

MediaBids' Per-Inquiry Print Advertising Program Provides Newspapers & Magazines with a New Way to Acquire National Advertisers

MediaBids.com

The Newspaper and Magazine Advertising Marketplace

Released on: June 27, 2008, 10:24 am

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Industry: [Advertising](#)

Press Release Summary: MediaBids.com, the Newspaper and Magazine Advertising Marketplace, announced today that its revolutionary response-based print advertising program continues to grow by offering a non-conventional revenue source to newspapers and magazines during these difficult times for the print industry. Mediabids' Per-Inquiry Advertising program provides newspapers and magazines with a unique way to acquire print advertising revenue from new, national, direct-response advertisers who have traditionally devoted most of their budgets to online advertising.

Press Release Body: Since 2003, **MediaBids** has been working to make buying and selling print advertising easier. Its website, www.mediabids.com, has provided a unique marketplace for publications and advertisers to interact, using online tools to buy and sell print advertising space. As a result of growing demand by advertisers for a print advertising system that combines an easier way to place ads with a results-driven payment structure, **MediaBids** developed its **Per-Inquiry Print Advertising Program**.

MediaBids' Per-Inquiry (PI) Print Advertising Program enables newspapers and magazines to run ads from a select group of national advertisers simply by filling out a form on the **MediaBids** website. These

advertisers pay for their print advertising on a Per-Inquiry basis – meaning there is a fixed dollar amount they will pay for each lead or sale generated from their ads placed in newspapers & magazines. Current advertisers available for publications to choose from include: Vonage, Dish Network, Walkfit, Allcare, Tronix Country, Moscow Ballet, Inches-A-Weigh, Associated Tax Relief and more – a full list can be seen here: <http://marketing.mediabids.com/pi/AllAdvertisers.html>

MediaBids delivers creative to the publication for the requested advertiser – each ad has a response-tracking mechanism in place and publications are provided with reporting information. Currently, **MediaBids** has over 1,300 publications nationwide placing advertisements on a per-response basis.

*"I have been extremely pleased with the Per-Inquiry ad program offered by **MediaBids**. It's a fantastic way to create advertising revenue, as well as give our newspaper a continuing stream of new advertisers that come from efforts outside the traditional methods we use,"* says **Dave Gwiazdon, Associate Publisher, The Sacramento Union.**

*"We've worked with thousands of print advertisers over the years who have echoed the same sentiment – it's not the medium, it's the method. Our advertisers love print advertising, some just don't love the conventional way of buying. That's where we hope our **Per-Inquiry Advertising Program** will come in - providing advertisers with a program that pairs tracking capabilities and a results-based payment structure with a medium that can deliver a unique level of response, branding and engagement,"* says **Jedd Gould, President, MediaBids.com.**

Publications and advertisers can learn more about **MediaBids' Per-Inquiry Advertising Program** by visiting: <http://marketing.mediabids.com/pi/>

Web Site: <http://marketing.mediabids.com/pi/>

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