

STRICTLY..... CLASSIFIED

The official newsletter of Classified Concepts

Good news from the media:

An anonymous investor who has already pumped millions into struggling newspapers has identified 10 publications he believes are ripe for investment. According to this *Business Insider* article he strongly believes that printed media has a long life ahead, through serving local markets with relevant content, and advertising appropriate to its audience. [Read More.](#)

Out and About:

See Rachel Samson speak at the North & East Texas Press Association conference in Gransbury, Texas on Saturday April 4th, she will be discussing Classified Concepts packages aimed at papers with smaller markets.

If you missed Sarah Sinclair's presentation on Texting at NAA's MediaXchange in Vegas, you can catch her live via the web, **Wed., April 15th, 1pm Pacific**. This **FREE** webinar will feature practical applications of texting technology in classified sections across the country. [Register now!](#)

Welcome Aboard:

A great big WELCOME to some of the most recent papers launching Classified Concept's locator and texting programs:

- Ventura County Star, CA — Auto Reverse Pub Platform & CCText&trade for all classified categories
- Kilgore News Herald, TX — Open Houses & Garage Sales
- The Nevada Appeal, Carson City, NV — Garage Sales
- Lake Country Publications, Hartland, WI — Garage Sales
- The Fayetteville Observer, NC — Garage Sales
- The Anchorage Daily News, AK — Open Houses

Keys to Classified Success — from the desk of Sarah Sinclair:

Make your listings work smarter. Enhance your classified pages to give both your readers and your advertisers something they won't get with free classified listings. Locator maps, text messaging and interactive features such as driving directions add functionality in print, online and mobile platforms. This puts you head & shoulders above your online competitors, and keeps you in the game as THE classified marketplace for your community. [See more Keys To Success](#)

Leading by Example — a case study:

Denver Newspaper Agency, Denver CO

What: Garage Sale Map program

When: Published every Friday and Saturday in print; 24/7 online

Results: 17% increase in garage sale listings revenue, year-over-year volume growth. Map sponsorship has added even more new revenue; 30% increase in garage sale-related advertising revenue.

When Classifieds Go Bad - leaving you with a good laugh

Craigslist: Atlanta December 2008

Homemade bike. Runs and drives but the back tire kind of rides sideways. The seat blew out a few years ago and I made do with a sofa cushion, duct tape and a couple of 2 x 4's. It runs like a champ but does smoke a lot especially if you are hard on the gas. Uses about a quart of oil for each gas fill up. Bike can't drive over 12 miles per hour at a time as the motor gets red hot and starts losing power so probably a good bike for someone who drives locally. Does backfire and squeal pretty loud occasionally so I usually wear earplugs. DOES NOT pass emissions so would need to be registered in a county without emissions check. Great first bike otherwise!