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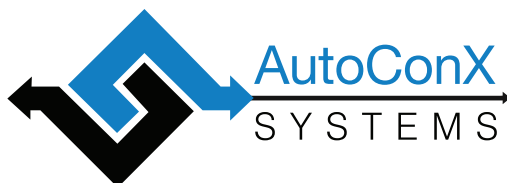
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(800) 900-0413 • [kevin@beyondprivatelabel.com](mailto:kevin@beyondprivatelabel.com)

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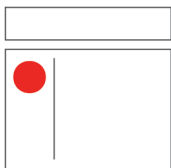
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515-284-8507 • [thumphre@gannett.com](mailto:thumphre@gannett.com)

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Director, Business Development  
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512-633-4288 • [cevanicky@hubciti.com](mailto:cevanicky@hubciti.com)

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Marketing Director  
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Sales Director, North America  
603-966-0464 • [tgr@integration-x.com](mailto:tgr@integration-x.com) • [@integration\\_x](https://twitter.com/integration_x)

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888-473-3103 • [laura@ilsw.com](mailto:laura@ilsw.com)

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469-532-8000 • [bruce.richardson@kba.com](mailto:bruce.richardson@kba.com)

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www.legacy.com

### KIM VANDER VELDE

Senior Vice President, Newspaper Affiliate Partnerships  
847-570-4379 • kimv@legacy.com

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Toledo, OH 43660  
www.libercus.com

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847-274-0490 • steve.lett@libercus.com

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350 Interlocken Blvd., Suite 108  
Broomfield, CO 80021  
[www.lineup.com](http://www.lineup.com)

### **PETE LEWIS**

Senior Sales Director  
720-961-9857 • [pete.lewis@lineup.com](mailto:pete.lewis@lineup.com)

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Atlanta, GA 30350  
[www.mathereconomics.com](http://www.mathereconomics.com)

### **SHAWN DeWEESE**

Vice President  
937-751-5992 • [shawn@mathereconomics.com](mailto:shawn@mathereconomics.com)

Attending Mega-Conference:

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## **Matrix Solutions** BOOTH #618

Nova Tower 1, One Allegheny Square, Suite 500  
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[www.matrixformedia.com](http://www.matrixformedia.com)

### **JUSTIN MATASE**

Business Development Executive  
412-697-3058 • [jmatase@matrixformedia.com](mailto:jmatase@matrixformedia.com)

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[www.Miles33.com](http://www.Miles33.com)

### **ALBERT de BRUIJN**

Vice President, Marketing  
203-838-2333 • [info@miles33.com](mailto:info@miles33.com)

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National Sales Manager  
954-332-3208 • [gbooras@mirabeltechnologies.com](mailto:gbooras@mirabeltechnologies.com)

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P. O. Box 44  
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[www.miracomcomputer.com](http://www.miracomcomputer.com)

### BILL HARLEY

Vice President  
888-309-0639 • [bharley@miracomcomputer.com](mailto:bharley@miracomcomputer.com)

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### MICHAEL DEPP

Editor

504-669-0162 • [mcdepp@newscheckmedia.com](mailto:mcdepp@newscheckmedia.com)

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

### DEREK MILNE

Business Development Director

248-412-8819 • [derek@newshubmedia.com](mailto:derek@newshubmedia.com)

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

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Attending Mega-Conference: **MARY VAN METER**

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

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239-263-6004 • [ssstidinger@newsbank.com](mailto:ssstidinger@newsbank.com)

