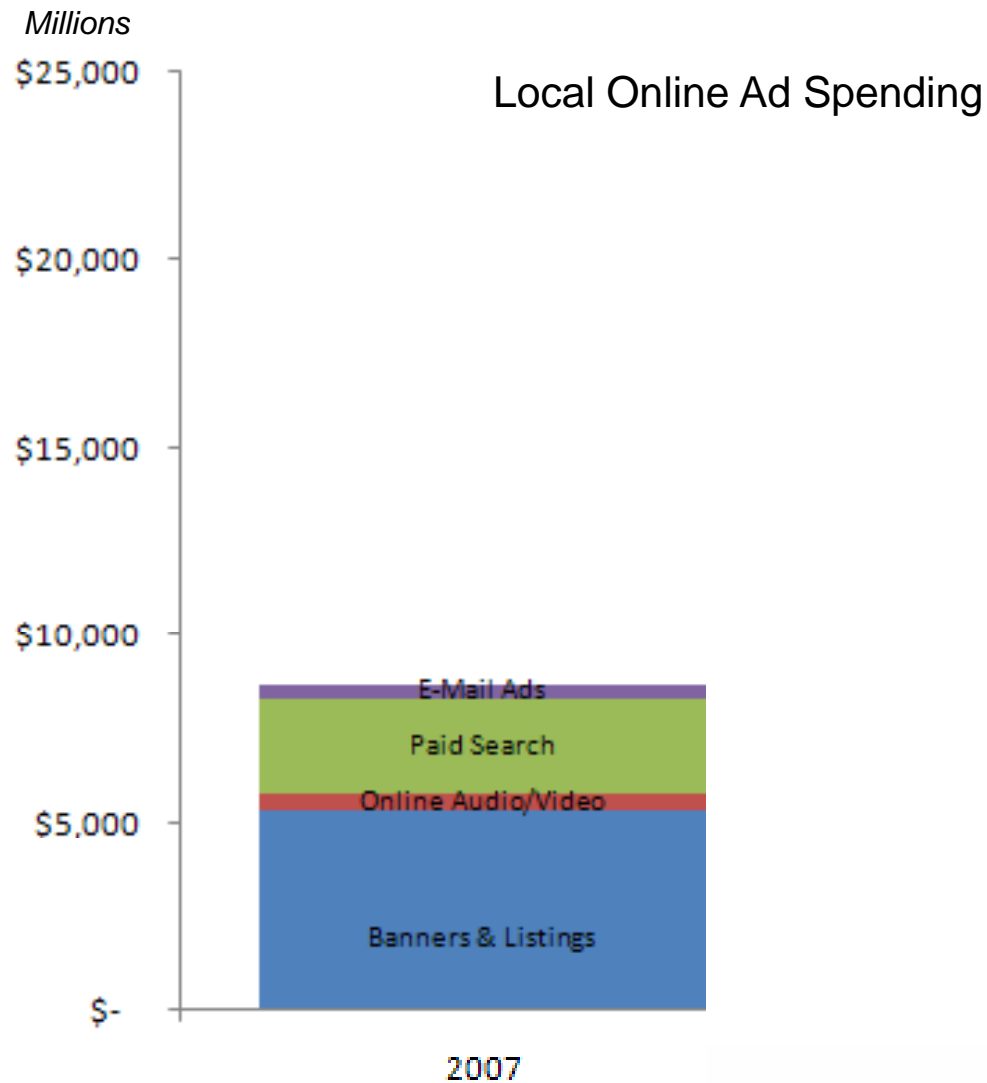


Areas of Opportunity

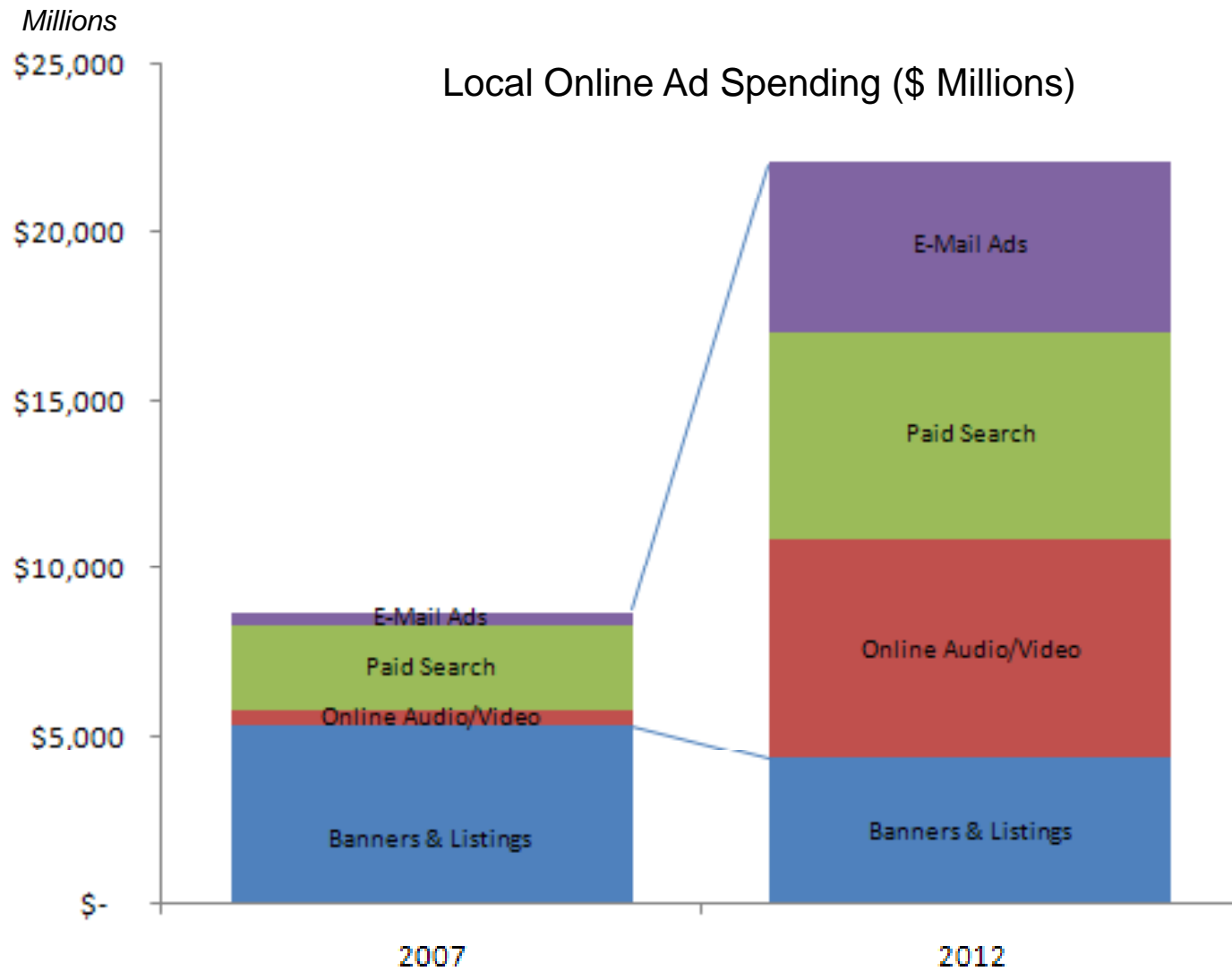


4. Satisfy business “jobs” with solutions beyond traditional advertising

Local online ad spending represents significant dollars



Online spending is in explosive growth mode



Maximizing online revenue



- 1. Go after existing advertisers *plus* non-advertisers and non-traditional categories**
 - Non-print, online customers represent up to 60% of local online sales potential
- 2. Utilize current sales staff *plus* online specialists**
 - Existing print reps are only part of the solution
- 3. Move quickly into the fastest-growing online formats**
 - Email, video and search

homecenter

real estate video tours

All Resale Homes New Construction Favorites

Price Range
Select Price Range


Bedrooms
ANY


Bathrooms
ANY

City
Select City

Builder/Broker
Select Builder

SEARCH



Nancy Martinez Homes
Dallas
Watch Now! 
1950 English Arts & Craft style home

[More Details](#)
[Add to Favorites](#)





Citta Park
Dallas
Watch Now! 

[More Details](#)
[Add to Favorites](#)



CityHomes





Highland Homes
McKinney
Watch Now! 
Stonebridge Ranch: Cascades Park

[More Details](#)
[Add to Favorites](#)



More Details
[Add to Favorites](#)





Allie Beth Allman & Associates
Dallas
Watch Now! 
Highland Park

[More Details](#)
[Add to Favorites](#)



More Details
[Add to Favorites](#)



Centex Homes
McKinney
Watch Now! 
Cambridge



The Dallas Morning News
Circulation: 163,000

- Streaming video home tours
- DMN provides the video production
- Tours linked to DallasNews.com and the Realtors' own sites
- \$80,000 incremental revenue in first two months
- Videos generated 8,000+ page views

IMPORTANT NEWS for home buyers...
You may be eligible for a **\$7,500** tax credit
[Click here](#) to find out more.

