



Sell *Display Ads* from your web site

NEWS RELEASE

April 1, 2008

Midwest Free Community Papers adds the Quick Ad Wizard online display ad sales system for its 140+ member papers

InPrint Media Sales Ltd announced today that Midwest Free Community Papers (MFCP) has added Quick Ad Wizard, the online display ad sales system for its 140+ member papers. The MFCP has member papers in 10 midwest states including North and South Dakota, Nebraska, Kansas, Minnesota, Iowa, Missouri, Wisconsin, Illinois and Indiana.

"The MFCP is looking forward to adding the Quick Ad Wizard for our member papers and their advertisers," said Brian Gay, Executive Director of the MFCP. "Our members will benefit by seeing additional new ad sales, lower costs and improved customer service with this new 24 hours a day sales service."

The 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 MFCP member publishers, this eliminates the cost of receivables and collections.

Midwest Free Community Papers (MFCP) represents publishers of more than 140 free-circulation community papers, reaching more than 3.3 million households in the Midwest weekly. MFCP provides recognition, business solutions and educational programs to its members. The mission of MFCP is to improve member publications through education, exchanging of ideas and information, while providing an opportunity to participate in programs directed by MFCP.

Quick Ad Wizard is a complete 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.



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View the new MFCP Quick Ad Wizard at <http://mfcp.quickadwizard.com>

Contact Brian Gay, Executive Director of MFCP at (800) 248-4061

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

For more information contact Ashley Biggerstaff at 604-731-9911 or email info@theadwizard.com

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