

COVER



AdCellerant

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Attending Mega-Conference: Jonathan Muzio and
Melissa Sheehan

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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and Barry Shawgo

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.



Adpay | Memoriams, an Ancestry company

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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, David Grant,
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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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AMG|Parade publishes America's most exciting newspaper magazines: Parade, Relish, Athlon Sports & Life, Spry Living and American Profile's Community Table. Our brands resonate and engage readers through our national content with local relevance. We support our newspaper partners by providing revenue building programs and high-end, glossy magazines for premium bonus days ... all to help optimize their partnership with us.



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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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Attending Mega-Conference: Alex Hage and Joe Mathes

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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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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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Attending Mega-Conference: Lorren Elkins

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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CCI develops multi-channel publishing platforms for media corporations all over the world. We help our customers create engaging content, reach new audiences, and optimize their business strategies. Our new cutting-edge digital publishing platform, CUE, is designed for the digital-first newsroom and a constantly changing media environment. CUE offers countless ways of bringing innovation to content production and a whole new perspective on newsroom efficiency.



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Attending Mega-Conference: Dave Haynie,
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Our proprietary technology gathers local event content into a single source. Our partner calendars have on average 9x more the number of events each day than other media outlet calendars. Pairing our critical mass of content with our platform, admin tools and monetization are the keys to success!



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Attending Mega-Conference: Tom Small and Rachel Small

Being able to sell individual stories for individual prices opens new territories: content for specialized audiences becomes possible, Spanish speakers can at last use your publication, and customers who want just one story from you, instead of a whole subscription, can pay a fair price. Offer your content for free if you want, but the choice of which stories are free is yours. The Clean Machine system of micropayments makes this possible. Please visit Tom and Rachel Small at booth 421.



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Attending Mega-Conference: Rachel Cook and Carina Wingel

Need great content? You've come to the right place. Content That Works is a content creation company specializing in high-quality, customized content for use by local media companies and content marketers. Ask us how we can help with all your content needs.



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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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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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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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Attending Mega-Conference: Lisa Pfeifer

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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Flipp is a retail technology company that is reinventing the way people shop. We work with the largest retailers and manufacturers in the world to help them transform their business and connect them with tens of millions of shoppers through our next generation digital shopping marketplace and distribution network. Flipp's technology is integrated on top news and broadcast sites in North America, enabling our media partners to capture print circular dollars as they rapidly transition to digital.



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Friends2Follow drives new, high-margin revenue for more than 400 news sites in seven countries with tools to monetize their advertisers' social media by streaming it into our simple-to-install, easy-to-use widgets and banner ads. And we don't make money if you don't make money.

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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

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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: Todd Manes

Maps.com is a leading provider of print, online, interactive and mobile advertising solutions, partnering with media companies from coast to coast. As the creator of revenue-generating Locator Map Programs in a number of categories, including: Open Houses, Rentals, Garage Sales, Community Events and New Builders, we pride ourselves on mapping the shortest route from your audience to your advertiser's door. The Acqir product suite has increased advertising revenue for its clients since 2009.



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Attending Mega-Conference: Kate Eitelman and Malissa Pistillo

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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
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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 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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Attending Mega-Conference: Julie Arsenault, Loran Cunningham, Amanda Friedl, Jeff Graham, Mark O'Brien, Amanda Padilla, Seth Ryan, Alex Smith and Mike Taylor

Monster is a global leader in connecting people to jobs, wherever they are. For over 20 years, Monster has helped people improve their lives. Today, Monster offers services in more than 40 countries, providing some of the most sophisticated, recruitment and talent management solutions. Drawing from over a decade of experience with newspaper partnerships, Monster is able to help partners provide a comprehensive suite of recruitment solutions. For more information, visit <http://partner.monster.com>



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Attending Mega-Conference: Mary Van Meter

News & Tech is the premier resource for insight, analysis and technology integration in newspaper, magazine, digital and hybrid operations and production. News & Tech is written by industry experts and read by publishers and executive decision-makers. Whether it's our flagship print publication, our weekly Dateline electronic newsletter or www.newsandtech.com, News & Tech provides the most comprehensive coverage of newspaper and magazine production, technology and trends.