RYLAND HOMES Live Life. Even Better.™

- Get Started
- Find your Home
- Personalize your Home
- Finance your Home
- Warranty Information
- Contact Us

Search this Site

Home / Find Your Home / Baltimore / Baltimore Video Page

[Print](#) | [E-mail A Friend](#) | [Share](#)



Download This Video



- [DRIVING DIRECTIONS >](#)
- [SCHOOLS >](#)
- [AREA MAPS >](#)

Holly Woods

4513 Philadelphia Rd | Aberdeen, MD 21001-1001
(410) 273-2519

Garden Townhomes:

- [FLOOR PLANS >](#)
- [FEATURES >](#)
- [PHOTO GALLERY >](#)

- [Ryland Story](#)
- [The Design Center](#)
- Baltimore County**
 - [Miramar Landing](#)
 - [Cedar Lane Farms](#)
- Howard County**
 - [The Oaks at Water's Edge](#)
 - [+ Ovation](#)
- Harford County**
 - [Holly Woods](#)
 - [+ Bulle Rock](#)
- Eastern Shore**
 - [Church Hill Hunt](#)
- Delaware**
 - [Townsend Village II](#)
 - [The Reserve at Chestnut Ridge](#)

IMPORTANT NEWS for home buyers...
 You may be eligible for a **\$7,500** tax credit
[Click here](#) to find out more.

RYLAND HOMES™ Live Life. Even Better.™

Get Started Find your Home Personalize your Home Finance your Home Warranty Information Contact Us

Search this Site

Home / Find Your Home / Baltimore / Holly Woods - Carriage Homes

Print | E-mail A Friend | Share

Holly Woods - Carriage Homes [+ Favorites](#)



**Actively Selling
Townhome**

Community Address

501 Twinleaf Drive
 Aberdeen, MD 21001-1001
 (410) 273-2519

[DRIVING DIRECTIONS >](#)



Regional Contacts

Yvonne Cole
 Sales Counselor
 (410) 273-2519
[E-mail Yvonne Cole](#)

Roseann Griffin
 New Home Sales Advisor
 (410) 273-2519
[E-mail Roseann Griffin](#)

[REQUEST INFORMATION >](#)



[View Quick Move-In Homes >](#)

**RYLAND
TV**

**BRAC Transferee?
Locations for You**

[VIEW >](#)

Hurry for Holly Woods! Home sites are selling out quickly in Harford County's fastest selling new home community! Tucked away in a hardwood forest, yet minutes from APG, I-95, Rt. 40, Rt. & and the MARC train for easy commuting. Escape the hustle and bustle and enjoy shopping, dining, entertainment and the great outdoors close to home. Don't wait, come tour one of our 8 affordable floor plan models and see for yourself why so many families have chosen to make Holly Woods home!

Floor Plans Details Area Maps Schools Features **Quick Move-In**

Photo Gallery Video

NAME		SQ.FT.	BED	BATH	LEVELS	GARAGES	PRICED FROM
Foxborough	V M Q	1706	2	2.5	2	2	\$269,990



A powerful way to drive high quality referrals.

[Sign Up](#)

List your business for free.

Kudzu puts you in front of local customers — at the very moment they need you. And it helps you unleash the power of word of mouth.

Choose the profile that best suits your advertising needs and budget.

Basic Profile

Help customers find you. List your business for **FREE**:

- Key contact information
- Website address
- Your specialties & services
- Special offers (coupons)

[Find Out More](#)

[Sign Up](#)

Enhanced Profile

Tell your story and get more exposure for only **\$750/year**:

- Higher placement in search
- Add photos and video — to showcase your work
- Marketing description — to tell your story
- Your information submitted to major search engines

[Find Out More](#)

[Sign Up](#)

Preferred Profile

Stand out from the competition for just **\$2000/year**:

- Highest placement in search
- Maximum exposure to your profile
- Quickview preview — to stand out in results
- Enjoy phone support

[Find Out More](#)

[Sign Up](#)

PROFILE OPTIONS

[Basic Profile](#)

[Enhanced Profile](#)

[Preferred Profile](#)

[Compare plans](#)

GREAT EXPOSURE

Kudzu connects you to customers in your area who are actively searching for your service.

