

# Bluefin Technology Partners

Advertising Solutions for Publishers

getbluefin.com

## Empower Advertisers and Engage Readers with Bluefin's Digital Marketplace Platform.

Our platform offers publishers of all sizes a hosted solution to help grow their **online, print, and mobile** classified business. The solution is designed to **generate maximum revenue** for publishers by offering advertisers the best tools available to place, review, and publish their media buys — and by giving their readers **a great online user experience**.



### Bluefin Place Ad for Self-Service Ad Placement

Monetize your classified listings for self-service ad creation with the ultimate in upsell opportunities to generate maximum revenue.



### Bluefin Marketplace for Community Classifieds

Create a successful, local digital marketplace for your online, social media, and mobile readers. Enhance your site content with powerful Print-to-Web features.



### Bluefin Mobile for Smartphone and Tablet

Now publishers can offer advertisers and readers Bluefin Marketplace on smartphones and tablets, including native apps for iPhone, iPad, and iPad mini.



### Key Solution Benefits

- Monetization • Fast Deployment • Smartphone/Tablet Platform Support • User Friendly Navigation
- Powerful Revenue Upsells • Social Media Integration • Video & Multi-Photo • Local Branding
- Full Report Manager • Powerful Search Capabilities • Platform System Integration • Free & Paid Ads
- Print-to-Online Ad Conversion • Geo-Searching Listings • Content From Multiple Sources

### Successful Partners

Bluefin solutions have delivered millions of dollars in new classified advertising revenue to newspaper publishing clients worldwide, including:



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