

# METRO e-CONNECT

## Publisher Program

### Key Differentiators

- Empowers Publishers (you) to produce profitable, multimedia marketing vehicles that drive business to advertisers' doorsteps.
- Complete, ready-to-implement, multi-platform advertising suite enhances your ability to compete for advertising dollars and audiences by empowering advertisers to connect more effectively with their target consumers.
- Online e-Sections, Online Storefronts and Marketplace Connection for online and mobile work independently or, better yet, in conjunction with any and all print efforts, to put advertisers' messages in every place their key target customers are looking for what their business has to offer.
- Online e-Sections, themed and targeted sections that are co-branded with your logo and information, can be customized to include local features, special offers, videos and photo galleries — all work together to attract target audiences and increase overall site visitors.
- Online e-Sections are synced to Metro's print Templated Special Sections making it easier than ever to sell coordinated print and online ads.
- Online e-Sections feature five key ad positions on each page for maximizing ad revenue opportunities, plus additional upsell potential with photo galleries, videos and special offers
- Online e-Section ads become interactive and lead to a faster sale for your advertiser when linked to their website or Online Storefront.
- Advertiser ads, special offers, photo galleries, videos, appear in all designated e-Sections, Marketplace Connection and the advertiser's Storefront through simple button clicks — set up an advertiser once and you can place them in any ad position or multiple e-Sections.
- Sell advertisers different ads to appear in various e-Sections — great for campaigns or specifically targeted e-Section themes
- Sell Advertisers multiple Storefronts if they want different featured content and special offers.
- Online Storefronts — flexible, easy-to-customize virtual storefronts that offer options for including and updating videos, photos, product or service details, special offers, locations, hours and mapping features—are highly effective vehicles for both introducing consumers to advertisers' businesses and promoting their latest and greatest offerings.
- Like their brick-and-mortar counterparts, an advertiser's virtual storefront is designed not only to engage consumers and motivate them toward making purchases, but to enhance the image of their business, create customer loyalty and promote specific or seasonal products or services.
- But, unlike brick-and-mortar window displays, Online Storefronts can be updated in real-time via QRsite, are mobile-friendly and can be shared via social media.
- Metro's e-Connect Online Storefronts are programmed for optimal recognition from all search engines with their multi-page, full website designs.
- Marketplace Connection, where you can bring things all together for your advertisers and visitors, goes way beyond promotional ads scattered throughout your website, or business directory listings like the old yellow pages that no one visits until they actually need a plumber.
- Marketplace Connection is where you can direct people to so they can peruse all of the resources and offers at their disposal in and around your area.
- Marketplace Connection is designed as a cross-promotional marketing vehicle, where all of the e-Connect features come together under one virtual roof. Here you can present and promote advertisers, e-Sections, Storefronts, special offers, timely photo galleries and videos in any combination so consumers can peruse all of the resources and offers available in your market area.
- Driving e-Connect is Metro's QRsite Content Management System (CMS), a fun, extremely user-friendly interface for entering/uploading advertiser information and, with just a few button clicks, applying that information to any or all of the three e-Connect components.
- QRsite CMS automatically generates a QR code for every e-Section, Storefront and Marketplace page.
- QRsite simplifies the process of tracking/managing advertiser ad activity.
- QRsite marketing tools help you promote your e-Sections with the click of a mouse
- Metro e-Connect gives you the ability to connect online and mobile advertising with print products, making it simple for publications to sell themed multimedia promotional packages that include print ads — with or without QR codes — along with placement in e-Sections, Online Storefronts and the Marketplace Connection.
- e-Connect's Marketplace Connection, Storefronts and e-Sections are here to help you make your website one of the most visited destinations for news and all other timely information and resources.
- e-Connect gives you a highly marketable, integrated, flexible, cost-effective print, online and mobile advertising solution to present to advertisers that want to connect with the consumers who are ready to buy their product or service.
- e-Connect gives you the ability to 'show and tell' your customers, 'We can do it all.'"
- In today's rapidly changing environment, e-Connect gives you what you need to go out into the marketplace and prove that you have full-scale solutions for their marketing and advertising needs.
- While you have always been expert at knowing your markets, customers and communities, e-Connect gives you the resources to bring that knowledge together to help advertisers reach the right audience at the right time via the right media.