Wave2 Drives New Scot-Ads Site

March 2007 – Aberdeen Journals Limited has announced the recent launch of its www.scot-ads.com web site, providing online advertisers with the opportunity to create and automatically lay out their own display advertisements. The self service site has been produced using software from Wave2 Media Solutions Limited – the company founded by Chris Hodges to explore and develop new ways of building and distributing content.

Commenting on the launch of the site, Iain Tavendale, Prepress Development Manager at Aberdeen Journals, said: "This is a quantum leap from our previous site, which only allowed advertisers the option of sending through their copy to us via e-mail. Our objective was to produce a site where online users could create in a very direct and effective way their own adverts, including being able to preview their own display ads prior to making the booking".

"It means that we have reduced significantly the amount of individual ad make-up that we have to produce. The ad arrives with us as a PDF along with an XML booking form. This passes straight through our production workflow; is automatically converted into an EPS file; which is then imported directly into the finished page."

Wave2's Apollo software product lies at the heart of the new web site, providing sophisticated levels of automation to advertisement make-up based on an internal rules engine. It allows users to input their own copy and images, and see an automatic preview of the ad on screen prior to placing an order. The design of the advertisement is governed by rules created by designers at the newspaper house. The system works in association with Adobe In-Design Server, and is already being used by a number of newspaper businesses to provide online booking and advertisement creation.

Whilst some of the initial work on the website was put in place by a third-party design company, Wave2 produced the final design and layout for the Scot-Ads user experience. "This is the first to "go live" of a number of completely turn-key packages that we are

implementing for publishers," said Chris Hodges, Managing Director of Wave2. "It means that we can now deploy a solution of this type even more quickly and cost effectively."

The next phase of the Scot-Ads site is already underway, with the intention of providing a fully browsable online advertising portal, choice of both print and online packages for advertisers, and powerful features for rebooking ads. "At the moment the advertiser can create a new ad, but he cannot refer back to previous ads that he has produced. As well as enabling customers to create ads for print and online, phase two of the installation will allow us to provide advertisers with the option of looking at previous ads, which they can either easily repeat, or adjust to create a new image," said Iain Tavendale.

Scot-Ads provides for free placement of lineage ads, but the new web site aims to increase the "up-sell" to users, where an advertiser takes a more prominent space in the publication. "The site provides visual examples for visitors of how much better their ad could look in a display setting," said Iain Tavendale. "There is no "hard sell" involved – but a very good explanation of the offer to the customer to take a bigger and better space."

With regard to the attention being given by the industry to self service advertising, Chris Hodges added: "This is a very important topic for publishers at the moment. Within publishing, there is something of a revolution taking place in the way that advertising is sold and delivered. There are many considerations when planning to provide this type of service: the type of advertiser; the type of advert; the user experience; the commercial implications; and of course, the impact on both ad sales and in-house production. Our software can provide the solution, no matter how complex the advertising requirement. We would be delighted to discuss with any publisher the benefits that Wave2's software products can provide."

About Scot-Ads
Scot-Ads launched in December 1994 with one publication in the North of Scotland. From these humble beginnings Scot-Ads has grown to cover the majority of Scotland with four separate editions. They are the twice weekly Highland & Grampian edition, available in the shops on a Wednesday and Saturday, and the Tayside & Fife, Edinburgh & East and Central Belt & Ayrshire editions, on sale from Friday.

This mission of Scot-Ads is to provide a comprehensive buying and selling product for the private advertiser. The operations call centre has typically handled 4,000 calls weekly, with the publication incorporating some 25,000 advertisements per week. The gradual move towards online ad placement now means that some 60% are now placed in this way. Average copy sale is over 28,000 per week.

The content of the paper is made up of private and trade adverts, the average size of each edition being 80 pages, carrying anything from 5,000 to 7,000 items for sale. There are over 300 different sections advertising anything from second-hand baby equipment to houses for sale, and electrical equipment to re-homing pets. Within each edition there is a Scot-Cars pullout, full of cars, vans, 4x4s, commercials and motorbikes for sale, as well as spares and accessories. In addition to private adverts, Scot-Ads contains a wide selection of motor dealers who have found Scot-Cars the ideal platform on which to promote their businesses.

About Wave2 Products
The foundation of all of Wave2 software products is the Wave2 Publishing Platform. This is a powerful rules engine that enables the automated creation and building of documents. The results can be produced for either electronic, online, or printed delivery. This highly scaleable solution utilises the power of Adobe's InDesign Server to provide a familiar and rich capability for document designers. The company has, to date, developed three products based on the Wave2 Publishing Platform:

Apollo provides for an exceptionally powerful automated creative system which is particularly suited for the automatic production of display advertisements, signage and marketing materials. This software is appropriate for online ad creation, local creation of professional collateral or as an in-house automation tool.

Zeus is a unique personalised publishing solution for the creation of custom inserts, newspapers, journals etc. The system is capable of producing both electronic and print output.

Artemis is a dedicated automated newspaper layout system for the creation of editorial pages and complex listings pages. The system is capable of producing both electronic and print output.

Further Information

For further information on Wave2 and its products please e-mail **info@wav2.com** or visit the **www.wav2.com** web site.

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For further information on **Wave2** please contact:

Russell J Hicks

Genesis Marketing Services (Milton Keynes)

29 Foxholes Close

Deanshanger

Northamptonshire MK19 6HA, UK

Tel/Fax: +44 (0)1908 260 662

Mobile: +44 (0)7885 852 428

e-mail: Russ.Hicks@Genesis-Marketing.com