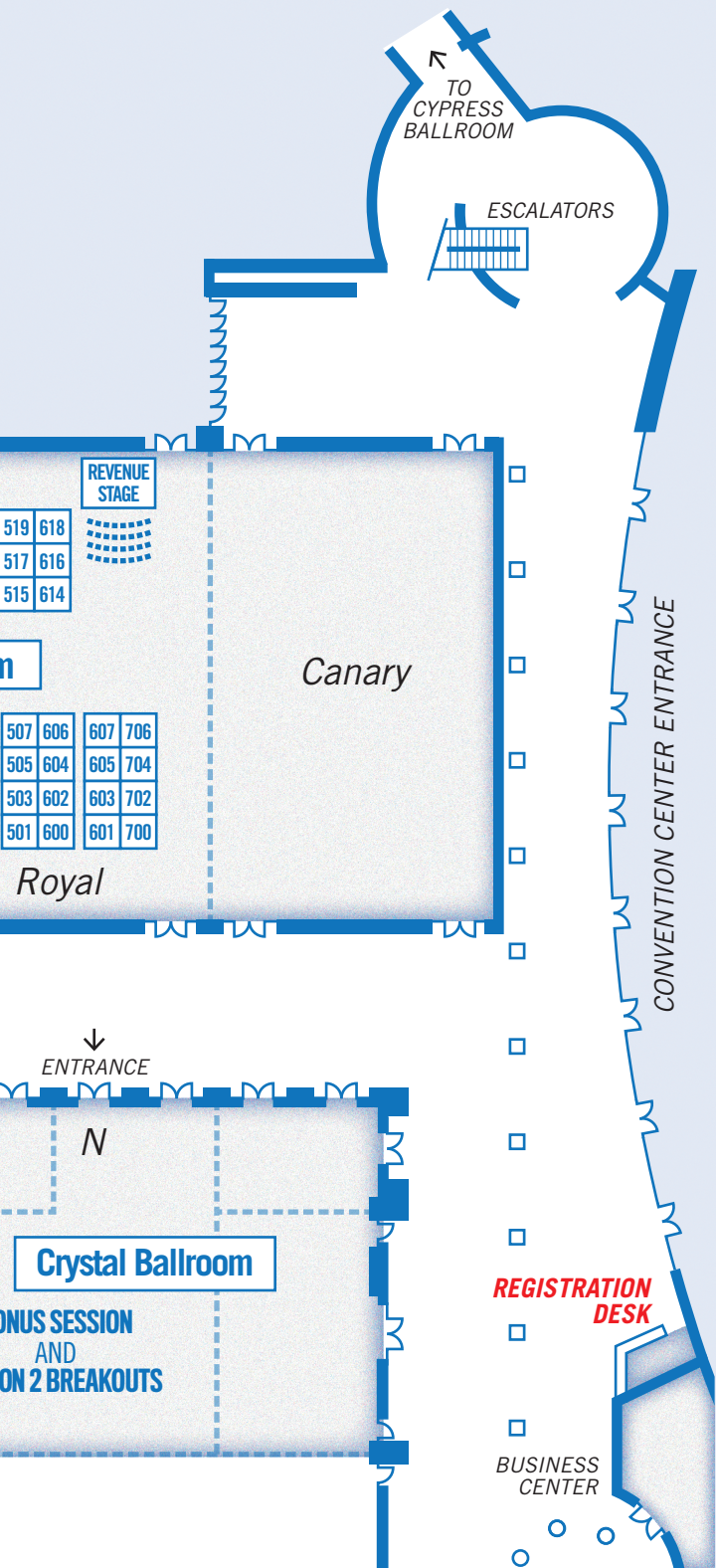
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# CONVENTION CENTER MAP

See page 46 for a list of Exhibitor Booth Numbers







## **NEWSCYCLE Solutions** BOOTH #105

7900 International Drive, Suite 800  
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[www.newscycle.com](http://www.newscycle.com)

### **LISA SPETH**

Marketing Communications Manager  
801-853-5068 • [lisa.speth@newscycle.com](mailto:lisa.speth@newscycle.com)

Attending Mega-Conference:

**KEN FREEDMAN, STEVE MOON, RONNIE WILLIS** and **AUBREY MEDLEY**

NEWSCYCLE develops and delivers software technology that empowers the global news media industry. Our editorial, advertising, circulation and mobile solutions enable publishers to drive profitability, accelerate digital business models and optimize core print operations. We help our clients create stronger, better-informed communities while safeguarding the integrity of news, advertising and customer information. Please visit [newscycle.com](http://newscycle.com) for more information or write to us at [info@newscycle.com](mailto:info@newscycle.com).



