

Press Booking Service



Do you recognise any of this?

- You are under increasing pressure to reduce costs of sales.
- Booking information is everywhere and often nowhere.
- Administering transactions is expensive and error prone.
- Your business would benefit from more real time reporting and control.



THEPRESSBOOK = A central online platform for all publishers, sales houses and buyers to transact and communicate press media bookings, digitally.

You probably wonder how we do this...

- Our central database systematically categorises, securely holds and describes all media types.
- Our community tools enable buyers and sellers to connect with each other to buy/sell media, send and receive briefings or messages to facilitate better business.
- Our transaction service enables press and cross media bookings that are negotiated on the phone, email or on contract to be agreed and processed digitally.
- Our optional trading tools allow buyers and sellers to agree deals in private negotiation rooms, manage briefings and media options, merchandise and market media offers in our marketplace and even run media auctions.
- We provide a range of interactive merchandising tools including media alerts to promote tailored media offers to specific buyers and buyer groups.
- All live activity and trading history is stored in the media manager (a digitalised “day book”).



...and what are the benefits to your company?

- ✓ Improved bottom line profitability.
- ✓ Time, admin and cost savings.
- ✓ Real time reporting, data and control.
- ✓ Fewer invoice queries.
- ✓ More face-to-face sales time.

So why us and why now?

- We have spent the last 4 years specialising in delivering fully hosted media trading and transacting technology (SaaS).
- Our service is already being used by the UK's largest publisher, advertiser/media agencies.
- We share your risk by offering a performance based price model.
- Ask us about how our **eENTERPRISE** service can also help move your booking information seamlessly across your business, to provide you even more cost savings and greater control.