

## **quadrantONE doubles its size, expands to more than 250 newspapers**

### **The Newspaper Consortium joins quadrantONE ad alliance to deliver premium audiences nationwide**

CHICAGO, March 20, 2008 – The Newspaper Consortium, a consortium of 26 newspaper companies, will add 138 web sites to quadrantONE ([www.quadrantone.com](http://www.quadrantone.com)), an online advertising alliance formed in February by four of the country's largest media companies.

quadrantONE allows advertisers, for the first time, to buy hundreds of well-established and trusted online newspaper and broadcasting sites by placing a single order. It is owned by Tribune Company; Gannett Co., Inc.; Hearst Corporation; and The New York Times Company.

The consortium newspapers will become affiliates of quadrantONE, devoting guaranteed inventory on their sites to deliver premium audiences to advertisers seeking national, regional and local reach.

The newspapers represent the total membership of The Newspaper Consortium, which was formed to create a partnership with *Yahoo!* in the areas of recruitment, search, content and the cross-selling of advertising. The consortium companies include A.H. Belo Corporation; Cox Communications; Hearst Corporation; Lee Enterprises, Incorporated; The McClatchy Company, Media General, Inc.; MediaNews Group, Inc.; Morris Communications Company, LLC; The E.W. Scripps Company and others.

“In joining quadrantONE, The Newspaper Consortium takes another giant, logical step in uniting much of the newspaper industry for the benefit of audiences and advertisers,” said Michael Romaner, president of Morris Communication’s Morris DigitalWorks and co-chair of the consortium’s steering committee. “Over the last year, our partnership with *Yahoo!* has driven significant employment revenue for many of our members and set the stage for a continuing series of content and sales initiatives. Together, we are moving quickly into an exciting online future.”

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With addition of the 138 consortium sites, the quadrantONE alliance will total more than 250 newspapers, representing more than 25 percent of the daily newspapers in the country. More of the consortium's 425 newspaper sites may be added in later phases.

quadrantONE's audience size is significantly increased as a result of the announcement. It now reaches major markets including Atlanta, Baltimore, Boston, Chicago, Cincinnati, Dallas, Denver, Detroit, Houston, Los Angeles, Miami, Minneapolis/St. Paul, New York, Orlando, Phoenix, Philadelphia, St. Louis, San Francisco, San Jose, Tampa and Tucson. Other top markets include Albany, N.Y.; Fort Lauderdale, Fla.; Jacksonville, Fla.; New Haven, Conn.; Sacramento, Calif.; San Antonio, Texas; Sarasota, Fla.; and Washington, D.C.

Dana Hayes, interim chief executive officer of quadrantONE, said, "We are happy that The Newspaper Consortium is affiliating with quadrantONE. By aggregating the online audiences of the consortium's participating media companies, we expand our reach significantly – and enable large national advertisers to reach tens of millions of additional unique visitors in the country's top markets."

Romaner added that quadrantONE harnesses the unique strength of local newspapers and their online sites. "Online, as in print, many of our newspapers provide the primary, most trusted source of news and advertising in our communities, creating an ideal audience with maximum impact for advertisers," he said. He noted that in many consortium markets, the printed newspaper and its online site reach more than 70 percent of all adults.

The newspaper and broadcast sites in the network represent in excess of 70 million unique monthly visitors.

Using quadrantONE, national advertisers can reach a significant aggregation of the highly prized local online audiences quickly and easily. They also can target their messages in high-quality content categories such as local news, business, entertainment, health, sports and personal finance.

#### Highlights of quadrantONE:

- National reach across the country's major markets
- Complete transparency with inventory, sites and publishers
- Premium ad positions, placing brands front and center on trusted local sites
- Simplified buying process created by an organized, seamless ad network platform
- Access to sophisticated audience targeting by context, behavior and demographics
- Standard creative sizes, rich media ad formats across all inventory

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- Centralized ad avail requests nationally and regionally, making it easy to coordinate across multiple companies
- Standard ad metrics and reporting across markets for easy comparative analysis
- Full service ad network platform offering industry leading features and functionality
- End to end service and solutions through one point of contact
- Affiliated site audience in excess of 70 million unique users

### **About The Newspaper Consortium**

The newspaper consortium was formed in November 2006, and has expanded to 26 companies with 425 daily newspapers and more than 200 non-dailies. The group includes 30 percent of all U.S. daily newspapers and 37 percent of all U.S. Sunday circulation.

Consortium members include A.H. Belo Corporation; Calkins Media, Inc.; Columbian Publishing Company; Columbus Dispatch; Cox Communication; The Day Publishing Company; GateHouse Media, Inc.; Hearst Corporation; Herald Media, Inc.; Journal Register Company; Lee Enterprises, Incorporated; The McClatchy Company; Media General, Inc.; MediaNews Group, Inc.; Morris Communications Company, LLC; Paddock Publications, Inc; Paxton Media Group; Philadelphia Media Holdings, LLC; Shaw Newspapers; The Buffalo News; The New York Daily News; The E.W. Scripps Company; Times-Shamrock Communications; Times Publishing Company, Erie, Penn.; and the Tribune Review Publishing Company.

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## **About quadrantONE**

quadrantONE ([www.quadrantONE.com](http://www.quadrantONE.com)) enters the marketplace with a new approach to selling premium online advertising to national brands. This well-funded online startup offers a cohesive national alliance of hundreds of local, credible Web sites. Backed by four of the nation's top media companies, quadrantONE offers exclusive ad inventory (home page, sports, business, entertainment, etc) on premium news and information sites across the nation's top local markets. For the first time, advertisers can consistently deliver their brand and message on a national scale in context with local relevancy in environments they know and that consumers trust.

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