

KEY EXECUTIVES

Mega-Conference

SAN DIEGO 2018

SOLUTIONS,
SUCCESS STORIES
AND NEW IDEAS

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Attending Mega-Conference: Jonathan Muzio and
Adam Shaffner

AdCellerant specializes in executing programmatic display, mobile, tablet, video, native, email and search marketing campaigns. The company is a Google Premier Partner and has received accolades for its proprietary software Ui.marketing. AdCellerant executes thousands of digital advertising campaigns in more than 260 markets in five countries. AdCellerant has partnerships with SNPA and Inland Press Association to provide free training and Google certifications to employees of member newspapers.



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Attending Mega-Conference: Denise Gibson, Joe Matessa
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SalesFuel turns big data into big insights – providing the tools, training and intelligence that sales teams need to Sell Smarter. 3,000+ media properties know us by our AdMall® product line – the sales intelligence leader for local media and digital marketing. AdMall ensures account executives are prepared to speak intelligently about every advertiser's line of business, their customers, competitors. And now we're launching Team-Keeper®, the new platform for Data-Driven Sales Leadership.



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Attending Mega-Conference: Deborah Dreyfuss-Tuchman,
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Adpay is now part of Ancestry, but our mission for our media partners remains the same: growing your revenues. As an official Local Media Consortium partner, Memoriams increases local obituary revenues by an average of 30 percent through our exclusive network strategy, now encompassing thousands of North American newspapers. Click-N-Buy Classifieds regains your marketplace with responsive design and proven profitability for print, digital and mobile. Stop by Booth 301 to learn all that is new with Adpay.



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Attending Mega-Conference: Adam Burnham,
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AffinityX provides white-label marketing services that drive profitable new revenue for companies serving local advertisers. We offer complete end-to-end management of programmatic advertising, HTML5, video, page planning, print ads, websites and more.

AGFA



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Agfa Graphics offers newspaper-specific solutions that provide users with end-to-end workflow automation, coupled with enhanced production control, proven and cost-effective violet CtP systems, intelligent XML-based workflow, and quality enhancement software providing a comprehensive solution for economic operation and profitable growth.



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The Alliance for Audited Media powers transparency and collaboration between North America's leading media professionals. More than 4,000 publishers, marketers and agencies depend on AAM's data-driven insights, audits and information services to transact with trust.



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Attending Mega-Conference: Dave Barber,
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Johnathon Mannor

AppVault provides an array of recruitment solutions, including a white-label advertising platform that connects qualified job seekers with local employers via programmatic advertising. We help publishers and newspapers re-establish their online brand as the primary source for recruitment media by increasing quality engagements with passive and active job seekers. Want to learn more? Visit AppVault (Booth 104) to learn how we can help your organization today! Info@appvault.com



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Over 350 media companies are clients of The Blinder Group, a firm that assists in maximizing revenue for its clients, through effective on-site sales training/revenue-generation programs. The Blinder Group has generated over 100,000 million dollars for the global newspaper industry in multimedia ad sales.



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Established in 2009, Boostability began with the idea that great SEO services should be accessible and affordable for everyone. Thanks to our unique approach to SEO fulfillment and our partner relationships, Boostability now serves over 26,000 small businesses, helping them elevate their digital presence and succeed online. In the process we have grown to over 400 employees and have been ranked in the Inc. 5000 list of the fastest-growing private companies in America for four straight years.



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Attending Mega-Conference: Al Cupo, Matt Griffith, Jeff Jones, Mary Parker, Rick Sanders and Nicole Zuccaro

Brainworks' suite of media industry software products deliver in-depth operational and data-driven solutions designed to simplify the workflow process, increase productivity and reduce costs. Brainworks is partnered with more than 1,000 media companies offering fully-integrated advertising, CRM, ad tracking and circulation software systems. See why A.H. Belo, tronc, Scripps, Schurz Communications, The Boston Herald, The Buffalo News, Cooke Communications and The Post and Courier (Charleston, S.C.) have selected Brainworks to fulfill their software needs.



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Camilyo Online in One is a white-labeled, integrated marketing, sales and business productivity platform for SMBs. Built for and sold through digital service providers (DSPs), it allows DSPs to address all the digital needs of their local business clients from within one system, dramatically reducing operational and licensing costs. With Camilyo, DSPs can offer online presence, marketing, sales and business productivity tools tightly integrated around a centralized CRM under their own brand name.



