



Press Release

AdLizard Helps Publishers Grow Profitable Online Revenues with Next Generation Self Service Technology

Publishers can quickly secure a greater share of marketing spend across print and online media channels by offering their advertisers the new 'AdLizard for Web' low cost self service tool to create, target and measure interactive banner ad campaigns.

MELBOURNE, Australia – September 10, 2009 - AdLizard, the global leader in self serve print advertising technologies, has expanded its platform by offering a highly configurable, onsite license and Hosted web advertising solution, to help newspaper publishers and ad networks capture a larger slice of the fast growing shift of advertising budgets from print to interactive online. In the face of tough economic pressures, consumers are spending more time online, while SMB advertisers (small to medium sized business) are expanding their traditional media advertising with lowest-cost digital online options that are more targeted and measurable while trying to achieve a deeper reach in local markets.

"Newspaper publishers want their advertisers to easily implement a cross media advertising campaign encompassing print with the increasing popularity of online interactive display", said Adrian Fittolani, General Manager of AdLizard. "In an economic downturn, advertisers are looking for greater accountability in the media they use, and 'AdLizard for Web' provides a simple workflow for flash banner creation, audience targeting and reporting, providing a very low cost entry to online advertising with measurable results".

Online Interactive Display is Growing

The performance of interactive display advertising is growing rapidly. A recent report from the IAB confirms that interactive display advertising accounts for 21% revenue share, highlighting the ever-growing importance of display in the online marketing mix.

Publishers who can offer flexible solutions such as template-based self service options around online interactive display advertising can place themselves in a very competitive position by facilitating cost savings and cater for a better ROI for their advertisers.

Using 'AdLizard for Web' advertisers can select from a variety of 'agency grade' creative templates and change logos, text, images and colors. Multiple versions of an ad can be created in a single campaign, giving advertisers the ability to monitor the better performing ads and adjust their budget allocation. This creates a broader market appeal for SMB advertisers to place online ads giving Publishers a greater ability to sell their online media inventory.

Next Generation Self Service Technology

"We can offer Publishers a very modular approach in delivering self service solutions by allowing them to use their own ad serving technology, reporting, measurement and payments systems, or use our scalable modules included in the software", says Adrian Fittolani.

The core 'AdLizard for Web' platform represents the next generation of self service solutions which caters for the following:

- Real time preview of online flash banner ads as content is changed
- Digital content from print ads can be re-used into online flash ads

- Multiple ad templates can be previewed at the same time via Sticky Content™ Technology
- Open interface to Publisher's media and targeting systems
- Graphical reporting, optimization and measurement campaign module

Digital Agencies can Benefit

Advertising and media agencies can deliver a completely self-branded solution that will create, manage and optimize their client's rich media campaigns through a very simple DIY interface. Upload and modify your own creative or enable clients to do it themselves. Extremely useful when managing large retail, franchise or distributed businesses that require a flexible and cost-effective way to manage their own campaigns.

AdLizard Can Build it For You

The AdLizard Online Services Group has been helping small businesses, real estate agents and agencies produce variations of print advertisements for more than 10 years. The services group helps clients located around the world that require assistance in producing the layout and the necessary creative changes to an ad ready for print. This service now extends into the production of online flash display advertisements - customers can now have a friendly AdLizard expert help them get their online campaigns off the ground.

AdLizard is looking for interested technology and marketing resellers in Europe and USA, and will be holding a series of webinars explaining the benefits of implementing its self-service solutions. Registration to their webinars can be made at www.adlizard.com/webinars

About AdLizard

AdLizard is the leader in self-service technologies for print and online publishing. Founded in 1998 in Sydney Australia, the company's mission is to lead the worldwide trend for innovation in online advertising production services for publishers, ad networks, agencies and advertisers, through an unwavering commitment to technological innovation and customer service. To learn more about self-service solutions please visit www.adlizard.com.

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