EASY TO DO

On Kudzu, you can sign up in minutes and update your profile at any time.

AND IT WORKS

Brought to you by Cox, it's a highly efficient way to generate leads and grow your business.

[More Ad Opportunities](#)

[Success Stories](#)

[Contact Us](#)

Tools For Your

Kudzu Home

Success Center Home

Small Business U

Getting Started

- [Registration Demo](#)
- [Managing Reviews](#)
- [Adding Deals and Discounts](#)

[More »](#)

My Account

- [Business Login](#)
- [Categorizing Your Business](#)
- [Improving Your Search Results](#)

[More »](#)

Marketing Materials

- [Download Kudzu Logo](#)
- [Download Templates](#)
- [Order Kudzu Merchandise](#)

[More »](#)

Reputation Management

- [Reputation Management Beginner's Guide](#)
- [Tips to Generate Customer Reviews](#)
- [Five Ways Negative Reviews Help Your Online Reputation](#)

[More »](#)

Newsletter Archive

- [2006](#)

Buzz Monitoring: 26 Free Social Media Tracking Tools

There are a lot of companies that will happily relieve you of your dollars, in exchange for buzz monitoring services. While many large companies will enjoy the peace of mind that comes from having a company track their reputation for them, the rest of us need something a little less expensive—or better yet, free! [More »](#)

Own Your Google Reputation with these Ten Suggestions

Google is no longer just a search engine. With your potential customers, future employers, and members of the media turning to Google for information about your business, Google has become a reputation engine. [More »](#)

Tips to Generate Customer Reviews

Not sure of the best way to ask your customers for reviews? Here are some tips from other Kudzu.com merchants.

[More »](#)

Reputation Management Beginner's Guide

Every single day, someone, somewhere is discussing something important to your business; your brand, your executives, your competitors, your industry. Are they hyping-up your company, building buzz for your products? Or, are they criticizing your service, complaining to others about your new product launch?

[More »](#)

Using Internet Reputation Management Techniques To Counter Negative Attacks

Blogs and More

["101 Marketing Ideas" With Pattie Baker](#)

["Everyday Marketing" With Susan Gunelius](#)

Concierge Posts

Learn to get the most out of your Kudzu profile. [Read the latest post from the Client Concierge here.](#)

What's your Kudzu story? [Tell us how Kudzu worked for you.](#)

Useful Links

[Business Magazine Online](#)
[Entrepreneur Magazine Online](#)
[Inc Magazine Online](#)
[Forbes Magazine Online](#)
[Wall Street Journal Online](#)

[More](#)

To learn more about increasing your exposure on Kudzu, please contact us at 877-240-0044



Here's what our customers are saying.

We're sending quality leads today to thousands of service professionals throughout the country. Here's what our advertisers are saying:

"Kudzu.com's advertising drives customers our way."

"Kudzu.com's cross-media advertising push drives more consumers to its site and our listing. Customer reviews then sell them on us," says Walter Wiesboeck, owner of Motorcars International. "As a result, Kudzu.com users are becoming a larger portion of our business every week."

[Motorcars International](#) is a full-service repair and maintenance facility specializing in Acura, BMW, Honda, SAAB, Toyota, Volkswagen, and Volvo automobiles.

"We don't see Kudzu.com as advertising. We see it as education."

"Word-of-mouth is so important in general, but in healthcare in particular," says Dr. Jerry Berland, Pediatric Ophthalmologist with Thomas Eye Group. "We don't see Kudzu.com as advertising. We see it as education. It lets patients explore the depth and breadth of our service offerings, while at the same time comparing us to others they find on Kudzu.com. Then, they can make educated decisions. That means a great deal to us."

[Thomas Eye Group](#), one of the largest ophthalmology practices in the United States, consists of four integrated practice areas and eight locations around metro Atlanta.



[Sign Up](#)

List your business for free.

PROFILE OPTIONS

[Basic Profile](#)
[Enhanced Profile](#)
[Preferred Profile](#)

[Compare plans](#)

GREAT EXPOSURE

Kudzu connects you to customers in your area who are actively searching for your service.

EASY TO DO

On Kudzu, you can sign up in minutes and update your profile at any time.

AND IT WORKS

Brought to you by Cox, it's a highly efficient way to generate leads and grow your business.

[More Ad Opportunities](#)
[Success Stories](#)
[Contact Us](#)

Tools For Your Small Business

Promote Your Local Business



- Establish **Strong** Online Presence
- Use our Simple Tools to Attract **More** Customers
- Get **Promoted** on Search Engines, Classifieds and Local Sites!
- Try it - It is **FREE!**

START NOW!