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Monty van Emmerik
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Attending Mega-Conference: Richard Laframboise,
Monty van Emmerik and Mark Wasserman

News Hub Media's innovative software enables publishing across the globe. From the largest newspaper group in the USA to hyper-local, weekly newspapers and from magazine publishers and printers to one of the largest automated digital print production facilities in North America, NHM is focused on creating affordable, innovative systems to enhance automation and efficiency in the industry. Formerly known as PuzzleFlow/PMT, News Hub Media is the new brand name of publishing technology.



NewsBank BOOTH 403

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Attending Mega-Conference: Tina Owens and Shelley DeLuca

NewsBank offers free microfilm digitization and digital archiving services to publishers worldwide. Partnership agreements include generous revenue-sharing models and can be customized to fit the needs of any news organization. Other turnkey services include content distribution, ecommerce hosting, newsroom research tools, data extraction and conversion, data enhancement, and custom data filters. The industry leader for 45 years, NewsBank helps publishers leverage archives to generate revenue.



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Attending Mega-Conference: Geoff Kehrer, Mike Pirello,
Marc Thompson and Ronnie Willis

Newscycle delivers editorial, advertising, circulation and mobile solutions that empower the global news media industry. Our solutions enable publishers to drive profitability, accelerate digital business models and optimize core print operations.



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Greg Booras
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Attending Mega-Conference: Greg Booras

The Newspaper Manager is a publishing CRM that dramatically reduces overhead costs by connecting sales, production and accounts receivable in one simple package. This mobile-friendly platform equips sales reps to generate more ad revenue while saving time throughout production and billing.



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www.newspapers.com

Brent Carter
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Attending Mega-Conference: Gordon Atkinson,
Brent Carter and Brian Hansen

Newspapers.com is an Ancestry.com site that partners with newspaper publishers with a no-cost solution to digitize and monetize their historical archives.



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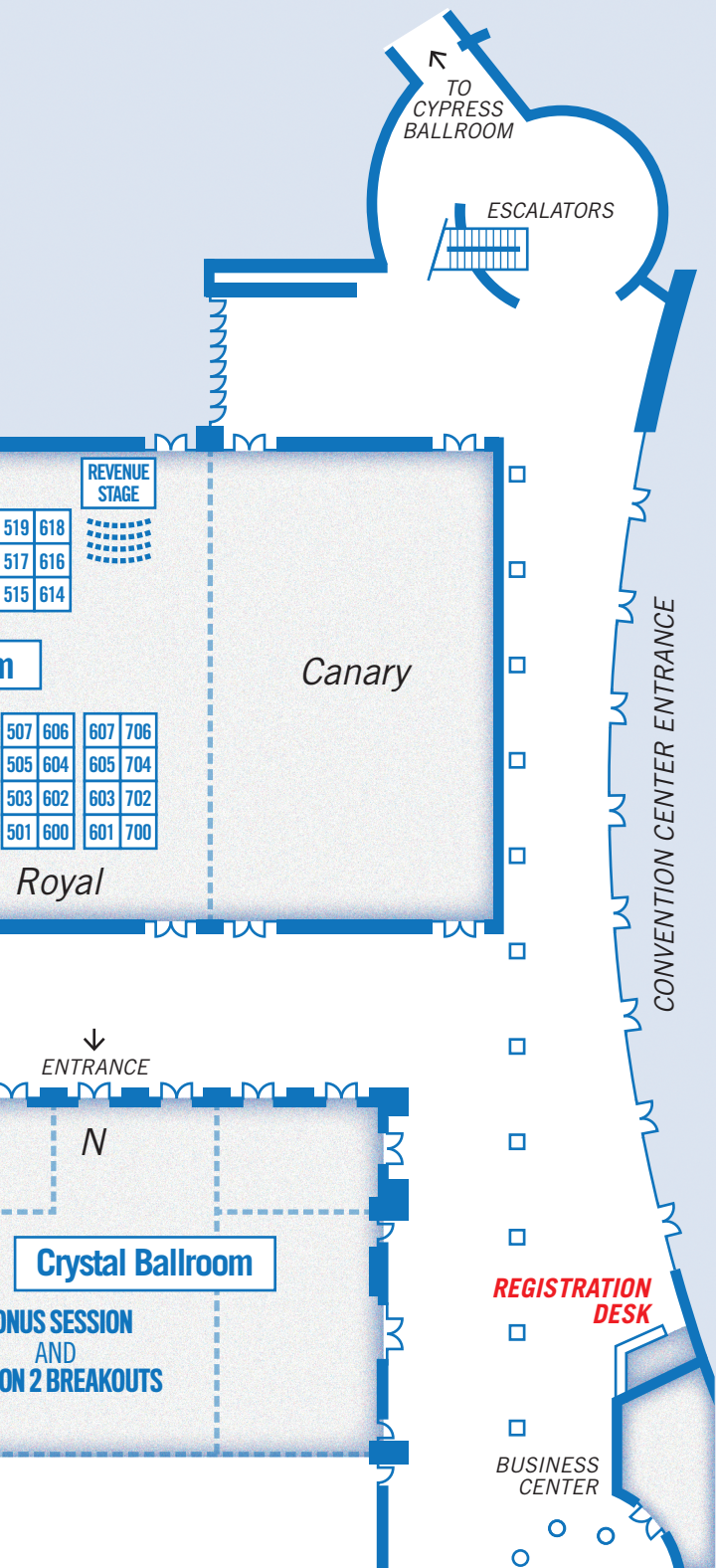
Attending Mega-Conference: Dana Bascom

