

Lineup Systems to power Pittsburgh Post-Gazette's revenue growth strategy with a cloud-based advertising sales platform



Platform will mobilize sales and provide state-of-the-art tools to generate new business

Lineup Systems is happy to announce that the Pittsburgh Post-Gazette has selected Lineup's advertising sales platform Adpoint to power its advertising revenue growth strategy by moving to a cloud-based, multi-channel advertising sales solution. Accessible from any device, Adpoint will mobilize the paper's advertising sales reps and provide them with state-of-the-art sales tools to generate new business opportunities.

Owned by Block Communications, the Pittsburgh Post-Gazette is Western Pennsylvania's largest newspaper, and the post-gazette.com is the region's most-visited website. Together, they reach more than one million people every week and deliver a targeted audience to advertisers through print, online, direct mail, and digital services.

Lineup will help Pittsburgh Post-Gazette grow advertising revenue and simplify the complexity of booking ads across its multiple channels by replacing the paper's legacy advertising sales system with Adpoint, a solution developed exclusively for media companies.

According to Senior IT Manager Joe Cronin, Pittsburgh Post-Gazette's current advertising sales system is cumbersome and incapable of managing all the aspects of selling multi-channel advertising. As a result, the paper's Advertising Department must rely on multiple systems to generate ad revenue. Deploying Adpoint will enable the Pittsburgh Post-Gazette to bring operations onto one seamless, end-to-end platform, cutting unnecessary costs and eliminating redundant processes.

"We chose Adpoint because it's a fluid solution with a pure-web interface capable of running on any browser or any device," said Joe Cronin,

senior IT manager, Pittsburgh Post-Gazette. **"Adpoint will give us the flexibility to have everything in our sales rep's hands at the customer's site, from last invoice to total spend year over year. Having Lineup as a partner going forward will ensure the Post-Gazette will have access to the best technology."**

"Providing advertising sales reps with state-of-the-art sales tools to generate leads while on the move is becoming a must-have for media companies that are interested in capturing the available ad spend from their customers," said Michael Mendoza, chief executive officer of Lineup Systems. **"We are looking forward to helping the Pittsburgh Post-Gazette grow ad revenue and operate more efficiently."**

ABOUT LINEUP SYSTEMS

Lineup Systems is the leading provider of media sales technology and our cloud-based system, Adpoint, is the world's #1 media sales solution. International customers include Gannett, News UK, Time Inc. UK, News Corp Australia, Amedia, JP Politikens Hus, Groupe Rossel and De Persgroep, among others.

For more information Email: sales@lineup.com Visit: www.lineup.com