



inXcess
Pty Ltd

Revenue Generation Solutions for the Media Industry

In today's competitive media environment, newspapers need to become more skilled in attracting new local advertisers and retaining existing advertisers in order to grow revenues and to maximise yield and inventory management.

inXcess can help you achieve new incremental advertising revenue while increasing the levels of positive interaction with your publication by both readers and advertisers.

InXcess offers a range of turn-key programs and consultancy services:

► **Strategic Reviews of Advertising Sales Departments**

InXcess believes, for any media company, there is an opportunity to focus on both achieving an agreed % increase in sales and creating greater efficiencies within the day to day operations of the entire sales workforce.

► **Online Auctions**

Online Event Auctions allow you to leverage your media's brand strengths and create a trusted online marketplace. Enjoy NEW advertisers, a large influx of incremental revenue and fantastic publicity!

► **Rewards Card**

Encourage consumers in your local marketplace to make the most of what your region has to offer. Enjoy NEW advertisers, long-term agreements, increased publication sales and subscriptions.

► **Printworx**

Printworx culminates in a series of presentations for potential advertisers in your media. At the end of the presentation, an offer is made on behalf of your media company for a 12 month discounted advertising program. Enjoy a database of local businesses, an avenue for securing advertiser loyalty and incremental revenue.

For more information visit our website
or call Nicola Walsh on +61 400 841 130

www.inXcess.com.au