[Features](#)

[Recommend this site!](#)

Create

Enhance

Control

Promote

An “out of the box” approach

The Dispatch (Moline, IL)

Circulation: 43,000

DeliveringQC.com - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://deliveringqc.com/

DeliveringQC.com

Home Sign Up About Us Contact

Enjoy Life, Do More!

Login

Sections

- Beauty & Relaxation
- Dining
- Entertainment & Nightlife
- Health & Fitness
- Products & Services
- Travel & Leisure

Newsletter

Subscribe to newsletter:

E-mail Address

Subscribe

Live Search

Done

Casebook.doc - Microsoft Word

- Initially, a reader retention and rewards site
- Subscriber-only coupons for discounts to area businesses

The Dispatch (Moline, IL)

Circulation: 43,000



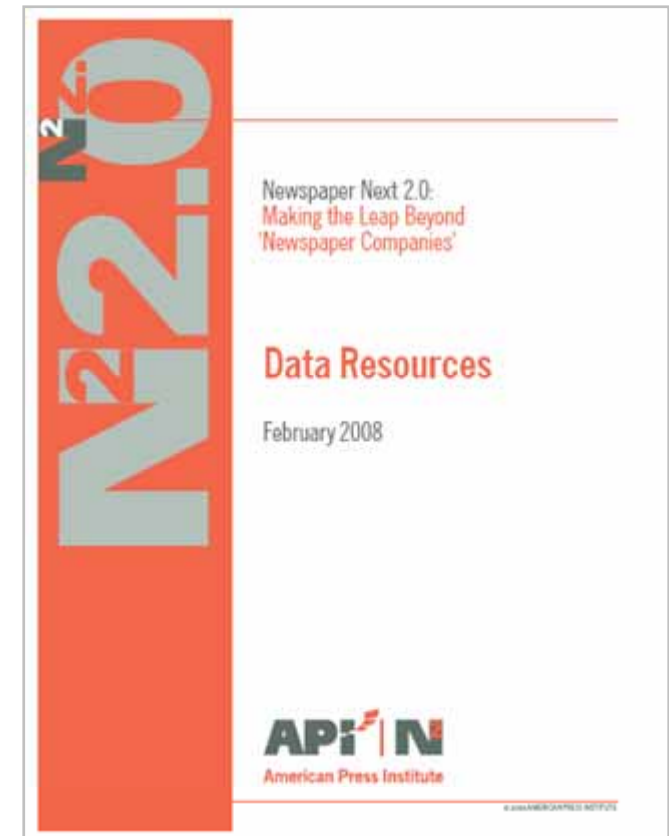
The Value Vault

- Accessible to both subscribers and non-subscribers
- Sells gift certificates at 50% or less of face value
- The “advertiser” pays for his package by providing the gift certificates
- The newspaper monetizes by keeping all revenue from gift certificate sales
- Everyone loves it: subscribers, non-subscribers, small businesses with limited \$ to spend, The Dispatch

Additional tools at N² Website



- Tips for getting into email, video and paid local search
- Online spending data
- Online revenue benchmarks
- Online growth category projections
- Online vendor list
- More

