



**ENTERPRISE
EDITION**

**Use Reverse
Publishing to
automate online
and print.**

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BOOST YOUR PRINT AD SALES

Declining print ad sales? We may have an answer to your problem! Our Reverse Publishing feature enables advertisers to place their online ads into your print newspaper or magazine, which will increase your revenues by adding more print lineage.

Our Reverse Publishing feature is an integrated print and online solution, so advertisers can post a job online and in print in one easy transaction. The complete transaction is handled online so advertisers only have to visit one place to publish both ads.

If an advertiser chooses to include a print ad, additional fields appear on the job posting page that define the print ad, including client soft keys, print classifications and descriptions based on client specifications and limits. A separate required field for contact information has been added so your phone room doesn't have to call to uncover contact information.

To expedite print ad creation, advertisers can quickly and easily copy the description from their online ad to automatically create the content for their print ad. When they are finished with their ad details, they can preview the ad to ensure it meets their requirements before submitting the ad for publication. Depending on the date that print ads are submitted will determine the actual date of publication. You can customize this to match your specific print deadlines.

Once an advertiser purchases the print ad, Adicio generates a file that includes ad information (like an id, for example), the billing information and the print ad information which is dropped to an FTP box. You can either pick up the file manually or create an automated process to retrieve the file to import it into your print ad system. This file can be dropped on a weekly or monthly basis depending on your print publication.

Reverse Publishing enables you to generate additional revenue while supplementing your print ad sales and also creates opportunities for capturing new leads. All you have to do is promote it on your media kit page and watch the ads come in! You can expect to see a significant uplift from your online listings to print listings.

Ad Display

Include in Ad Display: Company Profile summary
 Company template
 Job Detail Company Logo

Print Ad Information

In order for your ad to appear in print, some additional information is needed. All fields in this section are required.

Title: (50 characters remaining)

*Contact Information: (50 characters remaining)

*Print Ad Text: (148 characters remaining)

Status: Unpaid
Next Publication: Sunday if submitted by Wednesday at 11:00 pm

Interview / Screening Questions

Interview Options: Create a new skills interview for this job
 Attach an existing skills interview to this job
 Do not include a skills interview with this job