

# MediaBids.com Conducts 6,500th Print Advertising Auction

MediaBids.com

The Newspaper and Magazine Advertising Marketplace

---

Released on: January 14, 2008, 10:59 am

Press Release Author: [Mediabids, Inc.](#)

Industry: [Advertising](#)

**Press Release Summary: MediaBids.com, the Newspaper and Magazine Advertising Marketplace, announced today that the 6,500th print advertising auction was created using its patented reverse-auction system.**

Press Release Body: **MediaBids.com, the Newspaper and Magazine Advertising Marketplace**, announced today that the 6,500th print advertising auction was created using its patented reverse-auction system.

**MediaBids'** online marketplace for newspaper and magazine advertising provides buyers and sellers of print advertising the option of conducting business through a patented reverse-auction platform. Advertisers place their advertising dollars up for bid using a simple online RFP auction form, and publications bid using their ad space as currency. Advertisers can choose as many or as few local, regional and national newspapers, magazines, shoppers, trade publications, newsletters and journals to invite to bid on their ad budget.

*"Our advertising auctions are a win-win for both publications and advertisers. Advertisers find auctions to be a great way to quickly gather rates from multiple publications and because of the competitive*

*nature of the process, they often receive significant savings off rate card prices. For publications, the auction process, offers a fast, easy way to sell to advertisers that their salespeople are not reaching,"* said **Jedd Gould, President of MediaBids, Inc.**

There is no charge associated with participating in a print advertising auction via **Mediabids.com** – advertisers must only create a free account to have access to the process. To view live auctions or create a free account, please visit <http://www.mediabids.com>

#### **About**

#### **Mediabids.com**

**Mediabids.com, the Newspaper and Magazine Advertising Marketplace**, offers a patented online process that enables the buying and selling of print advertising space in U.S. newspapers and magazines. Advertisers and publications can interact through an advertiser auction, in which advertisers place print advertising dollars up for bid and publications compete, or through advertising offers in which publications place ad space up for sale and advertisers can purchase instantly. **Mediabids** also provides traditional print media planning and buying to all registered advertisers. To date, over 10,000 businesses have registered on **Mediabids.com** to purchase advertising and over 4,500 newspapers and magazines have registered their print publications to sell ad space. [www.mediabids.com](http://www.mediabids.com) Toll-Free 1-866-236-2259

**Web Site:** <http://www.mediabids.com>

#### **Contact Details: Media Contact:**

**Jessica Lampron**

**Mediabids, Inc.**

**448 Main St.**

**Winsted, CT 06098**

**Phone: 1-866-236-2259**

**E-mail: [jlampron@mediabids.com](mailto:jlampron@mediabids.com)**

**Websites: <http://www.mediabids.com>**