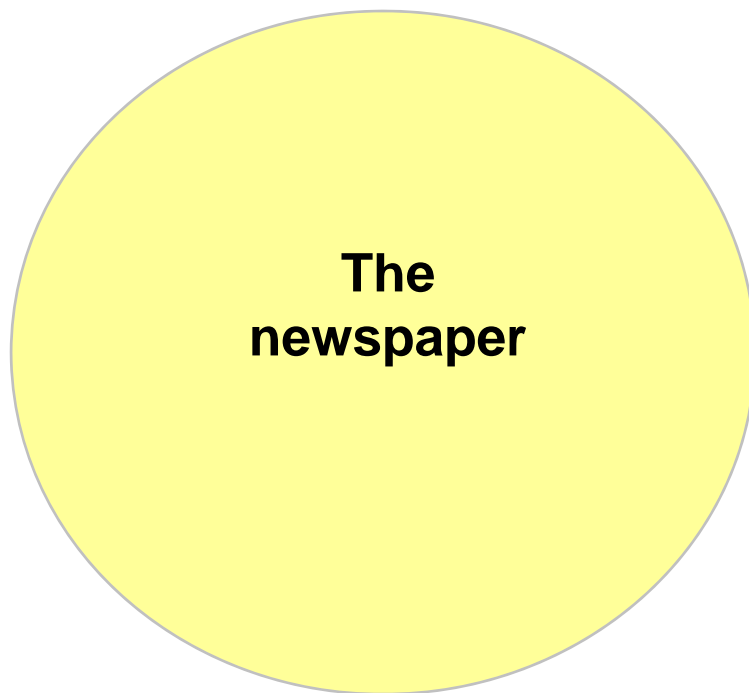


All can be downloaded FREE at
www.NewspaperNext.org

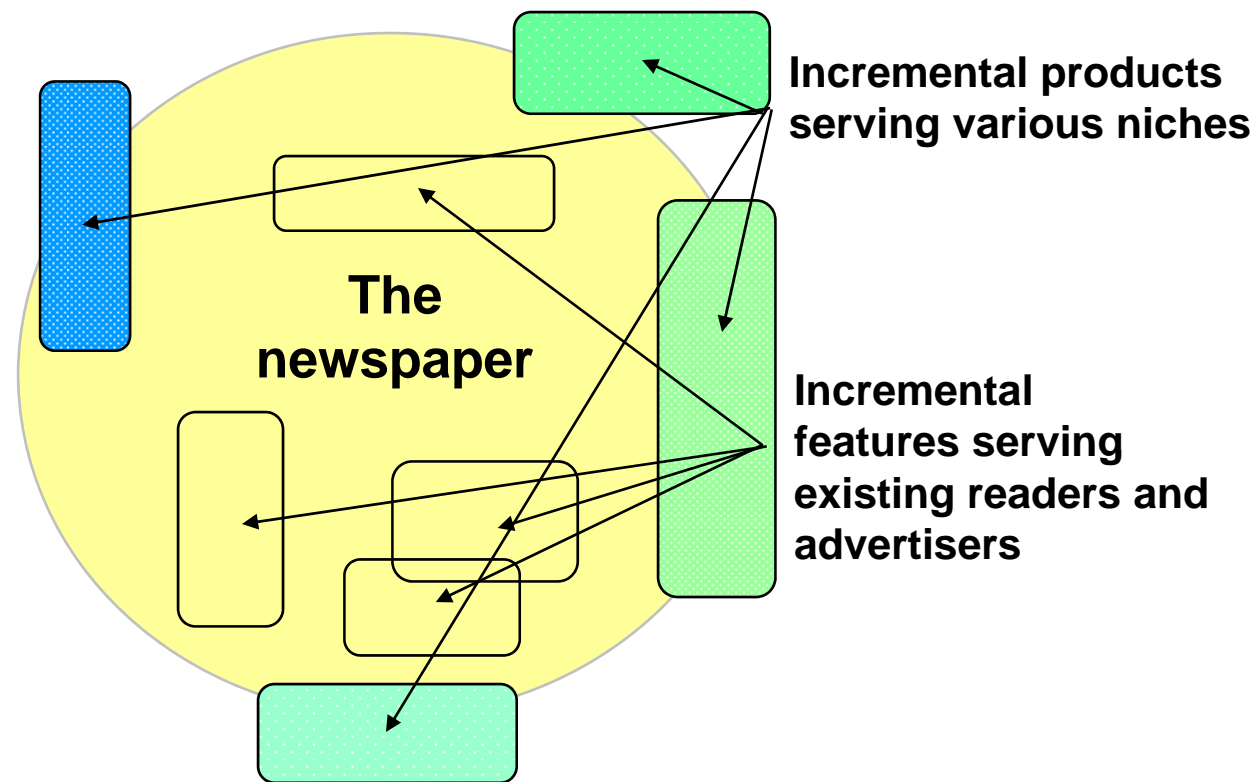


A new, larger vision

What newspapers are doing

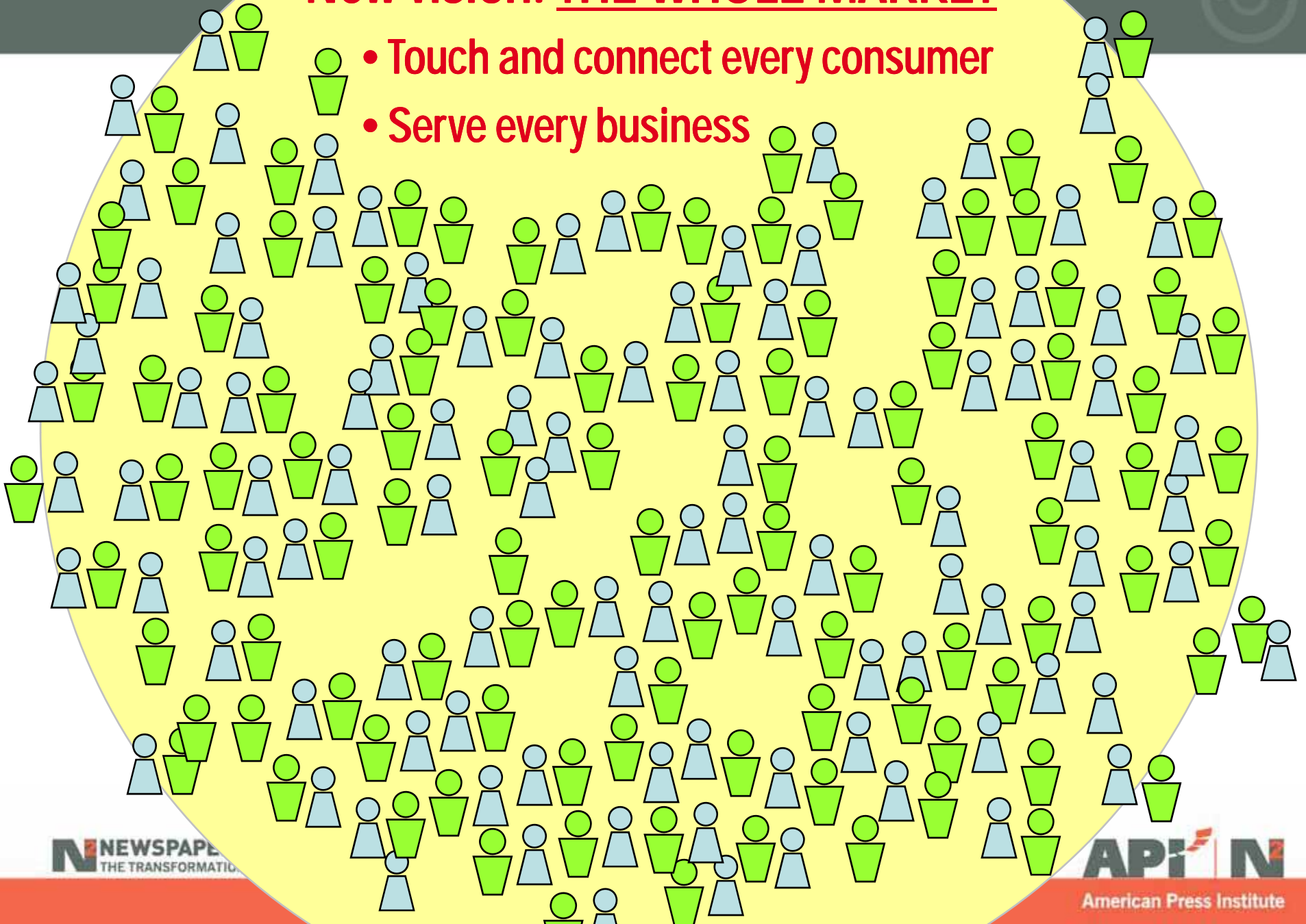


What newspapers are doing

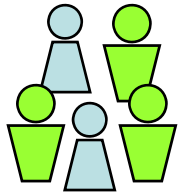


New vision: THE WHOLE MARKET

- Touch and connect every consumer
- Serve every business

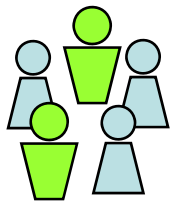


What “jobs” are they trying to get done?



Consumers

make money
meet someone
get in shape
buy something
see friends
pay bills
get the news
have fun
eat
find things to do
work
learn
grow
shop
clean
get ahead
find a place to live
be healthy
get/make repairs
find a job

