



## The St. Louis Suburban Journals Sell Out 100% Of Their Online Display Ad Inventory Using Impact Engine!

### Challenge:

- When the St. Louis Suburban Journals initially launched in 2006, the online sales and production teams had to sell, produce, and publish 450 ad placements within 30 days.
- The St. Louis Suburban Journals were challenged with limited production resources having only two in-house Flash designers.

### Solution:

- St. Louis Suburban Journals utilized Impact Engine as a production tool to quickly create personalized spec ads for every prospective advertiser.
- Even with limited resources, the St. Louis Suburban Journals were able to easily make real-time content updates for their advertisers, including local restaurants and smaller retailers running specials for a limited time.

### Results:

- The St. Louis Suburban Journals ran a sales blitz and were able to sell out 100% of the 450 ad placements available on their 25 sites, 80% of which sold using Impact Engine spec ads.
- Impact Engine reduced production time for spec ads dramatically: from an average of three hours down to 15 minutes.
- After selling out all of their ad placement positions, Impact Engine enabled the St. Louis Suburban Journals to have all of the newspaper's ads published within two weeks.

*"Impact Engine has given our artists the ability to produce high-quality, eye-catching Flash ads without the need to go through extensive Flash training, all while maintaining an efficient work flow. That's a win-win for the Suburban Journals and our advertisers."*

**Skip Thorpe**  
Online Manager, St. Louis Suburban Journals