

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 Place Ad

Self-Service Ad Booking for Print and Online

Keep your advertisers in control, allowing them to place classified ads for both print and online 24 x 7 x 365, each listing with its own "look and feel". Increase classified revenues with powerful upsell opportunities, while offering the best advertiser user experience available today.

Bluefin Place Ad delivers millions of dollars in new classified revenue to publishing clients worldwide, as well as increased efficiency and productivity.

Multiple studies have shown that the average price of an ad placed via a fully automated web self-service are over 25% higher than those taken in the publisher's call center. Having a self-service place ad solution is essential to providing the best offerings to your valued advertisers.



Key Solution Benefits

- Positive ROI • Powerful Revenue Upsells • 24x7x365 Availability • System Integration
- Fast Deployment • User Friendly Navigation • Social Media Integration • Video and Photo Support
- Localized Branding • Full Reporting Features • Paid & Free Ad Options • Cost Savings

"Bluefin has given us an opportunity to provide a superior digital classified platform to our advertisers and subscribers. Their partnership approach demonstrates a sincere desire to help grow our business by making it easy to deploy a great online advertising environment."

The Pilot—Southern Pines,
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