, Tribune Interactive, Stephens Media, Copley

### Broadband Video

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

Converts traditional print classified and display advertising into streaming video using online order entry and uploading of all custom or ad-specific elements, then addition of stock footage and special effects. Publishing clients may create their own private labeled player window customized with logo and graphics.

### Digital Media Communications

<http://digitalmediacommunications.com>

Transforms print and/or online ads for classified and local and national retail advertisers into bi-lingual video commercials that may be used online or on television. Provides Web interactivity for video products and comprehensive multimedia training.

#### Clients:

Gannett, Cox Newspapers, Hearst, Media General, Lee Enterprises, Scripps, New York Times Regional, Landmark, etc.

### DoubleClick

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

A video ad developer, server, tracker, and network, offering standard, interactive and expandable in-banner video, in-page video, differentiated streaming, and live video streamed directly into an ad unit. Works in any ad format, Flash-based to enable interactivity, includes complete tracking and reporting. Also available: voting, Zip code locator/tickets and show times, SMS text messaging, downloads, games, sent-to-a-friend, XML live updates.

#### Clients:

Cox Newspapers, NYTimes.com, USATODAY.com, WashingtonPost.com

### EyeWonder

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

Provider of online video and rich media advertising products and services, including video ad design, production, insertion, in-page and In-stream mobile ad products; online tracking and reporting. It also has a network of approved publisher sites.

### Internet Broadcast Solutions

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

A Web developer and host for local television stations. For local advertisers it offers TV/Web convergence packages; custom sponsorships; video vignettes created in their in-house TV production studio.

#### Clients:

Cox TV, NBC, Meredith Broadcasting, The McGraw Hill Companies

### Lightning Cast

<http://lightningcast.com>

A hosted advertising management solution that helps publishers manage, deliver and report on all of their in-stream video advertising.

System modules include a media template publisher, inventory prediction and management, audience measurement and analytics, live stream management system, streaming operations center, experience manager.

#### Clients:

AOL, Microsoft, Disney/ABC, Scripps Networks, MTV, HamptonRoads.tv

## VIDEO PLATFORM VENDORS

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### Monetize Media

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

Offers behaviorally-targeted national video advertising to local sites. Monetization options include CPM, cost-per-click and cost-per-acquisition.

### PointRoll

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

PointRoll develops rich media products and service that enable advertisers to connect with consumers by creating an interactive online environment. There are solutions for mouse-over activated expanding banners exposing multiple message panels, fold-overs, interactive circulars and other forms of interactive rich-media ads.

#### Services:

Video and rich media production, distribution, tracking and reporting.

Ad formats offered: Fat Boy Expandable, Tom Boy Universal 100k+, Bad Boy Floater, Towel Boy Snap-Back, Fold Over, Paper Boy Local Delivery.

### Roo

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

Online video network offering targeted advertising, pre-roll advertising, content sponsorships, branded content and streaming video.

### Rovion

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

Creator and provider of inPerson, a borderless “walk-on” personality-based video solution for businesses.

### The Feed Room

<http://feedroom.com>

Services include broadband video distribution for Web, search engines, and podcasting; full-service broadband video encoding, management and delivery; performance reporting; broadband video application design and development; rich media advertising services; subscription and registration tools; e-mail video alert delivery and tracking; original content development and production.

### TremorMedia

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

Provider of technology for Web publishers to implement online video and rich media banner advertising, and manage and monetize video assets to create new revenue channels. Services and tools include in-stream video, expandable banner with video, animated video and form fields. Also has a network of publisher sites across which rich media can be deployed.

### ValueClick Media

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

An advertising network for publishers that enables them to generate revenue from all standard in-page and out-of-page formats, rich media, video, e-mail lists and registration paths.

### Vividas

<http://vividas.com>

Handles production, storage and delivery of full-screen, broadcast-quality video. Embedded video player is delivered as part of video stream. Priced by total viewing minutes; can be turned off when budget is reached. Full reporting metrics.

### VMatrix

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

Provides both full-service and self-managed video production; a video ad network platform that provides in-stream (pre- and post-roll) and in-banner video ads; video e-mail and podcasting; and video on demand.

### WorldNow

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

Offers an integrated browser-based tool that allows non-technical staff to edit, manage and post video to a Web site. Also has an ad network of 170 local news and information Web sites.

Clients are primarily broadcast and include ABC, Cox, Dispatch, Gray, Journal, Landmark, LIN, Local TV, LLC, Media General, News Press & Gazette, Raycom, Time Warner Cable, Tribune and Young.

