



► ReserveAdBoss™ - Guaranteed Premium Ad Positions

ReserveAdBoss™ takes the guesswork out of selling premium ad positions. It manages premium position availability so that you know what's available in future editions.

and **Layout-8000**. It shows premium position availability for future editions, including zoned editions, allowing a guaranteed position sale with veracity.

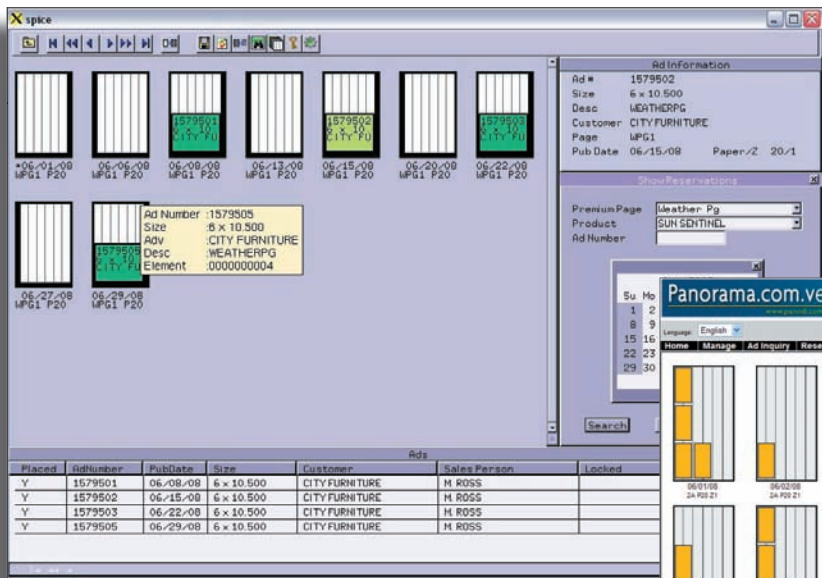
Newspapers are used to giving advertisers what they want - mostly. Our Layout-8000 customers tell us about the delicate balance they must strike to satisfy multiple advertisers' position requests. Not every advertiser is going to get page A-3. Well-engineered solutions give advertisers positioning that at least satisfies them.

Advertising departments can verify available premium positions and guarantee placement.

ReserveAdBoss works with Layout-8000 to identify premium opportunities and lock ads into place. Any positions sold with ReserveAdBoss are reflected in Layout-8000 during dummyming and maintained throughout the edition design process.

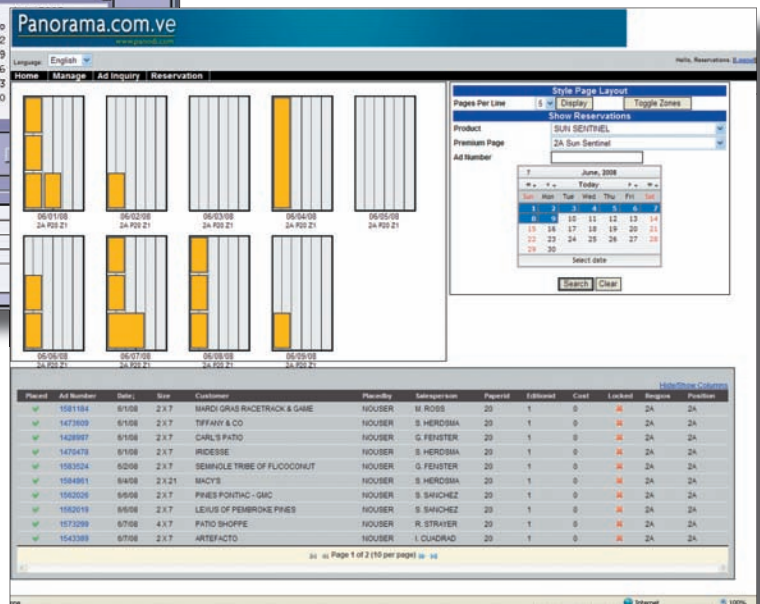
What if an advertiser demands exceptional placement? Provided he or she is willing to pay a premium for it, why not? ReserveAdBoss communicates between your order entry system

ReserveAdBoss helps guarantee premium ad positions will be used and won't be oversold.



Inventory of premium locations

Available via workstation or web access



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