



SAN FRANCISCO'S
NORTH BAY

SONOMA / LAKE / MENDOCINO

**Open House Guide
New Ad Portal**

Sonoma
Media
Investments LLC

The Press Democrat

PETALUMA
ARGUS & COURIER

The Sonoma Index-Tribune

NORTH BAY
Business Journal

sonoma
magazine

LA PRENSA
SONOMA
laprensasonoma.com

Beginning Monday, November 26th.

Beginning Monday, November 26th we'll be moving to a new technology partner for our Open House Guide advertisements.

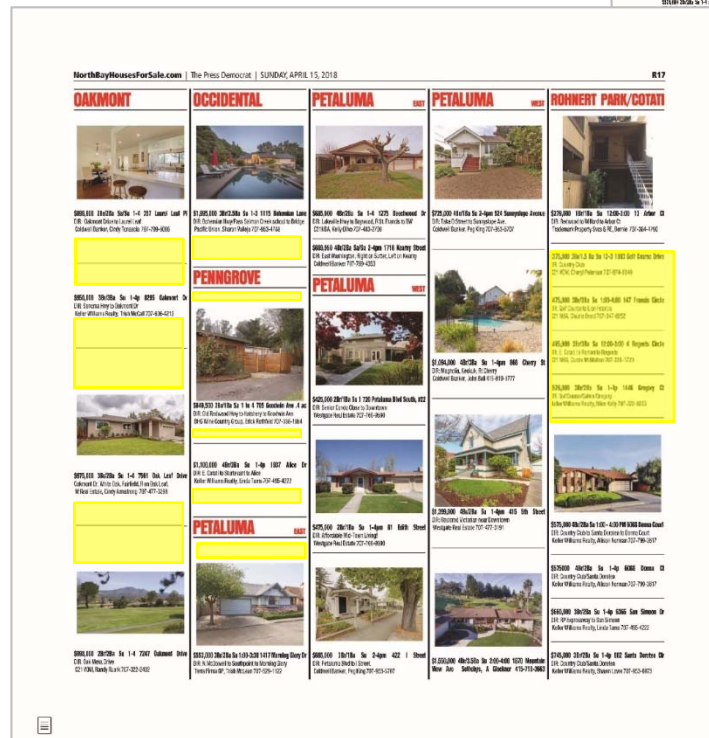
The screenshot displays the 'Findit!' ad portal interface. At the top, it lists the newspapers: 'The Press Democrat', 'The Sonoma Index-Tribune', and 'PETALUMA ARGUS COURIER'. Navigation links for 'Home' and 'Contact Us' are present. The main heading is 'Place ad' with a sub-instruction: 'Place an ad by clicking on a category below'. A grid of categories includes: Announcements, Bargain Hunt, For Sale by Owner, Freelance Jobs, Garage Sales, Home & Professional Services, Local Jobs, Merchandise, Open House Guide (highlighted with a red box), Pets & Animals, and Real Estate Services. A dropdown menu for 'Open House Guide' shows locations: Cloverdale, Forestville, and Healdsburg. A 'Returning Customer?' login form is highlighted with a red box, containing fields for 'Username' (dennis.sheely@pressdemocrat.co) and 'Password', a 'Login' button, and links for 'Forgot Username', 'Forgot Password', and 'Create Account'. A 'My Ads' sidebar on the right shows 'Create a new ad', 'View All Ads', and 'My Account Info' links, along with a 'Welcome Dennis' message and a 'Create a new ad' button.

<https://adportal.pressdemocrat.com/adportal/classified/index.html>

Photos Required.

With this change we are now requiring photos for all open house guide ads. A lack of photos makes having a nice looking page a challenge. We will also be adding more digital enhancements in the near future and online users demand to see photos. If a home photo doesn't exist a broker logo or agent photo can be used.

- Lack of photos and uniform layout makes the overall design look poor
- New digital audience enhancement options to boost reach to targeted potential consumers (coming soon)
- If no home photo exists a broker logo or agent photo can be used.



One & Two Day Packages.

We will continue to have the same two packages as before.

Select Your Package

Now select the appropriate package.

Back

Continue

Press Democrat Open Home Guide Best Package

\$65 flat for 2 consecutive pub dates in the Press Democrat; 3 print lines; 5 online photos; border.

*One print photo is included.