Newzware is excited to participate at the Mega-Conference and we do hope to meet each of you. We would most like to hear about your current challenges that may or may not be solved by our software solutions. Newzware, a division of ICANON offers self-hosted and SaaS (Cloud) solutions for: Display Advertising, Classified Advertising, Pagination, Ad Layout, Ad Tracking, Editorial, Circulation Management and Financial Software (General Ledger, Accounts Payable, Cash Management & Payroll). Please stop by our booth to learn more about how our solutions will improve productivity.

CONVENTION CENTER MAP

See page 46 for a list of Exhibitor Booth Numbers







Nielsen Scarborough BOOTH 205

32 SE 2nd Avenue, Apt. 322
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Mitch McKinnon
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Attending Mega-Conference: Mitch McKinnon

Nielsen Scarborough brings local markets to life and is the industry standard for newspaper audience information. We capture the media usage behaviors of American adults across multiple platforms, as well as shopping patterns and lifestyle trends.



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901 Bonanza Road
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Ryan Christiansen
CEO
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Attending Mega-Conference: Brian Johnson

Ntooitive is a digital marketing and technology company that optimizes sales, workflow and reporting to improve ROI. N2Hive automates processes to increase time spent selling instead of administrative tasks. Ntelligence uses artificial intelligence to provide real-time reporting on marketing and business data. Their digital marketing services optimize campaigns to deliver industry-leading results. Ntooitive is a Premier Google Partner and Google 10 Fastest Growing Solution Providers for 2017.



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Attending Mega-Conference: Tom Comi and Michael Keever

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Attending Mega-Conference: John Mahoney and Kevin Sexton

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Landon Morales
Chief Revenue Officer
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Joan M. Graff
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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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Lucy Tozer
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Attending Mega-Conference: Ben Edwards and Lucy Tozer

PageSuite delivers market-leading ePaper and app solutions to newspapers across the globe, enabling them to deliver content cross-platform, implement innovative advertising and paywall strategies and create engaging digital experiences across desktop, mobile and tablet.



Phoenix Vision, Inc. BOOTH 221

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Clifton Cooke
CEO
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Attending Mega-Conference: Cliff Cooke,
Chuck Cotton and Glenn Zuehls

Phoenix Vision, Inc. uniquely addresses the needs of the newspaper industry to increase advertising revenue with an "active" digital signage-based technology solution featuring anonymous viewer analytics. Our concept rests on three pillars: 1) the need for newspapers to create additional profitable revenue, 2) the need for advertisers to better understand the demographics of their sales through an active approach, and 3) the need to increase the efficiency of retail stores by utilizing existing newspaper racks to advertise their own products and services to their target audience.



ppi Media US, Inc. BOOTH 308

401 N. Michigan Avenue, Suite 1200
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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.