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Attending Mega-Conference: Rachel Cook and Carina Wingel

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Attending Mega-Conference: David Ruiz

SELL MORE with Listings & Reviews monitoring software. We make it easy to manage local listings and localized digital campaigns so they are cohesive, consistent and cost-effective. Our technologies are tailored for agencies, publishers and in-house teams working with SMBs or brands with distributed local businesses. We offer innovative features, intuitive interfaces and ready-built relationships with search engines, social platforms and local directories. We empower you to drive revenue, expand your product offerings and enhance your competitive position in the marketplace.



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Attending Mega-Conference: Sean Finch and Bill Ostendorf

We offer a full range of web and print production software that is easier to use and run, providing lower cost of operations. Our websites load faster, are more dynamic and have user-friendly designs that dramatically increase traffic and page views. Creative Circle also provides high-end outsourcing, print redesigns that drive readership, strategic consulting, and news and ad staff training. Our holistic solutions can help you better engage users in print and online, driving revenues and loyalty.



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Cribb, Greene & Cope publication brokers have more than 60 years of publishing and brokerage experience, and our financial and market analysts have 70 combined years of newspaper financial and marketing experience.



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Dart is a new software platform built by the distribution experts at PCF for its own operations. Now available to the industry, Dart enhances your existing circulation system and offers a fresh approach to a longstanding challenge: deliver print products as fast as you can, as accurately as you can, at the lowest operational cost. It's the most all-encompassing distribution management, delivery and routing solution on the market. Learn how you can deliver smarter with Dart, visit Booth 207.



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The Specifix database, exclusively offered by Data-Dynamix, brings together highly-sourced, accurate information on individuals – graphed against their individual device ID, IP address, physical address and opted in email information. This approach concretely creates a person-to-person marketing opportunity with omni-channel applications. This allows for a variety of targeting opportunities, as well as the development of audience segmentation including look-alike modeling.



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Design2Pro is the leader in off-site editorial and ad design for newspapers and magazines. Streamline your production, enhance the look and readership of your pages and ads, cut your overhead and realize significant net dollar savings in the process – savings that can be invested in improved editorial, more ad sales, web/mobile or just go to your bottom line. Our 14th year. More than 85 full-time graphic artists on staff. We produce over 260 publications each week, on time and on budget.



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Attending Mega-Conference: Regan Davis and Casey Hester

DEV/CON Detect Ad Tech Security® helps publishers grow revenue by resolving ad tech issues. We serve the advertising and publishing industries primarily via tag verification – tags pushed through various networks, widgets and creatives. Our team of digital advertising professionals, white-hat hackers, and data scientists leverage our patent-protected technology to: detect, fix and monitor both technical and organizational vulnerabilities to protect and increase agency and publisher revenue.



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Dirks, Van Essen & Murray is the leading merger and acquisition firm in the U.S. newspaper industry and its top authority on transactions and valuations. Since 1980, the firm has focused on assisting companies in the sale, acquisition and valuation of daily and weekly newspapers.



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Editor & Publisher is the authoritative journal covering all aspects of the newspaper industry, including business, newsroom, advertising, circulation, marketing, technology, online and syndicates. In today's technology revolution, every decision can be critical to the success or failure of an enterprise. The goal of E&P is to support, inform and promote the newspaper industry and provide professionals with the tools to ensure their success in the years to come.



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For 27 years we've helped our customers find the hidden gems in their data. AccountScout is the "Nerve Center" software to link ad sales, accounting and production with dashboards, task-lists and a native sales/CRM mobile app. Anvil is the best solution to present media digitally while also providing new revenue streams. Our powerful reporting gives executives the critical tools to monitor performance. We take pride in our outstanding service and continuous product development.



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The Gannett Imaging and Ad Design Center is a full-service design group, specializing in pre-media services ranging from print and digital ad design, imaging/photo services and page processing. The GIADC has locations in Des Moines and Indianapolis with more than 300 creative employees ready to serve you. We are able to provide award-winning design services allowing your sales staff to generate more revenue. Come see the difference.



