

Company Background

The Daily Sparks Tribune has been the community newspaper for Sparks, NV since 1910. They are proud to deliver local news for Sparks, Reno and the Washoe County area seven days a week. The paper's main focus is local community news and events. The Big Nickel is their supplemental publication; it is the premier shopper in the area. For up-to-the-minute news, you can read them everyday online at www.dailysparkstribune.com.

The Problem

Before implementing the Matchbin solution, Sparks Tribune had an incomplete Web presence. Their old site was unable to perform primary business building functions: taking classified ads online, publisher access to editorial content, no community focused functionality and there was no representation of their other publication, the Big Nickel. They were correct in feeling this inferior Web site "left them hurting from both a revenue and readership standpoint."

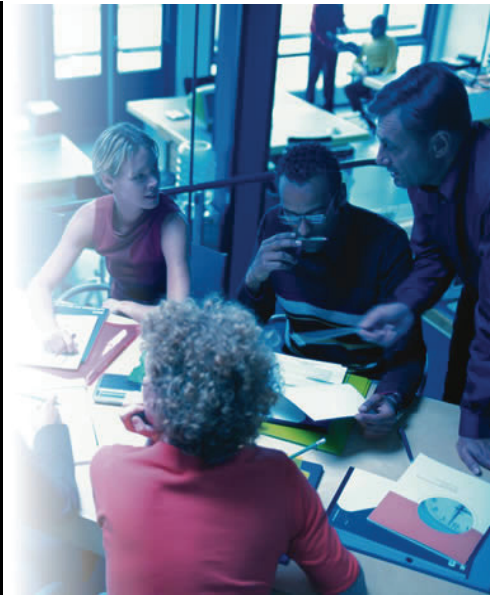
The Solution

The Sparks Tribune describes Matchbin's solution as "a proactive approach to Web site functionality that provides a simple to use system that addresses all our concerns for our daily paper and gives us the opportunity to connect our two publications online. They give us much needed revenue tools such as a local business directory, banner ad system with advertisers included, locally focused advertising products and terrific backend support which made our reentry into the online arena seamless."

Matchbin took a critical look at the existing Sparks Tribune Web site and found many ways to increase the value provided to the local community and boost revenue. By providing an online classified ad submission tool, they were able to earn a substantial increase in revenue per ad. Our content management system was leveraged to provide an easy way to display multimedia enhanced news articles into a cohesive layout. The site was equipped with a business directory and community event calendar to create utility for readers. The directory also gave Sparks an increase in revenue by offering upgrades. With the community event calendar, Sparks saw the opportunity to connect members to what is happening locally.

Return On Investment

- Sparks Tribune anticipates **8%** of total company revenue will come from Matchbin specific, online advertising tools.
- **\$2200** in revenues were generated in the first month of operation with the Matchbin solution. This is a 5 to 1 return on their initial investment.
- After one month using the Matchbin solution, Sparks Tribune saw average revenue per classified ad jump **45%**.
- Sparks Tribune immediately grew site membership by **1,800** when they had customers log on and create accounts to place classified ads online. They now have the means to contact and market to these people via e-mail.
- Page views have jumped more than **330%** over their previous Web site.
- Banner ad spaces have been implemented and are being filled with Matchbin provided advertisers, bringing another source of ad revenue not previously realized. Over **\$250** was collected for the first month.



"Matchbin has, in my opinion, brought a much needed comprehensive solution to the small to mid-market papers where they now can have a professional online presence that has new revenue opportunities and still gives complete control of the paper where it belongs, with the publisher."

--Ed McCaffrey, Publisher, Daily Sparks Tribune

www.matchbin.com/pages/testimonials

Case Study Company Information

Company Name: Daily Sparks Tribune

Ave. Readership: 6,250

Address: 1002 C Street Sparks, NV

Web site URL: www.dailysparkstribune.com

Community Marketplace

Multimedia Edition



Matchbin created the Community Marketplace Multimedia Edition as an unparalleled solution for those developing a community focused website. Whether you are a newspaper, special interest group, or professional organization, our NEW content management system has the features you need to drive traffic, keep people coming back and capitalize on your website.

Benefits of the Community Marketplace Multimedia Edition

All-inclusive Content Management System

Get the functionality of a high-end content management system usually reserved for major, corporate owned websites at a fraction of the price. Our low-cost solution makes it easy to establish an online presence, upload streaming audio & video and publish fresh content. Our content management system is simple, inexpensive and puts the power of professional multimedia publishing at your fingertips.

Monetize Your Online Community

Income from Matchbin Powered Community Marketplaces comes from building your online community. The number of people visiting your site determines advertising appeal. Matchbin powered websites are designed to turn casual users into interactive participants of your site. Reap the benefits of your online presence by capitalizing on those members.

Local Business Websites

Community Marketplaces are equipped with an online Business Directory where visitors can search listings. A Businessfront is a customizable web page designed to promote the products and services of a business. It is a powerful business advertising opportunity that enhances your marketplace business directory. Businessfronts provide targeted advertising for companies reaching out to community members and are an excellent source of revenue for community owners.

Banner Advertising Network

Banner ads are an excellent way to reach consumers who increasingly choose the Internet for their information needs. Matchbin makes it easy for you to tap into this systemic revenue. We partner with multiple national ad providers to deliver high quality, branded advertisements from around the world to your virtual doorstep. You have the ability to sell ad inventory directly to advertisers interested in the demographic you serve; allowing you to charge a premium. The more eyeballs your content brings, the more companies will pay to advertise on your site.

Self Service Classifieds

Classified ads online are quickly becoming the main source of revenue for newspapers. Consumers placing ads online spend more and are more likely to frequent your site. Matchbin provides an easy to use classified ad placement interface that uploads directly to all popular publishing programs. Our versatile system even allows for printed and online ad upgrades.

For more information contact Matchbin, Inc. (801) 797-8350 or email info@matchbin.com

www.Matchbin.com

Supported Media

- Photos
- Video
- Audio
- Text
- Flash
- RSS Feeds

End-User Interaction

- User generated content
- Downloadable media files
- Media reviews
- Polls
- Ratings
- User Feedback
- Blogs
- Search Capability
- Surveys
- Business Reviews
- Movie Reviews
- User Posted Legal Notices
- User Posted Announcements
- Restaurant Reviews

Functionality

- Fully Hosted Site
- Accepts ALL Popular Video & Audio Formats
- Embedded Media Players
- Geo-Coded Content
- Audio/Video Article Publishing
- Bulk Content Uploads
- Advertising Management
- Image Galleries
- Classified Ad Upgrades
- Business Web Pages
- Business Networking
- Mobile Capabilities
- Chat Capabilities
- E-commerce (Pay Pal, Authorize. net, etc)
- Content Filters
- Legal Notices
- Wys/Wyg Editor
- Flash Player
- Content Scheduling