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Vocento selects Lineup to centralize advertising sales on one platform

vocento

Lineup Systems, makers of the world's #1 advertising sales platform Adpoint, today announced that Vocento, the largest publishing group in Spain, has selected Lineup to centralize its advertising sales technology on one platform. The publisher chose Lineup for its multichannel advertising sales expertise and system capabilities.

Based in Madrid, Vocento publishes the national daily newspaper ABC, 11 regional daily newspapers including El Correo, El Diario Vasco, Hoy, Las Provincias, La Rioja, and Las Provincias and weekly magazines. Vocento's extensive reach includes 3.5 million print readers a day, 4.2 million magazine readers a week, and 22.5 million monthly unique online visitors.

By centralizing advertising sales onto the Adpoint platform, Vocento will be able to reduce its IT costs and streamline ad operations. They will also be able to use Adpoint to manage and monitor revenues across all of their group companies.

"We chose Lineup because they are a forward-thinking company with a prestigious customer base and a solid product roadmap," said Jorge Oteo, Group CIO, Vocento. **"Adpoint's multichannel advertising technology is the best solution in the market to help us combine our digital and print advertising operations into one single solution."**

Adpoint is a cloud-based advertising sales solution that manages every aspect of the advertising sales process – from lead generation to payment collections. The system has soared in popularity among both large publishing groups and regional publishers due to its ability to deliver advertising transparency, while simplifying the process of selling multichannel advertising.

"We are delighted to add Vocento to our customer community and welcome the opportunity to play a key role in their business transformation," said Michael Mendoza, CEO, Lineup. **"Lineup is committed to growing our footprint in the Spanish market, and hope that Vocento is the first of many new customers."**

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 includes 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