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GateHouse Live is an event production company specializing in delivering world-class events for the media industry and the communities they serve. We constantly strive to exceed expectations, create unforgettable memories, and generate new revenue streams while leveraging our reputable and institutional brands. Our events inspire pride and progressive innovation throughout the ever-changing media industry, while still relying on core newspaper strengths – our ability to create content, attract audiences, and bring powerful meaning to the lives of others.

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GeoTix is a non-advertising revenue opportunity, borne out of a local media company, whose mission is to tie local event discovery to purchase. Local media has the audience, the content, the commitment to community and local access to event organizers. But that investment merely drives ticket fee revenue to national ticket sellers. With \$5.5 billion in fee revenue and millions of emails, why not cut out the middleman? We did. You can too. It's time local media disrupted a global industry.



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Guarantee Digital supports media partners in over 200 markets with the essential online solutions their clients need most, including web, social, mobile, video, digital targeting and more. Our white label fulfillment program also includes serious sales training, lead generation, new agency website, sales collateral and more. Agency JumpStart option gives existing/stalled agencies a revenue goose, selling your products or ours. Contact Daryl Hively at 414-234-8529 or www.guaranteedigital.com.



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We are reinvigorating newspapers' revenues while delighting readers by harnessing augmented reality technology to bring your printed newspaper to life. After downloading a free app, readers simply hold their mobile phone over photos or blocks of text to launch the interactive experience. In a predicted \$20-billion market by 2020, Interactive News is an affordable and easy-to-use platform for any sized newspaper – after all, it originated in a small newspaper with a staff size of 12 people. This app and platform is a game changer in the publishing world. We bring newspaper pages to life.



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Interlink produces the most widely used newspaper-specific presort system in America, helping more than 1,800 newspapers navigate the postal system to obtain the best delivery at the lowest cost.



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LEAP Media Solutions serves a client community of more than 100 local publishing companies to engineer data-driven marketing processes designed to grow, activate, engage and monetize audiences. LEAP leverages world-class technology and unparalleled expertise to implement industry best practices that build the volume and value of customers across print and digital portfolios.

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Legacy.com is the global leader in online obituaries, providing obituary-related services to more than 1,500 newspapers and 3,500 funeral homes. Legacy's partners benefit from unparalleled scale and expertise that delivers industry-leading products, e-commerce solutions and customer service.



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Lineup Systems provides the world's #1 media sales solution, Adpoint, that empowers media businesses to maximize revenue opportunities and optimize business performance. The cloud-based, multi-channel solution supports 1,600 media brands across print, digital, events and broadcast in 33 countries, setting the industry standard in media sales management. Lineup is the preferred technology partner of leading media companies, including Gannett, Time Inc., Bonnier Corporation, Paddock Publications, Toronto Star and Metro.



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Attending Mega-Conference: Matt Lindsay and Bob Terzotis

Mather Economics is a global consulting firm that applies a combination of proprietary analytical tools and implementation expertise to help businesses develop pricing strategies that maximize operating margins, grow revenue and improve customer loyalty. Since 2002, Mather's economists and analysts have helped businesses in publishing and media, lotteries, technology, hospitality and telecommunications develop and implement pricing strategies that maximize operating margins, drive customer loyalty and increase revenue.



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Attending Mega-Conference: Rebecca Earlewine
and Brenda Hetrick

Matrix Solutions makes media happen by helping media companies to better monetize their content. Our flagship product, Monarch, is the only global ad sales platform built for media – transforming chaotic data into actionable sales information that delivers the insights necessary for prospecting, managing, evaluating and closing business. The company manages more than \$13 billion in media ad revenue, offering its best-in-class analytics, sales intelligence, media-specific CRM and sales tools to more than 10,000 media sellers to more efficiently manage their workflow.



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Attending Mega-Conference: Edward Hubbard
and Eric Hansen

Miles 33 is a developer of advertising, editorial and mobile publishing solutions for multi-channel media companies. These easy-to-use applications use a responsive design and run on smart phones, tablets and computers. Automation of page building and advertising production are in high demand as newspaper publishers look for ways to reduce costs without sacrificing quality.

