

Suburban Newspapers Bring Local Advertisers Online with Video Ads Powered by Jivox

Lehman Communications Corporation, Lewiston Tribune, Small Newspaper Group, St. Joseph News-Press and others license the Jivox Online Video Platform to offer locally targeted online video ads

San Mateo, California (PRWEB) – September 21, 2009 – Jivox, the online video advertising service that helps local media publishers maximize online ad revenue, today announced a number of new white-label partners who are increasing online ad revenues by offering online video ads through the Jivox online video platform. Lehman Communications Corporation, Small Newspaper Group, St. Joseph News-Press and Lewiston Tribune are the most recent newspapers to partner with Jivox to offer their advertisers easy and affordable online video advertising.

Online video has become pervasive on newspaper sites - according to research by the Newspaper Association of America, all large newspapers and most smaller newspapers now feature online video on their sites, with many newspapers producing locally focused, original video content for the web and even accepting user-generated video. Online video advertising blends in with this rich media content and provides a very effective way for businesses to reach their local customers.

“Since we began offering our advertisers the ability to create, manage and optimize locally targeted video ads on our website, we’ve seen significant adoption from smaller advertisers who previously wouldn’t have considered online campaigns,” said Jeff Purcell, vice president of online at The Lewiston Tribune. “Even as other advertising formats have suffered in the downturn, online video advertising has been a bright spot – because it delivers exceptional branding and sales lift for our advertisers.”

"Our partnership with Jivox has enabled us to expand the advertising options for our local customers and make online advertising easier and more accessible for small businesses. Working with Jivox, our sales team now has another high-impact advertising product they can offer to existing customers," said Mark Kelm, vice president sales and marketing at The Small Newspaper Group.

The Jivox online video advertising platform makes it easy for newspapers to offer online video ads to their advertisers by either embedding the service into their web site for self-service use or by having their sales force use the Jivox Publisher Portal to assist customers in placing online video ads. Jivox's Publisher Portal enables newspaper sales and ad operations teams to access their advertiser accounts, enter insertion orders, set campaign pricing, track campaigns and traffic video ads, all from a central console.

“Online video ads represent an enormous opportunity for newspapers to grow their revenues, and locally focused newspapers are particularly well positioned since they offer advertisers such a targeted audience,” said Diaz Nesamoney, CEO of Jivox. “We’re thrilled to welcome more leading newspapers to the Jivox white-label partner program and look forward to supporting them as they offer advertisers a new and effective way to reach local customers.”

About Jivox

Jivox makes it easy for businesses to reach local customers with online video marketing. The Jivox online video platform enables businesses to easily create high-impact videos at no cost and use them in local online ad campaigns, on web sites and directory listings, in viral marketing programs, email campaigns and more. Jivox provides targeted distribution of video ads through a premium network of over 800 local media and content websites, ensuring that every ad reaches the intended audience. The Jivox platform is also being used by national and local media groups to streamline online video ad creation and offer self-service ad creation and distribution directly to their advertisers. Jivox is a privately held company headquartered in San Mateo, Calif. For more information about Jivox, please visit www.jivox.com.