

MediaBids.com Adds Over 325 Newspapers & Magazines to Print Advertising Marketplace

MediaBids.com

The Newspaper and Magazine Advertising Marketplace

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Press Release Summary:MediaBids.com, the Newspaper and Magazine Advertising Marketplace, announced today over 325 newspapers and magazines have been added to its print advertising marketplace so far in 2008.

Press Release Body: **MediaBids.com, the Newspaper and Magazine Advertising Marketplace**, announced today that it has added over 325 newspapers and magazines to its print advertising marketplace so far in 2008.

To date, over 4,600 U.S. print publications have registered on **MediaBids** to use their online processes to sell ad space in their print editions. Publications can sell ad space via two primary online methods – a straight-sales option and a reverse advertising auction. In the straight-sale format, publications can simply post available advertising inventory for sale in the **MediaBids** marketplace which is then immediately available for advertisers to purchase. The patented reverse-auction method allows advertisers to place their advertising dollars up for bid using a simple online RFP auction form, and publications can then bid using their ad space as currency.

*"It's exciting to see publications embrace **MediaBids'** advertising marketplace, with the addition of more than 325 publications in the first two months of 2008. We hope to continue this rapid rate of growth throughout the remainder of the year."* said **June Peterson, Director of Media Relations at MediaBids.com.**

There is no charge associated registering a publication, posting ad space for sale or bidding on auctions. To register a publication, please visit <http://www.mediabids.com> and click on "**Sell Ad Space.**"

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 12,000 businesses have registered on **MediaBids.com** to purchase advertising and over 4,600 newspapers and magazines have registered their print publications to sell ad space. <http://www.mediabids.com> Toll-Free 1-866-236-2259

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

Contact Details: Contact:

Jessica Lampron

MediaBids, Inc.

448 Main St.

Winsted, CT 06098

1-866-236-2259 x 238

jlampron@mediabids.com