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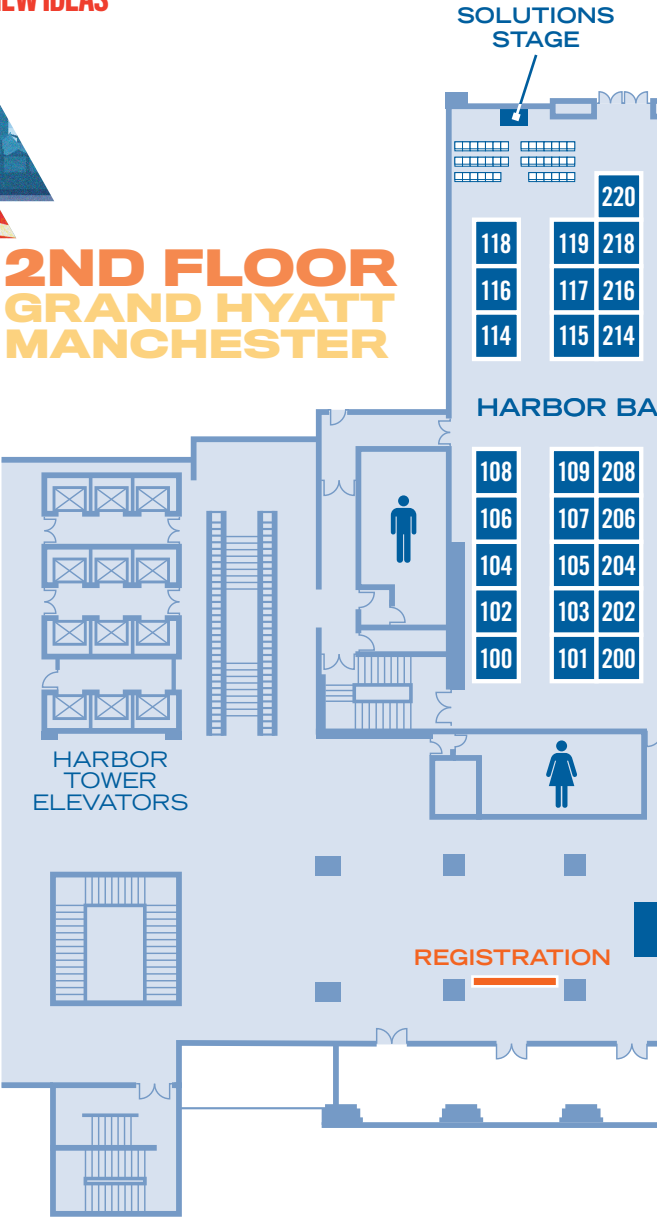
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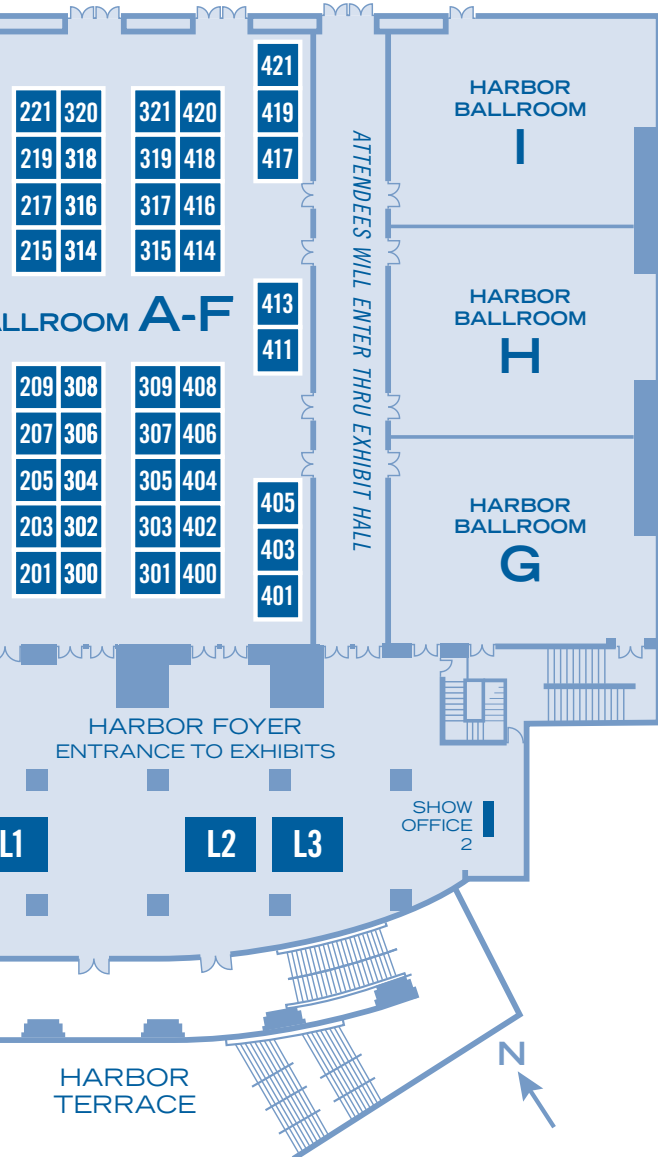
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Attending Mega-Conference: Gordon Atkinson,
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Attending Mega-Conference: Dana Bascom