## **Newspapers.com** BOOTH #401

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Lehi, UT 84043  
[www.newspapers.com](http://www.newspapers.com)

### **BRENT CARTER**

Senior Director of Business Development  
801-494-6527 • [Bcarter@newspapers.com](mailto:Bcarter@newspapers.com)

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#### **ROHIT RATHORE**

Senior Vice President, Media Practice

706-828-4658 • [rohit.rathore@niit-tech.com](mailto:rohit.rathore@niit-tech.com)

Attending Mega-Conference:

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NIIT Technologies is a global IT solutions enterprise-providing media company with industry-specific business and IT solutions; serving end consumers the best possible digital experience, through multiple channels that are integrated with front/back office operations. NIIT Technologies increases operational efficiency, reduces costs and increases revenue through its comprehensive media services platform. Visit Booth #200 to learn more today!



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

#### **MICHAEL A. KEEVER**

Senior Vice President, Chief Marketing Officer

248-915-8793 • [mkeever@ntvbmedia.com](mailto:mkeever@ntvbmedia.com)

Attending Mega-Conference:

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NTVB Media is the leading publisher of TV entertainment magazines, serving over 20 million readers daily. We are the only subscription-based publisher offering customized and local TV magazines. Our more than 180 newspaper partners generate significant revenue, reduce churn and drive online traffic with our FREE entertainment content, TV Weekly, TV Guide, ReMIND magazines and with our TV NUTT widget for their websites.



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Aurora, CO 80014

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

#### PAUL McARTHUR

Vice President of Sales & Business Development

850-533-9241 • [paul.mcarthur@olivesoftware.com](mailto:paul.mcarthur@olivesoftware.com)

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

#### MARIA GANGAT

Marketing Development Representative

561-699-8522 • [maria@ownlocal.com](mailto:maria@ownlocal.com) • @ownlocal

Attending Mega-Conference:

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JEREMY MIMS and JACQUELINE REYNOLDS

OwnLocal is the automated digital ad agency for local media. We work with 2,500+ local newspapers throughout North America, Europe and Australia to automate the digital sales process and turn your print advertising into sophisticated digital marketing campaigns. This process turns all of your print clients into tiny digital users, all while strengthening your existing print sales.



## **PAGE Cooperative** BOOTH #207

700 American Avenue, Suite 101  
King of Prussia, PA 19406  
[www.pagecooperative.com](http://www.pagecooperative.com)

### **JOAN GRAFF**

Director of Membership Development and Marketing  
800-468-9568 • [joan.graff@pagecooperative.com](mailto:joan.graff@pagecooperative.com)

Attending Mega-Conference:

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PAGE Cooperative, a not-for-profit, member-owned association, was formed 32 years ago to help independently owned newspaper companies group their purchases to lower costs and improve services. Today, PAGE has an extensive nationwide membership covering all 50 states and including more than 1,600 publishing locations, of which over 600 are daily newspapers. With 200+ suppliers offering products and services ranging from newsprint to cloud computing, members turn to PAGE to ensure they get the very best in price and service.



## **ppi Media US, Inc.** BOOTH #315

401 N. Michigan Avenue, Suite 1200  
Chicago, IL 60611  
[www.ppimedia.com](http://www.ppimedia.com)

### **MARKUS FELDENKIRCHEN**

CEO  
630-854-3734 • [mfe@ppimedia-us.com](mailto:mfe@ppimedia-us.com)

Attending Mega-Conference:

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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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#### RUTH PRESSLAFF

President  
310-792-6070 • [ruth@presslaff.com](mailto:ruth@presslaff.com)

Attending Mega-Conference:

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Director, Content  
214-886-3633 • [mariat@pressreader.com](mailto:mariat@pressreader.com)

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### **JEFF BERNHARDT**

Major Account Manager  
330-305-6960 • [jbernhardt@prestelintelligence.com](mailto:jbernhardt@prestelintelligence.com)

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### **LAURA SHAW**

Director of Niche Publishing  
630-709-4497 • [lshaw@shawmedia.com](mailto:lshaw@shawmedia.com)

Attending Mega-Conference:

