



We put classified revenue on the map.

Client Case Study

Colorado Springs Gazette Garage Sales Program

The Colorado Springs Gazette uses the Garage Sale locator map from Classified Concepts as a cornerstone of their strategy to keep their classified sections rich and their private party customers engaged. They publish the garage sale map and directory every weekend in print and online and yes, they even have their own mobile application. The Gazette packages their garage sale rates. While garage sales are extremely seasonal in Colorado Springs, they have shown year-over-year growth in volume after implementing the garage sale program.

Promotion is a key component of their success. They promote heavily in paper, online, and via social media. The Gazette understands the importance of mobile, and specifically mobile applications. That for the first time ever, consumers are spending more time engrossed in mobile apps than they are browsing the web on their mobile phones and desktop PC's. Users love the fact that they can view all listings on a map, or from a list. They can setup alerts to be notified when a new listing meets search preferences; and even peruse photos and multi-stop driving directions. They report that they've received great feedback from their advertisers and readers. When The Gazette added a sponsorship component in print, online, and mobile, they were able to see a boost of 30% in overall garage sale revenue!

"I started working with Classified Concepts in 2004 when I was at the Denver Newspaper Agency. We launched both their open house and garage sale locator map programs. I continue to work with them today at The Gazette. Even though my location has changed the great value these products bring to our advertisers and our readers has not. And at a time when classified ads have declined we continue to deliver the garage sale market every weekend. This is a category with great readership and we know having the online locator map and mobile application helps us protect that business. In addition, we have a strong open house presence every weekend and much of the credit goes to the Classified Concepts products. Realtors are more careful with where they spend their marketing dollars right now and they continue to support the open house feature because they know they get results."

Michelle Ackerman

Director of Advertising, The Gazette



Toll Free: 866.955.6277

email: info@classifiedconcepts.com

www.classifiedconcepts.com