



We put classified revenue on the map.

Client Case Study

The Hartford Courant Garage Sale Program

"I would rate your service great. Classified Concepts has always been quick to respond to my inquiries and to make any fixes with our maps. In addition, I know your company is supportive of newspaper associations, and a true partner in helping us be successful."

Peter Wyble

Recruitment & E-commerce Solutions Manager

Fun facts about The Courant:

George Washington placed an ad in The Hartford Courant to lease part of his Mount Vernon land. Thomas Jefferson sued this newspaper for libel – and lost. And Mark Twain tried to buy stock in this paper, but his offer was turned down!

The Hartford Courant is our country's oldest newspaper in continuous publication. The Courant is actually OLDER than our great nation! And even after all this time, they still know how to keep their audiences engaged.

One way they do it is through a partnership with Classified Concepts for their Garage Sales classifieds. Classified Concepts provides The Courant with locator maps in print and online. Both components working together provide readers with easy-to-access and quick-to-use garage sale information such as garage sale details including photos and descriptions, the ability to forward the garage sales they can't miss to a cell phone or email, and access to multi-stop, turn-by-turn driving directions. The online locator can even remember a person's searches based on their preferences, and notify them of new garage sales posted that meet their criteria each week! Plus, in providing both print and online options, The Courant allows their readers to consume the information they want in the format they desire.

But the best part is how The Courant has been able to increase their bottom line through up-selling this feature to their garage sale advertisers for \$4. They also created a popular sponsorship package on and around the map, which they sold in their first year to Dunkin' Donuts, yielding nearly \$9,000 of additional revenue in just 3 months!

Just another great example of how papers across the country are seeing new revenue with Classified Concepts products and services.



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