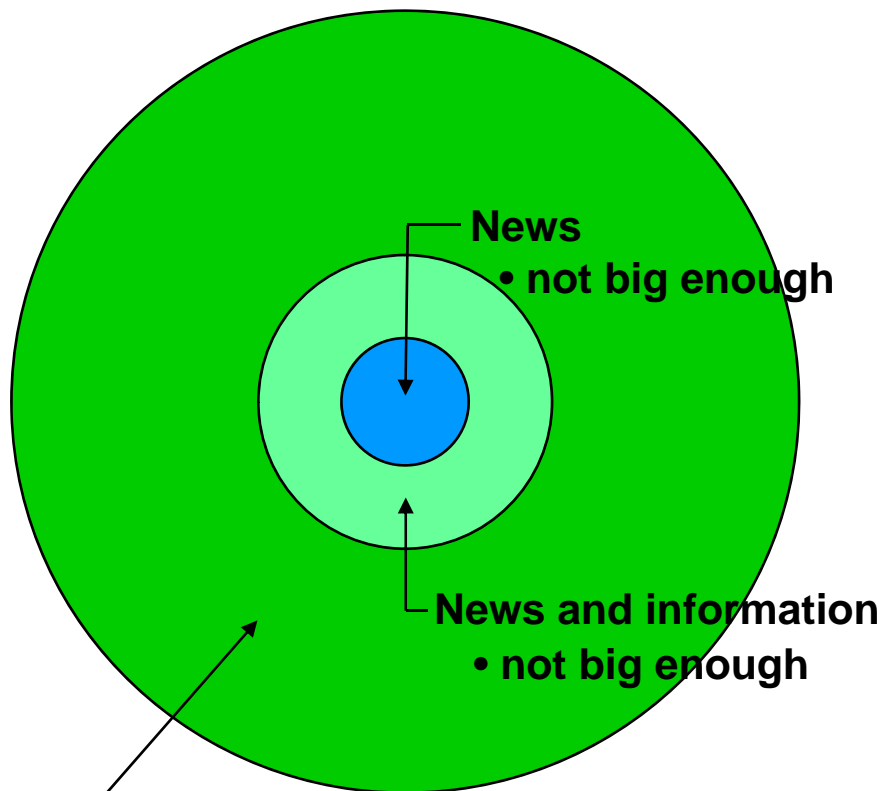


Businesses

meet payroll
show how good we are
control costs
create trust
pay the bills
keep customers
manage inventory
reach lots of people
increase margin
revive old customers
grow my business
hire & fire
keep records
maintain facility
build customer loyalty
reach key people
choose vendors

New vision: The “jobs” newspaper organizations should strive to own

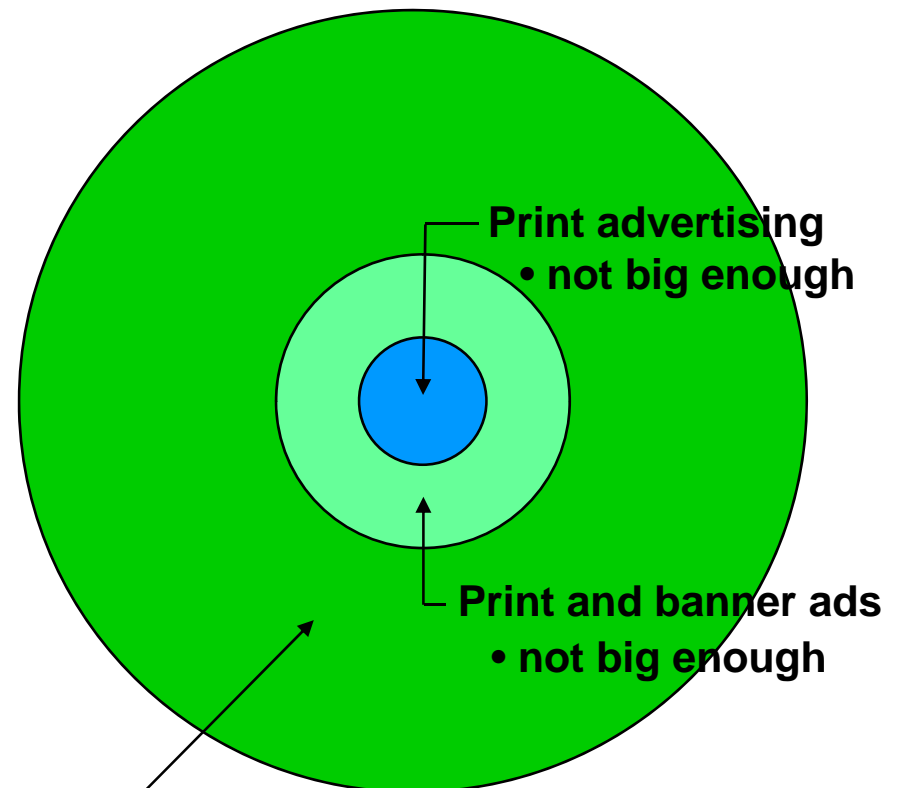
For all consumers



New vision:

“Help me know/do whatever it takes to live here”

For all businesses



New vision:

“Help me connect with anyone who lives here”