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Ryan Christiansen

CEO

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Attending Mega-Conference: Brian Johnson

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Attending Mega-Conference: Marcy Emory, Joan Graff, Steve Schroeder and John Snyder

PAGE Cooperative, a not-for-profit, member-owned association, was formed 33 years ago to help independently owned newspaper companies group their purchases to lower costs and improve services. Today, PAGE has a nationwide membership covering all 50 states and more than 1,500 publishing locations. With 200+ suppliers offering products and services ranging from newsprint to cloud computing, members turn to PAGE for the best in price and service. Please call 800-468-9568 to learn how PAGE can help you save money.



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Attending Mega-Conference: Ben Edwards and Lucy Tozer

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Attending Mega-Conference: Cliff Cooke,
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Tom Reinacher
CEO

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Attending Mega-Conference: Tom Reinacher and
Christina Reinacher

ppi Media is one of the leading international software specialists for publishing workflows in the fields of print, web and mobile. More than 100 media companies and publishing houses worldwide are using our software solutions. These solutions include the cross-channel editorial system Content-X, various tailored newspaper planning solutions, as well as tools for digital ad management. Numerous publishers were able to increase their online revenue and optimize their use of valuable resources in their daily workflows with our digital publishing solutions.



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Attending Mega-Conference: Bob Behringer

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Attending Mega-Conference: Ashley Hess,
Dave Patterson and Todd Swickard

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Attending Mega-Conference: Kim Wilson

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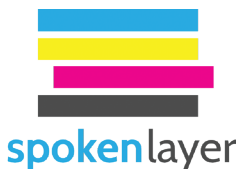
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Attending Mega-Conference: April Dauzat and John Hoeft

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Attending Mega-Conference: Jeff Ferrazzano

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Attending Mega-Conference: Amy Weaver

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Attending Mega-Conference: Ray Carulli and Laura Cole

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Attending Mega-Conference: Cesar Montes and Kevin Collins

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Attending Mega-Conference: Nikhil Modi

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AMG | Parade [316](#)

AppVault [104](#)

AutoConX Systems [215](#)

Boostability [216](#)

Brainworks Software [317](#)

Camilyo Online Ltd. [220](#)

CCI Europe, Inc. [118](#)

CitySpark [109](#)

Clean Machine Ticket Company [421](#)

CNN Newsource [LOUNGE AREA IN FOYER](#)

Content That Works [202](#)

ConvergenSEE Reviews/Listings Platform [306](#)

Creative Circle Media Solutions [115](#)

Dart/PCF [207](#)

Design2Pro [418](#)

Editor & Publisher [204](#)

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- Newscycle [100](#)
- The Newspaper Manager [401](#)
- Newspapers.com [300](#)
- Newzware - ICANON [101](#)
- Nielsen Scarborough [205](#)
- NTVB MEDIA [420](#)
- Olive Software [304](#)
- PAGE Cooperative [314](#)
- PageSuite [206](#)
- Phoenix Vision [221](#)

ppi Media US, Inc. 308

Presteligen 208

ProlImage America, Inc. 309

Publication Printers 417

Recruitology 411

Roxen Internet Software 218

Second Street 200

Shaker Recruitment Consultants 201

Site Impact 404

Smart1Marketing 107

Social News Desk 214

Southern Lithoplate 405

TapClicks 203

Tecnavia 114

Ticket Sauce LOUNGE AREA IN FOYER

TownNews.com 315 AND 414

The Ultimate PrintSource, Inc. 321

Viafoura 102

Vision Data 416

Vivial 305

WeHaa 106

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