



We put classified revenue on the map.

# Garage Sale App

Hunting down and mapping out routes for Garage Sales can be time-consuming...but now with your paper's slick new Garage Sale application from Classified Concepts your readers can save time by searching your ads on the go, via their Smartphone device! This convenient tool pulls together your latest listings in a single application. Use as a stand alone or offer an additional mobile component to your existing Print and Online Garage Sale Program. Attract sale-seekers and give advertisers another reason to choose your paper as their selling partner during garage sale season.



## Why Mobile?

Readers can download your newspaper's branded application from your website for free! With a single touch they can browse your paper's local garage sale listings. Your growing mobile audience will love the convenience. Advertisers will enjoy the additional exposure.

### Features and Benefits include:

- Custom Branded with your newspaper's logo on each page of the application.
- Premium Advertising Space on each app page offers additional exposure for select advertisers, and revenue opportunity for your paper.
- Clean. Simple. Fast. Daily or weekly updates.
- Listings can include: full descriptions, photos, location and seller contact information.
- Multiple search options. Search listings by keywords, open day, city or proximity to your location. Browse by list or by map view to quickly scan nearby sales.
- Multi-stop driving directions. Pinpoints garage sales on a familiar Google Maps interface and provides directions to each sale.
- Other features include save to favorites and share via email.

**Platform independent! Compatible with iPhone, iPad, Android, Blackberry and more.**

**Find out how the Garage Sale App can help you increase revenue for your garage sale program today!**

Toll Free: 866.955.6277

email: [info@classifiedconcepts.com](mailto:info@classifiedconcepts.com)

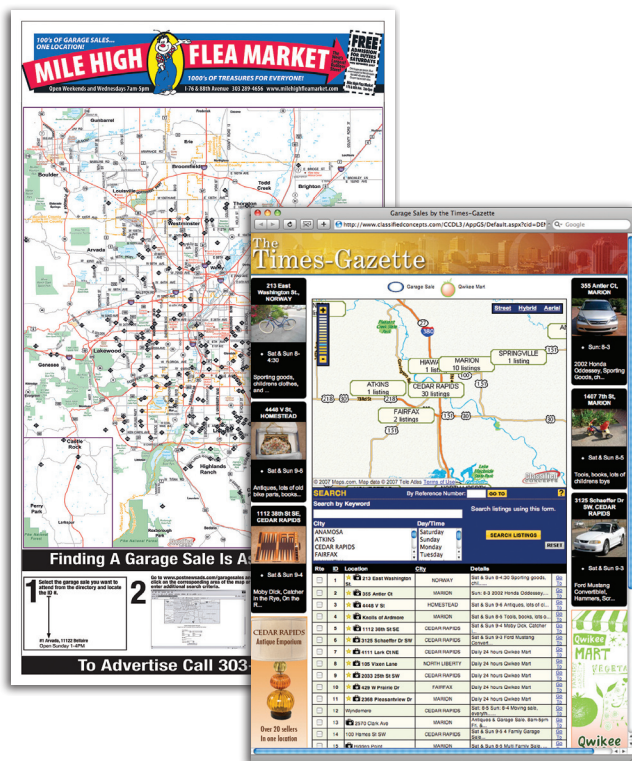
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# Garage Sale Locator Maps



*"I started working with Classified Concepts in 2004, and now at the Gazette, I continue to work with them today. My location has changed but the great value these products bring to our advertisers and our readers has not. We have a strong open house presence every weekend and much of the credit goes to the Classified Concepts products. Classified ads have declined but 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 helps us protect that business."*

– Michelle Ackerman, Classified Advertising Director  
The Gazette, Colorado Springs

**Find out how to increase your garage sale ad revenue – contact us today!**

Whether you call it a garage sale, yard sale, or rummage sale, your paper should be the first choice for advertisers and readers. With print, online and mobile offerings, you can reach new and existing audiences and grow classified revenue.

Classified Concepts' Garage Sale Locator maps make your garage sale classified section rich with content and keep the weekend warriors coming to your paper to find out where the deals are. Our integrated program not only greatly increases revenue, but also helps your paper remain competitive with Craigslist and positions your classified section as a valuable tool for both readers and advertisers.

## Why Print?

- Print advertising remains critical for newspapers, and is expected to represent 80% of total revenue in the foreseeable future.
- Printed maps drive readers to a companion, interactive online map that has advanced search features, pictures, driving directions and more.

## Why Online?

- About 192 million Americans access the internet in search of goods and services, including used merchandise such as from a garage sale.
- Readers enjoy easy-to-access and quick-to-use garage sale information such as photographs and descriptions, the ability to forward the garage sale they can't miss to a cell phone or email, and access to multi-stop, turn-by-turn directions.

## Why Mobile?

- According to emarketer.com, mobile ad spending is going to increase from about \$743 million in 2010 to over \$2.5 billion in 2014.
- Adding textable codes to your Garage Sale listings allows your readers to take your classifieds with them wherever they go.  
**PLUS – Ask us about the Garage Sale smartphone App!**

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