
New Revenues from Print/Online Hybrid Media: Strategic Opportunities for Newspapers Linking Print Advertising to Online

Newspapers are under increasing threat from the Internet: Search, online advertising, auction, and e-commerce sites are pulling readers away from circulation bases and eroding advertising strength, challenging the relevancy of print in the new era of instant news, transactions, and communications.

The key to successfully competing with online media is for newspaper publishers to **utilize the power of print in new ways, to create new hybrid print and online features that solve advertiser and reader needs**, transforming newspaper print and online capabilities into a new, combined media form that is superior to those offered by Internet-only companies.

Just as radio evolved in response to the onslaught of television, newspapers must re-invent themselves to meet this challenge, not by poor imitation of online business models, or ineffective emulation of online features in print, but by **using the advantages of their newspaper's parallel print and online presence** to dramatically increase the advertising sales response of print, offering advertisers a synergy they cannot buy in online advertising alone.

To meet the challenge, newspapers must adapt their advertising benefit proposition to meet the aim of **harnessing the power of the Internet to serve the convenience, portability and familiarity of print advertising**—by combining the localized, proven advantages of print newspaper advertising to the speed, depth, and flexibility of the Internet.

Newspaper publishers now have a powerful new tool to meet the challenges posed by the Internet with the **Jump Code System.™**



Internet Media Corporation
www.jumpcode.com
(540) 349-2398

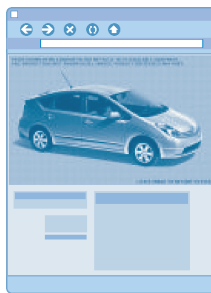
The Challenge and the Opportunity: Linking “Offline” and Online Media

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Easy-to-enter Jump Codes link print advertising to targeted Web pages, with Internet Media’s patented Jump Code System for value-added advertising applications

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SEE TODAY’S LOW, LAST-MINUTE ATLANTA FARES:
Go to **Jump 38942** on DAILYTIMES.COM.

The Jump Code System gives newspaper publishers a powerful new system for linking their print advertisers instantly from print to special, buy-it-now promotions, photo pages, and the online information today’s Internet-savvy readers need and expect when making their buying decisions.

Sold as a value-added upsell feature to advertisers by newspaper display and classified advertising sales teams, the patented Jump Code System links readers with the online information they need to see and know before they buy, from Jump Codes in print advertising, linked to the advertiser’s targeted Web pages through the newspaper’s companion Web site:

- **Instant links to value-added promotions:** Special promotional offers designed to generate immediate direct sales and direct response from newspaper advertising, by linking readers to special online buy-it-now savings offers;
- **Instant photo and supplemental online information links:** The Jump Code System adds new depth to print display and classifieds, by giving readers instant access to Web photo pages and other important supplemental information readers demand when making purchase decisions;
- **Instant transactions and measurability from print to online:** The Jump Code System allows print advertisers to integrate their print advertising campaigns to their Web-based advertising and e-commerce features, providing a means to link readers instantly from print to online order pages for the advertised product. Jump Codes printed in newspaper advertising are a useful and precise tool for helping advertisers track and measure response from their print advertising campaigns, and can be configured to track response by placement, ad type, issue date, media market, and other key promotional criteria.

By using Jump Code-based features, custom-tailored to the major newspaper advertiser categories, newspapers combine the familiarity and convenience of print advertising with the speed, targeting, and information depth of the Internet—boosting per-unit print advertising sales, creating new print and online revenue centers, and meeting the challenges presented by competitors in online media, adapting their operations to the reality of the Internet.

Jump Code System™ Applications

Jump Code applications increase per-unit ad revenues in major newspaper advertising categories, boosting print ad sales in print display and classifieds



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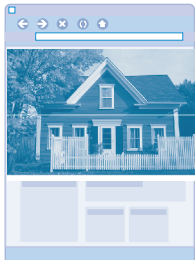
Enter Jump Code™ Here: [Jump](#)



Jump Codes used in print classifieds help newspapers counter the threat posed by eBay



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Jump Code System applications can be used by publishers to add value for readers and increase response for almost every type of newspaper advertiser. Here are a few of the ways that major newspaper advertisers can use the Jump Code System in their newspaper advertising programs:

Automotive: Jump Codes printed in automotive dealer display advertising and printed inserts link readers to online photo galleries of dealer vehicle inventory and informational data pages on specific models available from the dealer's inventory.

