



Sell *Display Ads* from your web site

NEWS RELEASE

March 1, 2008

The Association of Free Community Papers launches the all new Quick Ad Wizard for 27 AFCP member papers

InPrint Media Sales Ltd announced today that the Association of Free Community Papers (AFCP) has launched Quick Ad Wizard, the online display ad sales system for 27 of its nearly 3,000 member papers. Papers include 9 Genesee Valley Pennysavers in upstate New York, 10 DenPubs papers in upper New York and Vermont, and the Waxahachie group of papers in located central Texas.

"AFCP is very excited about rolling out the Quick Ad Wizard for our member papers and their advertisers," said Craig McMullin, Executive Director of the AFCP. "This online ad building system will help papers to reach parts of the market that have been difficult and cost-prohibitive to capture in the past - small advertisers who require quick and timely turnaround on the production of their ads, but who also want control over their look and feel."

Quick Ad Wizard is the weekly free paper industry's web-based ad sales solution. With Quick Ad Wizard, papers can now sell display ads right from their web site. It is simple, easy and quick. The system comes 'off the shelf' with 40 ad offers, in 12 categories. It is connected to Member Services credit card payment system, which allows advertisers to purchase their ads online when they submit them. For member publishers, this eliminates the cost of receivables and collections.

"This is a new business model for weekly papers" said McMullin, "and we hope to see strong sales success. When we do, we are recommending the system for all our weekly members.

"We believe that ease of use is the key criteria for success of the service, and that's one of the reasons we chose Quick Ad Wizard. We looked at a number of systems and felt the Ad Wizard system was very intuitive, while still allowing advertisers a maximum of flexibility in choosing the design of their ad. "

The Association of Free Community Papers (AFCP) represents publishers of nearly 3,000 free-circulation community papers, reaching nearly 45 million homes weekly. AFCP provides recognition, business solutions and educational programs to its members. The association's mission is to help its members enhance their profitability. AFCP is a leader in strengthening the free paper industry.



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Quick Ad Wizard is a complete book, build and buy system that allows advertisers to create original display ads complete with text, images, and logos. Special skills and additional software are not required. Advertisers choose the type of ad they want from an extensive library of more than 10 million professionally designed templates. They schedule their ads run dates, and pay for them by credit card, all with a click of their mouse.

Quick Ad Wizard is provided by InPrint Media Sales Ltd., an industry leader in display advertising sales systems. Currently, Ad Wizard systems are in operation at nearly 300 US daily and weekly newspapers.

View the new AFCP Quick Ad Wizard at
<http://afcp.quickadwizard.com>

For the media kit and an online preview of Quick Ad Wizard, visit
<http://www.quickadwizard.com>

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