



Myadbase.com launches media buying and selling portal for UK & Ireland

MyAdBase, August 20, 2004

URL: <http://www.pr9.net/business/marketing/1127august.html>

Admedia Solutions has developed Myadbase.com, a dedicated online media sales site for buyers and sellers of advertising space. It all comes together for buyers of advertising to find relevant media offers from a huge selection of advertising media companies in the UK & Ireland at the very best prices. Sellers can benefit from a totally automated buying solution for their unsold ad space.

PR9.NET August 20, 2004 - Andrew Long, co-founder of Admedia Solutions, explains why Myadbase.com is at the forefront of a Media sales revolution. "I have been involved in the advertising industry for the last fifteen years and in that time I have seen a great deal of change in the way people buy and sell advertising space. We developed Myadbase.com to provide buyers and sellers with a fully interactive and automated search and buy platform. Although, our initial launch is to the UK and Irish markets, we now have a Partner program in place, where International media specialists can utilise the existing Myadbase.com template for their own market and country."

"Myadbase.com will bring buyers and sellers together and, more importantly, make it easy for people to do business. We have a whole host of complimentary services available to all registered users and registering is also free. What's more Myadbase.com can work across all media industries, including magazines, web-sites, TV, Radio, Outdoor and more." Andrew Long concluded.

The main attraction to the Myadbase.com system is its simplicity. All buyers and sellers have to do is register online at <http://www.myadbase.com> Sellers will then add a profile page for each chosen media and buyers can then view those details and get in touch with the seller directly. However, the really exciting stuff is yet to come! In the autumn of 2004, Myadbase.com will launch its very own 'storefront direct' service for all media sellers. This new functionality will enable sellers to sell advertising space on the site through an auction or fixed price method. What's more, the seller is always in control. They confirm which buyers can purchase the space and it is only then that Myadbase.com charges a 5% commission fee.

Admedia Solutions Ltd., the company behind the Myadbase.com portal, also offers a direct sales solution for Publishers wanting someone to work with them on their ad sales project. They appoint the right person for the job and support both parties at all times. This service can be found on the Custom Solutions link from the home page at <http://www.myadbase.com>

Registration is free to access the tools.

###

About MyAdBase

Admedia Solutions Ltd, the company behind MyAdBase.com, are in the business of providing an efficient sales service to buyers and sellers of advertising space.

We offer our services in two ways:

by providing facilities for buyers and sellers to trade online through this portal, and by providing Custom Services to those who would like us to act on their behalf.

How buyers and sellers use the site is up to them. What you will find are a selection of tools and options, which will allow you to search, plan, buy and sell advertising space in relevant advertising media. It is designed to integrate the advertising sales process for media buying and selling professionals.

Website: <http://www.myadbase.com>
E-Mail: andrew.long@myadbase.com