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### **RICK SHAFRANEK**

Vice President, Sales & Marketing

919-466-9348 • [Rick.Shafranek@new-proimage.com](mailto:Rick.Shafranek@new-proimage.com)

Attending Mega-Conference:

**RICK SHAFRANEK**, **JOHN POURTLESS** and **MIKE MONTER**

Prolmage is a leading developer of browser-based digital workflows, ink optimization software, press registration, and tablet and mobile solutions that help publishers reduce their costs. Modular solutions are assisting publishers to improve efficiencies by automating prepress workflow processes, reducing ink usage – while maintaining quality – and presetting press registration for faster make ready. Our cloud-based mobile solution automatically creates digital publications for tablets, smart phones and browsers.

# realmatch

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77 Water Street, 12th Floor

New York, NY 10005

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

### **CHRIS ATKINS**

Chief Marketing Officer

212-419-4649 • [catkins@realmatch.com](mailto:catkins@realmatch.com)

Attending Mega-Conference:

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RealMatch is the leading recruitment advertising technology platform specializing in performance-based recruitment advertising solutions for digital publishers and employers. RealMatch combines programmatic job ad distribution with real-time job matching algorithms to automatically deliver top talent through its vast recruitment network, TheJobNetwork. RealMatch powers more than 1,000 local and niche job sites for leading digital publishers such as tronc, BH Media, Advance Digital, HR.com and New York Times.



## **Recruitology** BOOTH #515

98 Battery Street, Suite 601  
San Francisco, CA 94111  
[www.recruitology.com](http://www.recruitology.com)

### **ROXIE CROWLEY**

Director of Partnerships  
281-763-8934 • [rcrowley@recruitology.com](mailto:rcrowley@recruitology.com)

Attending Mega-Conference:

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Dunedin, FL 34698  
[www.rdodnow.com](http://www.rdodnow.com)

### **TED STASNEY**

Senior Consultant  
727-244-2971 • [tedstasney@gmail.com](mailto:tedstasney@gmail.com)

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St. Louis, MO 63101  
[www.secondstreet.com](http://www.secondstreet.com)

### **MATT COEN**

President & Co-Founder  
314-880-4902 • [matt@secondstreet.com](mailto:matt@secondstreet.com)

Attending Mega-Conference:

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Second Street is the leading provider of online interactive content for media companies wanting to generate revenue, increase website traffic and build a database. Our software allows companies to maximize engagement and convert visits into revenue contests, sweepstakes, messaging and more.

# S H A K E R

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Oak Park, IL 60301  
[www.shaker.com](http://www.shaker.com)

### **LIA MANCINI**

Director  
708-358-0233 • [lia.mancini@shaker.com](mailto:lia.mancini@shaker.com)

Attending Mega-Conference:

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### ZELLA BRACY

Senior Director, Platforms  
919-478-8827 • [zella@simpli.fi](mailto:zella@simpli.fi)

Attending Mega-Conference: [ZELLA BRACY](#)

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776 Reynoldsburg New Albany Road  
Blacklick, OH 43004  
[www.smart1marketing.com](http://www.smart1marketing.com)

### DAVE PATTERSON

Vice President of New Business Development  
614-325-3827 • [dave@smart1marketing.com](mailto:dave@smart1marketing.com)

Attending Mega-Conference: [TODD SWICKARD](#)

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Social News Desk is the leading social media management tool for both print and broadcast newsrooms. Used by more than 1,500 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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Senior Vice President  
800-638-7990 • [smattingly@slp.com](mailto:smattingly@slp.com)

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## **SPARK Digital Sales Group** BOOTH #600

222 South 9th Street, Suite 1600  
Minneapolis, MN 55402  
[www.sparkdigitalsalesgroup.com](http://www.sparkdigitalsalesgroup.com)

### **TONY ALTOBELLI**

Consultant - Owner/Partner  
218-256-8597 • [tony@sparkdigitalsalesgroup.com](mailto:tony@sparkdigitalsalesgroup.com)

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Welcome to SPARK Digital Sales Group! Combined, we offer over 60 years of experience in digital advertising sales and have generated over \$65,000,000 in revenue for media companies nationwide! We are all equal business partners and are fully vested in our company. We are not hired employees or subcontractors! Allow us to put our experience in the industry to work for you!

