

## Google Gives Up on Online Newspaper Ad Selling, Denneboom Media Self Serve Going Strong

**Toronto, January 22, 2009.** While Google Inc. captured headlines this week with the news that it is abandoning its venture to sell newspaper ads online, the Canadian company that pioneered the concept of selling advertising media through the Internet, Denneboom Media, is going strong.

Speed, ease and price transparency are the key benefits of Denneboom's web-based media selling tool for advertising. Re-launched a year ago by advertising veteran Jack Denneboom, the Denneboom.com site boasts a self-serve application that lets people browse advertising options and make purchases online, cheaper and faster than through traditional means. (A task that once took several hours over several days and involved numerous emails, phone calls and a great deal of frustration can now be done on-line in less than five minutes).

Jack often uses the phrase 'Expedia for media' to help communicate the benefits of self-serve online advertising buying. It's more convenient for many buyers and less costly for sellers. While not for everyone, it's a win-win solution no different than the online buying and selling of so many other products and services.

Denneboom has also launched a white label version of the self-serve media application for newspaper publishers. The white label product allows advertisers to go directly to the newspaper website to price and buy advertising. Seamlessly integrated into the newspaper's website, the application makes the transaction easier for both the buyer and the newspaper. The white label product is currently in soft launch and has received significant interest and support from the newspaper sellers.

So how can Denneboom make selling advertising on the net work while one of the world's largest companies can't? Perhaps it was the U.S. economic crisis. More likely the idea of an online ad auction was too much, too soon for traditional newspaper buyers and sellers.

One truth remains, however: automating the laborious process of buying and selling newspaper ads is well over due. Advertisers deserve better, and newspapers are looking for innovative ways to grow revenue and cut costs.

Denneboom is a Toronto based media agency with a team of senior media professionals that offer both full serve and self serve media planning and buying.