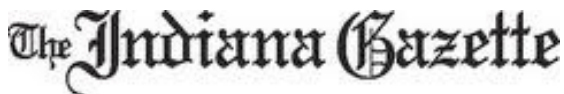


Stellar Support Team Helps Newspaper Grow Recruitment Advertising By 138%



THE CHALLENGE



The Indiana Gazette in Indiana, Pennsylvania, a daily newspaper with a print circulation of approximately 14,700, was searching for a way to increase its recruitment advertising that would provide support with implementation, training and marketing – and would facilitate the transition by having readily available assistance. In January 2011, the newspaper added an online solution that has enabled it to grow its recruitment ad volume with help available every step of the way.

THE OPPORTUNITY



The Indiana Gazette partnered with RealMatch to significantly increase its recruitment advertising and to receive the support needed to successfully compete in the online recruitment market. The RealMatch affiliate partnership includes membership to TheJobNetwork, the largest recruitment ad network in the U.S. which reaches over 37 million job-seekers monthly and has more than 1,000 affiliated websites. With the partnership, The Indiana Gazette can now upsell its print and online advertisers to post on the TheJobNetwork, providing a new high-margin revenue opportunity for the paper. Best of all, getting the new program up and running within the paper's sales organization was easy thanks to RealMatch's turnkey onboarding and marketing programs.

The newspaper received exceptional support from RealMatch ranging from preparing for the launch to marketing the platform. RealMatch provided The Indiana Gazette with a dedicated team focused on training, educating, and empowering its classified advisors to grow their recruitment ad revenues, lower expenses, and build a community brand in recruitment advertising. RealMatch assigned a single point of contact to ensure that the newspaper's questions are answered promptly. In addition, the newspaper has participated in several Webinars and both its classified advisors and its outside sales staff have received training and marketing assistance.



RealMatch's support has been exceptional. They assigned a single point of contact to answer questions before, during, and after the launch, and have been very prompt in getting us information. We have taken several webinars and we have developed our own customized marketing material using the collateral we have received. RealMatch backs up our ability to expand the reach of our advertisers' recruitment ads with stellar customer service.

Barbie J. Vickhouse, Advertising Manager
The Indiana Gazette



The newspaper has been able to upsell about half of its recruitment advertisers to the TheJobNetwork program, in addition to the ads being published in the newspaper and on its website.

THE BOTTOM LINE



The newspaper's online employment advertising revenue increased by approximately 138% in 2011. Barbie J. Vickhouse, Advertising Manager for The Indiana Gazette, attributes the growth to:

- An assumptive ad sales strategy that has enabled the newspaper's classified advisors and outside sales staff to automatically upsell recruitment ads. RealMatch provided scripts and training in order to implement the sales tactic.
- The training they have received from RealMatch on how to persuasively explain to advertisers all of the benefits they are receiving for one low price.
- Superior support including a single point of contact, a dedicated customer service team, prompt answers to questions, and quick resolution of problems.