

CUSTOMER PROFILE

Jefferson City News Tribune

WHO THEY ARE: *Jefferson City News Tribune*, a large city newspaper—and its sister newspapers, the *Fulton Sun* and the *California Democrat*—are all Missouri publications that each boast an average weekly circulation of 80,000.

“Replacing our old classified software with *MediaPlus*® Classified Advertising has revolutionized our operations, building revenue and increasing customer satisfaction with a higher level of service.”

Jane Haslag, Classified and Marketing Director,
Jefferson City News Tribune

WHAT THEY NEEDED: All three newspapers needed a simple and efficient way to cross-sell and integrate advertising. Their ads required a lot of extra work: Each ad had to be printed out, faxed to the respective paper, and then re-entered. Three different accounting systems meant that payment for the ads

The customer relationship management features of the software automatically generate callback lists. This has saved time and money, and increased sales.

Jane Haslag, Classified and Marketing Director
Jefferson City News Tribune

had to be sent via courier to each paper. The difficulty and time involved with every package proved to be a significant barrier to sales.

The *News Tribune* wanted to revolutionize their processes and prepare for certain market

changes in the future. “If we do not change and evolve with our customers—such as offering online services, improving the effectiveness of ads, and enhancing the placement experience—we are going to lose readers and advertisers,” said Jane Haslag, Classified and Marketing Director of the *Jefferson City News Tribune*.

DTI SOLUTIONS: Digital Technology International removed all the barriers preventing the *News Tribune* from reaching its goals. “*MediaPlus*® Classified Advertising software electronically integrated classified advertising for the first time,” said Haslag. “Replacing our old classified software with *MediaPlus*® has revolutionized our operations, building revenue and increasing customer satisfaction with a higher level of service.”

The customer relationship management features of the software automatically generate callback lists. This has saved time and money, and increased sales.

The software’s pagination features also help the classified team work faster. Classifieds flow onto a page automatically, saving considerable time. Drag, drop, and automatic reflow features enable the staff to make rapid updates and changes.

“We simply did not have these advantages before the addition of the new software,” says Haslag. ■■■