## E-MAIL VENDORS

VENDOR	FEATURE			
	LIST MANAGEMENT	E-MAIL CREATION	REPORTING FEATURES	OTHER
<b>Benchmark E-Mail</b> <a href="http://www.benchmarkemail.com">www.benchmarkemail.com</a>	Online signup, automatic subscription, unsubscription, opt-in, confirmation, unlimited list storage, list import/export, online list editing, segmentation, campaign storage	HTML and plain-text editing, formatting, previewing; editable templates available	Delivered, opened, click-through by URL, forwarded, unsubscribe, hard and soft bounce, hyperlink tracking, forwarding tracking	Pre-scheduling, automated replies based on response, forwarding; priced per attempted address per month with discounts for prepayment
<b>Campaigner</b> <a href="http://www.campaigner.com">www.campaigner.com</a>	Online signup, multiple-product subscriptions, personalized welcome/confirmation messages, SSL-secure signup forms, demographic attribute storage, automatic unsubscription, list filters, list merge/purge	Wizard, HTML templates, previewing, personalization	Hard and soft bounce, delivered, unique clicks, total clicks, replies, responses over time, comparison feature with other campaigns and Campaigner user community	Pre-scheduling, forwarding; priced per attempted address per month
<b>Constant Contact</b> <a href="http://www.constantcontact.com">www.constantcontact.com</a>	List import, online signup, segmentation, automatic unsubscription	HTML templates and editing, personalization, previewing	Open and click tracking, summary and detailed reporting	Pre-scheduling, forwarding, priced by size of list
<b>ContactPro</b> <a href="http://www.contactpro.com">www.contactpro.com</a>		WISYWYG editor, HTML templates	Open, clickthrough, bounce-back	Priced per list by list size
<b>iContact</b> <a href="http://www.icontact.com">www.icontact.com</a>	Subscription management	Templates available	Open, clickthrough, bounce-back	Pre-scheduling; priced by size of list
<b>EMG Marketing Solutions</b> <a href="http://www.emgmarketingsolutions.com">www.emgmarketingsolutions.com</a>	List management, online signup		Open, clickthrough, bounce-back, opt-out	One-time setup fee, then month-to-month pricing based on attempted address; SMS marketing services available
<b>GetResponse</b> <a href="http://www.getresponse.com">www.getresponse.com</a>	Online signup, segmentation and targeting, import/export, autoresponders based on subscriber activity, personalization, bounceback	Templates, customization, ability to embed rich media	Open, clickthrough by URL, unsubscribes	Priced per month based on list size
<b>Listrak</b> <a href="http://www.listrak.com">www.listrak.com</a>	Import/export, segmentation, personalization	WYSIWYG editor, templates, HTML forms wizard	Open, read, clickthrough, Google Analytics integration, geographic analysis and targeting, bouncebacks	
<b>Lyris</b> <a href="http://www.lyris.com">www.lyris.com</a>	List creation, import/export, segmentation, sequential mailings, recency and frequency limits, automatic unsubscribe, automatic bounce handling	Text, HTML, multi-part MIME; attachment support; HTML templates and template builder; rich media insertion	Open, clickthrough, clickstream, forward-to-a-friend, demographic analysis	Onsite or hosted list management; supports discussion groups; monthly pricing for hosted service based on number of lists and number of e-mails
<b>Mailtrust</b> <a href="http://www.mailtrust.com">www.mailtrust.com</a> Outreach E-mail Marketing Service	Multiple lists; searchable, sortable, filterable; automatic signup; list import/export; automatic confirmation; bounceback management	HTML creation	Open; clickthrough; forward; information by list member	Priced per e-mail address per month

## E-MAIL VENDORS

VENDOR	FEATURE			
	LIST MANAGEMENT	E-MAIL CREATION	REPORTING FEATURES	OTHER
<b>Sparklist</b> <a href="http://www.sparklist.com">www.sparklist.com</a>	Unsubscribe, bounceback handling, segmentation, double opt-in; survey-response segmentation; recency and frequency limits	HTML, plain-text, multi-MIME and AOL, HTML templates; personalization, conditional content; rich media	Open, clickthrough, clickstream, forward, refer-a-friend	Pre-scheduling, conditional and triggered mailings; discussion groups; price is a monthly fee based on number of lists, number of messages, and message size
<b>StreamSend</b> <a href="http://www.streamsend.com">www.streamsend.com</a>	Web signup, list import/export, automatic confirmation and unsubscribe, segmentation, targeting, bounceback management	HTML formatting, editing and templates; previewing, personalization	Live tracking reports	Priced per e-mail per attempted address per month
<b>Vertical Response</b> <a href="http://www.verticalresponse.com">www.verticalresponse.com</a>	Web signup; double opt-in; automatic confirmation; segmentation; automatic unsubscribe and bounceback management; conditional response	Wizard; editable templates; text and HTML	Clickthrough and clickstream tracking over time; forward-to-a-friend; integration with Google Analytics	Priced per attempted address per month
<b>ZebraTracks</b> <a href="http://www.zebratracks.com">www.zebratracks.com</a>	List import; automatic unsubscribe	HTML templates; template design	Open; clickthrough; send-to-a-friend	Single-broadcast pricing available; monthly pricing per attempted address per e-mail