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Vice-President, Client Strategy  
630-534-4503 • [lszal@tactician.com](mailto:lszal@tactician.com)

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Tactician Media provides industry-leading technology solutions and consulting services for newspaper publishers. Our business intelligence tools provide clients with data-driven insights needed to improve pricing performance, focus sales resources on business opportunities, and develop a disciplined analytical framework – turning analytics into action.



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Sales  
813-482-4382 • [chris@tansa.com](mailto:chris@tansa.com)

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877-832-6284 • [damato@tecnavia.com](mailto:damato@tecnavia.com)

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850-292-4272 • [jschonewolf@tinbu.com](mailto:jschonewolf@tinbu.com)

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417-592-0163 • [rrogers@townnews.com](mailto:rrogers@townnews.com)

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303-578-0491 • [adauzat@trumeasure.com](mailto:adauzat@trumeasure.com)

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Tru Measure provides media companies and advertising agencies with post-click analytics and campaign performance dashboards. We also provide insight and guidance on digital marketing management and measurement needs. Our white label platform is a proven go-to-market tool for your order entry, fulfillment, optimization and reporting needs.



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### **ALLISON MUNRO**

Head of Marketing and Business Development  
416-418-1863 • [allison@viafoura.com](mailto:allison@viafoura.com)

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518-434-2193 • [Sales@vdata.com](mailto:Sales@vdata.com)

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937-296-2228 • [jpellitteri@vivial.net](mailto:jpellitteri@vivial.net)

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**TIM HUNTER**

Director of Marketing  
855-572-4285 • [tim.hunter@wallit.io](mailto:tim.hunter@wallit.io)

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President  
262-696-4912 • [cmontes@wehaa.com](mailto:cmontes@wehaa.com)

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### **MIKE PIERSA**

Vice President of Sales  
404-995-8616 • [mpiersa@whatcounts.com](mailto:mpiersa@whatcounts.com)

Attending Mega-Conference: **BILLY WILKES**

Understanding the best ways to marry email to your customer journey, personalize content at scale, and optimize results is the difference between email that is ineffective and email that enhances your customer relationships. WhatCounts is in the relentless pursuit of helping newspapers (like Ogden, Lee Enterprises, Morris Communications, BH Media, etc.) maximize email performance. Our solution experts work by your side to help your team drive more paid subscriptions and increase ad revenue by leveraging your audience data.



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

### **NIKHIL MODI**

CEO  
408-410-0624 • [nikhil@whizti.com](mailto:nikhil@whizti.com)

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Whiz Technologies builds mobile apps and other technologies to help you to monetize and distribute your content to all platforms. Our apps are highly customizable and we can expand your revenue opportunities with features like splash pages, "deal buttons," expanded banner ads, interstitial, sponsorships, pre-roll videos and even deep linking to giants like Facebook. With more than 50% of all news consumption now done on a mobile device, it is important for media companies to monetize mobile. We also build industry-leading OTT TV apps, Amazon Echo Alexa apps and Facebook Messenger BOTs.



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[www.youneeq.ca](http://www.youneeq.ca)

### **MARK WALKER**

President  
250-462-3783 • [mark.walker@youneeq.ca](mailto:mark.walker@youneeq.ca)

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Youneeq is machine-learning, predictive analytics content recommendation technology for publishers. Youneeq automates and personalizes content presentation to users, driving engagement, content consumption and digital advertising revenue.



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**MIKE WILSON**

Head of Local & Digital Media  
512-843-1077 • [mike@zenreach.com](mailto:mike@zenreach.com)

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Zenreach was created to solve a big problem in the modern local economy – most of our time is being spent online, yet over 90 percent of purchasing still happens offline – and there is no link between the two. We created Zenreach to close the online-to-offline loop by giving brick and mortar merchants the same level of data and transparency that online marketers have come to expect. Zenreach is now partnering with local media companies to bring this simple, compelling solution to the local market.



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