

Success Stories



\$63,000 in ad revenue

The Gazette, Colorado Springs, CO. According to Vicki Cederholm, Classified Ad Operation Manager, the paper received commitments for \$63,000 in business at the kick-off of its classified advertising redesign, which was launched in October 2007.

Lineage up 600%

Country Life, a weekly section published by the Republican-American, in Waterbury, CT. Ad lineage went up more than 600 percent a week with a redesign launched in February 2007.

Single copy up 8%

Idaho State Journal, Pocatello, ID. Single-copy sales went up 8% January to March 2007 and total circulation up went up 3% with a redesign launched in January 2007.

Advertising up 1000 inches

The Bakersfield Californian. Redesign launched in March 2006. According to Sally Ellis, Classified Ad Manager, advertising went up over a thousand inches in the redesigned real estate section alone. After the redesign was launched, CEO Richard Beene said his company had never been as profitable.

Revenue up 7%

Republican-American, Waterbury, CT. Redesign launched in October 2005. According to Russ Lennon, Classified Ad Manager, revenue went up 7% after a redesign was launched in 2005 – despite a double-digit downturn in auto contract display.