

# Bluefin Technology Partners

Classified Advertising Solutions  
for Publishers

getbluefin.com

## Empower Advertisers and Engage Readers with Bluefin's Digital Marketplace Platform.

Our platform offers publishers of all sizes a hosted solution to help grow their **online, print, and mobile** classified business. The solution is designed to **generate maximum revenue** for publishers by offering advertisers the best tools available to place, review, and publish their media buys — and by giving their readers **a great online user experience.**



## Bluefin Marketplace

Your Local Destination for Online Classifieds

Engage your readers with local, relevant, and timely classified advertising content. Bluefin Marketplace brings buyers and sellers together on a platform geared to easily search for ads, display ad details, and provide attractive online digital components such as multiple photos, video, featured ad placements, and prominent positioning with premium listings.

Readers can personalize their user experience by creating searches with email alerts of new ads, and save ad listings for future viewing. Bluefin Marketplace also includes powerful "Print to Web" features to automatically upload your print ads into a searchable online environment.

**GO MOBILE:** Bluefin Marketplace is now available for mobile with native mobile apps for smartphones and tablets.

### Key Solution Benefits

- Powerful Search Capabilities
- Featured Ad Placement
- Automatic "Print to Web" Conversion
- Social Media Enabled
- Geo-Searching Capabilities
- Video and Multi-Photo Support
- Import Listings from Multiple Sources
- Saved Ad Listings
- Smartphone and Tablet Versions
- User Created Email Alerts for New Ad Listings

*"We enlisted Bluefin's solution to offer our advertisers a great way to get their message out through our national and weekly newspaper titles and online classified site. Bluefin gives us a powerful and effective platform with all the tools necessary to enhance our competitive position."*

Independent Newspapers Limited —  
Republic of South Africa

**wegotads.co.za**  
better coverage, better results



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