By giving potential auto buyers a one-step link to photo and info pages on specific models available at the dealer, auto advertisers using Jump Codes in their newspaper advertising move readers closer to the images and detail they need on specific vehicles of interest to them; this moves the reader one step closer to the dealer when making their final buying decision, and provides a strategic selling advantage to automotive advertisers who use Jump Code features in their display advertising sections, over their competitors who do not.

Real Estate: Display and classified real estate advertisers can use Jump Code features to link interested home buyers to "online walk-through" photo pages and home listing details at the realtor's Web site, via the newspaper's gateway Web site. Jump Codes used in real estate classifieds and display ads help prospective home buyers save time by linking directly to the listings of interest to them, helping them to pre-screen listings from print to online before contacting the broker or real estate firm. Jump Code features in realty listings give today's discriminating home buyer the information they expect to see, both in print and online, accessible instantly through Jump Code links.

National Display Advertisers: Jump Code-based features can be used by a wide variety of national advertisers to link interested potential buyers to targeted promotions, to generate orders and response from the national advertiser's local advertising campaigns. For example, airlines using Jump Codes link readers instantly to reservations for special fare promotions. Franchise chains and retailers, such as auto repair, restaurants, and department and specialty stores can use Jump Code features to link readers to special, targeted savings promotions on the advertisers' Web sites.

Print Classifieds: Jump Code features bring exciting new dimensions to print classified advertising, by linking interested readers to online photo pages, details, and transactional offers for advertised items.

For example, auto classified advertisers— both individuals and dealers—can utilize Jump Codes printed in a classified ad to link interested buyers to an online photo page displaying photos and additional seller information on the advertised vehicle. Real estate classified advertisers can add Jump Code links to their home, apartment, and commercial real estate print classifieds to link readers to online photo "walk throughs," and detailed property listings.

Jump Codes in print classifieds: Countering the eBay threat: One of the major advantages offered by eBay to potential buyers is the ability to see the item being offered for sale, an advantage not offered in print classified advertising. Jump Codes used in print classifieds help newspaper publishers to equalize this advantage, providing the same instant links to the photos and detail potential buyers want to see on advertised items, increasing the impact and effectiveness of virtually every category of print classifieds.

Image hosting services—a new revenue center for print classifieds: By opening a reader's access to online photos from print classifieds Jump Code-based features provide newspaper publishers with the opportunity to offer image hosting services to advertisers as an added-value revenue stream to their newspaper's classified advertising business, for classified advertisers posting their photos online.

Editorial links from print to online: Jump Codes can also add value and usability to a newspaper's news operation, by linking readers to story updates, additional background material, staffer weblog topic links, and online discussions specifically related to a print news article or feature, accessible instantly from Jump Codes printed at the end of the article.

Jump Code System™ Benefits

Benefits for newspapers:

- *Creates new value-added revenue centers in a newspaper's major print advertising categories*
- *Boosts per-unit print advertising revenues*
- *Strengthens strategic advantage of print over online-only media*
- *Boosts newspaper Web site usage*

The key to successfully competing with online media is for newspaper publishers to utilize the power of print in new ways, to create new hybrid print and online features that solve advertiser and reader needs, transforming newspaper print and online capabilities into a new, combined media form that is superior to those offered by Internet-only companies.

For newspapers: The Jump Code System represents an important new revenue-building opportunity for newspaper operations, boosting per-unit advertising sales for every newspaper's major advertising categories, further integrating their print advertising to online, by linking the convenience of print to the speed and flexibility of the Internet;

For advertisers: The Jump Code System brings added direct response power to print advertising by giving advertisers an easy way to link interested buyers to specialized Web pages offering special promotions and in-depth product information;

For readers: The Jump Code System brings the speed and immediacy of response consumers have come to expect from the Internet to the printed page, giving interested potential buyers the money-saving offers and detailed product information they demand in today's world of immediate access to information and transactions.

By combining the best features of print advertising with instant online access to targeted promotions, information, and transactions from print, Jump Code System applications used in print advertising help newspaper publishers meet the threats posed by the Internet, giving advertisers and readers a new, combined form of print and online media access that is superior to online advertising, e-commerce, or other online-only media.

Internet Media, developers of the Jump Code System, can integrate Jump Code-based features into newspaper print and online advertising operations, using both turnkey systems and, where applicable, customized implementation.

The patented Jump Code System is offered on a license basis to newspaper publishers and other media owners. **For further information, please contact Internet Media at: (540) 349-2398, or visit our Web site, www.jumpcode.com.**



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