Prestelligence BOOTH 208

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www.prestelligence.com

Bob Behringer
President and CEO

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Attending Mega-Conference: Bob Behringer

Prestelligence will showcase its latest My News 360 platform combining multi-channel delivery content management for print and web, mobile apps, and e-edition. Also available is the high school sports platform for scores and stats, in addition to its flagship solutions of e-tearsheets and invoice delivery, prepress production workflow, ink optimization and e-editions. An industry leading software developer and innovator, Prestelligence transforms concepts into cost-effective and revenue-generating solutions scaled to fit newspapers of all sizes. Stop by for a demo.



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Rich Shafranek
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Attending Mega-Conference: Mike Monter and Rick Shafranek

ProImage America is a leading developer of innovative browser-based production automated workflows, ink optimization, image color toning & correction software and a press registration solution for commercial and newspaper printers that corrects registration issues by adjusting the Tiff separations. NewsWay is an advanced browser-based fully automated workflow, output management and production tracking solution. Flexible and customizable. Perfect for production centralization projects.



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Roxie Crowley
Director of Partnerships
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Attending Mega-Conference: Roberto Angulo,
Roxie Crowley, Michael Dawes, Brandi Reagan and Earl Tilton

Recruitology's cloud-based recruitment platform for media companies includes programmatic job distribution and access to a network of niche job boards and destination sites. New additions to the Recruitology product suite include a white-labeled job board and recruitment mobile app. See Recruitology CEO Roberto Angulo and McClatchy Digital Revenue Manager Sandy Glover talk about how media companies are reclaiming their local recruitment advertising markets on the Solution Stage on Tuesday at 1:30.



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Attending Mega-Conference: Lia Mancini Brunner and Michael Farag

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Attending Mega-Conference: Michael Cole

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Attending Mega-Conference: Wendy Peichel and
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Attending Mega-Conference: Ashley Hess,
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Kim Wilson
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Attending Mega-Conference: Kim Wilson

Social News Desk is the leading social media management tool for both print and broadcast newsrooms. Used by more than 2,000 news orgs worldwide, SND Dashboard is uniquely designed to help newsrooms follow best practices, secure accounts, monetize branded content and measure results with actionable analytics. Its unique feature set allows large groups to publish at scale and easily track enterprise-level social media metrics. Plus, the company's integrated SND Campaigns tool allows media companies to more easily execute a sponsored content strategy on social.



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Attending Mega-Conference: Phil Curtolo and Kurtis Jackson

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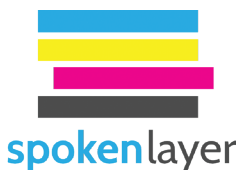
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Attending Mega-Conference: Jeremy Mims

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Noah Jacobson

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Attending Mega-Conference: Noah Jacobson and Mark Zahar

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Attending Mega-Conference: Diane Amato and Gary Green

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Attending Mega-Conference: April Dauzat and John Hoeft

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Jeff Ferrazzano
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Attending Mega-Conference: Jeff Ferrazzano

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Allison Munro
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Attending Mega-Conference: Lauren Lilly and Allison Munro

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Vision Data BOOTH 416

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Attending Mega-Conference: Amy Weaver

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Ray Carulli
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Attending Mega-Conference: Ray Carulli and Laura Cole

Vivial is a groundbreaking martech company that offers a full range of customer engagement tools to help businesses connect with customers, build loyalty, manage content and track results. We actively work with media companies throughout the U.S. to deliver upon our mission of helping to grow the local SMB business. We help businesses of all types increase their visibility using turn-key solutions and are pleased to be sharing insights for media companies at the Solutions Stage this year.



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Attending Mega-Conference: Steve Shelton

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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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