

Everything a newspaper needs to succeed.

# Design. Content. Software. Training.

**We know great content and design will prevail.** We know that staffing is tight and time and flexibility are essential to your success. And we know that user-generated content and advertising will be cornerstones to successful media companies in the future.

In this environment, copying what other newspapers or newspaper vendors are doing is like following a lemming over the edge. So we set out to do no less than create the next generation of web software and print ideas for media companies. And we took some very different approaches.

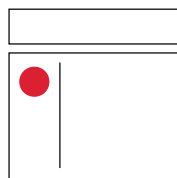
Our company has its roots in **25 years of consulting for more than 300 media clients on three continents.** Creative Circle Media Consulting has **redesigned more than 400 newspapers, niche products and web sites** and trained thousands of publishers, journalists and ad sales staffers.

We were fed up with the weak software choices for media companies and launched a software company in an effort to help our clients thrive on the web.

Our software clients include companies of all sizes – from the Chicago Tribune to NBC and from the Ulster County Press to Providence Business News.

We are moving quickly and developing software that is superior to existing alternatives because we're much more than just another technology firm. We have lots of great ideas about how to generate revenue from media web sites. We deliver a great user experience that will keep your site growing.

**And we haven't given up on print, either. If you need help with culture change or new ideas, we should talk.**



Creative Circle

CREATIVE CIRCLE ADVERTISING SOLUTIONS  
CREATIVE CIRCLE MEDIA CONSULTING

## communityQ

**communityQ** is designed to make web sites more **interactive and facilitate communities and user-contributed content**. We let your audience tell their own stories and comments, post photos and video, host blogs and calendar items. It can be used to create sub-sites of all the communities you serve (cities and towns) or topic-based communities (pets, farmers, hunters or baseball). Our social networking tools let users designate friends, rate stories, track viewing and communicate with each other directly. **communityQ** can be deployed at a separate url "hosted" by the paper or as an integrated part of your existing site.

## mediasiteQ

**mediasiteQ** is a web site **content management system designed to make media sites more dynamic and flexible**. News sites are different. They should not look like bank sites, which can be static and work best when they look the same from day to day. We felt media site staffs should be able to **change the layout of news sites based on news content** without any knowledge of html or other technology – just like newspapers do on page one.

## schoolQ

**schoolQ** will allow you to **host high school newspapers or yearbooks** online. This is a great new option for newspapers to encourage local kids interested in journalism. But it opens the door to much more! Anyone in school can add their photos and stories to the pool of images in these online galleries. We'll help you with contests and content. And at the end of the year, our reverse publishing tools **will allow each student to publish their own yearbook supplement**, either virtually online or in hard or soft cover books.



## sportsQ

**sportsQ** will allow you to **host high school or rec sports** sites that can track stats for any team, sport or athlete. Users can check scores, standings and schedules and drill down to any stat for any sport in just a few clicks. There are home pages for each sport, school, league and athlete and we can integrate our citizen journalism, social networking or your high school sports coverage as well!

## mommyQ

**mommyQ** is a new concept in **turnkey, interactive niche sites**. We understand you are under pressure to launch niche sites at the same time as you are being asked to slash staffing and budgets. **mommyQ** is the first of several sites we hope to launch that comes pre-filled with great content and with a compelling design and features. Our editor and a staff of expert bloggers and feature writers will keep your site fresh while you build an audience and a base of local, user-contributed content. We can customize the site to your existing one and provide marketing help as well. Future sites will focus on pets, military families, living green and more.

## directoryQ

**directoryQ** sets a new standard for online, **self-service directories**. Advertisers can create their own online ads using our simple, easy-to-follow workflow, pay for and schedule their listings and they can return at any time to update or modify their listing. We can handle credit card payments and provide customer support. Upsells include extra photos, email links, video, PDF files, Google maps, coupons and user ratings and comments. Everything is self-service and pre-paid.

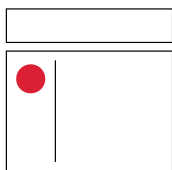
## adQ

**adQ: Intelligent classifieds**, our first software title, is **designed to help users post effective classified ads**. We discovered that up to 70% of people who try to place a classified ad on a newspaper site give up. Most of that abandonment happens when advertisers are confronted with the page that says "Write your ad here." Many don't know what to say. **adQ** uses hundreds of customized drop downs and thousands of tips to dramatically cut down on abandonment. Our independent testing indicates that **adQ** closes 50% more ads than any other online entry system. This software helps users post classified ads, pay for them or update them as necessary. And this is also important: The ads placed through **adQ** are more likely to be well written and complete – ads that will sell. Most technology companies didn't understand THAT was the real mission. **adQ Display showcases your classified ads in an attractive, flexible format** that can accommodate a wide range of upsell opportunities. We now offer bulk advertiser uploads for auto dealers and real estate agents directly into our system and we are deploying video classifieds.

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