Starting At

\$65

Press Democrat Open Home Guide Better Package

\$55 Flat for 1 pub dates in the Press Democrat; 3 print lines; 5 online photos; border.

*One print photo is included.

Starting At

\$55

Back

Continue

Print Ad.

As you complete the field you will see you advertisement be created in real time. Along the way there are several screens that will show larger proofs. In the upper right you will see the price and the publication selected. At the bottom you have options in case you want to save the ad and return later to finish it.

Category ▶ Package ▶ Template ▶ Customize ▶ Schedule ▶ Purchase

Customize Your Print Ad

Customize your ad document by filling in the fields that correspond to the ad design. Be sure to check your spelling and provide a compelling offer or call to action in your ad.

[Back](#) [Continue](#)

Price*
500000

Bedrooms*
4

Bathrooms*
2.5

Open House Date and Time*
11/7

Address*
427 Mendocino Ave.

Directions*
Downtown


Listing Broker*
Sonoma Media Investments

Agent Name*
Dennis Sheely

Phone Number*
7073307528

Photo*
house.jpg
Upload Image Flip Image
Delete Image 90° CW
Crop Image 90° CCW

A photo of the home, agent or Broker logo is now required for all Open Houses.



5500000 4Br/2.5Ba 11/7 427 Mendocino Ave.
DIR:Downtown
Sonoma Media Investments, Dennis Sheely
7073307528

[Change Template Selection](#)

Current Ad Selection

Your selections will be displayed in this information window

Starting at \$65.00

Publication: Press Democrat
FindIt! MarketPlace

Category: Open House Guide

Classification: Cloverdale

Package:
Press Democrat Open Home Guide Best Package

[Start Over](#) [Go Home](#)

[Back](#) [Save Ad For Later](#) [Continue](#)

Schedule Print Ad.

To schedule your print ad click on the first day you want it to run and the other dates will auto populate.

Category ▶ Package ▶ Template ▶ Customize ▶ **Schedule** ▶ Purchase

Schedule your ad

Based on your selections, your print publications are listed below. To select your schedule, click on the available dates (light gray background). The YELLOW dates are the selected run dates. To deselect a date, click on the date again.

[Back](#) [Show Ad Preview](#) [Continue](#)

Press Democrat Schedule Available Sunday & Saturday

November, 2018						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Select date

Key:
Light Gray = Available
Dark Gray = Not Available
Yellow = Selected
[Remove Publication](#)

[Back](#) [Save Ad For Later](#) [Continue](#)

Current Ad Selection

Your selections will be displayed in this information window

Total Ad Cost \$65.00

Schedule Detail:
Nov 17, 2018
Nov 18, 2018

Schedule Detail:
FindIt! MarketPlace \$0.00
Nov 17, 2018 - 1,000 Impressions in 3 days

Publication: Press Democrat
FindIt! MarketPlace

Category: Open House Guide

Classification: Cloverdale

Package: Press Democrat Open Home Guide Best Package

[Start Over](#) [Go Home](#)

Online Ad.

For the online ad in your package you can add more description and up to 5 photos. We will also provide ways for you to enhance where your ad shows up on the search results page later.

Category ▶ Package ▶ Template ▶ **Customize** ▶ Schedule ▶ Purchase


Customize Your Online Ad

Customize your ad document by filling in the fields that correspond to the ad design. Be sure to check your spelling and provide a compelling offer or call to action in your ad.

[Back](#) [Continue](#)

Title*
11/7 427 Mendocino Ave.
Enter the title for your Online Ad.

Price
500000
Enter the price of the item you are selling if applicable. Include \$

Description* 
4Br/2.5Ba, Downtown, Sonoma Media Investments, Dennis Sheely
7073307528
Enter the text for your online ad.

Online Options

- Standard Listing
- Spotlight Listing
- Featured Listing

*Spotlight: Highlight your ad at the top of your category, includes Featured benefits.
Featured: Display your ad on the side of every page.*

Address
427 Mendocino Ave.
Enter your street address to enable Google Maps for your online ad.


City
Enter your city to enable Google Maps for your online ad.

State
CA
Select your state to enable Google Maps for your online ad.

Zip Code
Enter your zip code to enable Google Maps for your online ad.

Email Address
Enter your email address to allow a potential buyer to contact you confidentially.

Bedrooms
4
Enter the number of bedrooms to enable online searching.



117 427 Mendocino Ave. 202008
4Br/2.5Ba, Downtown, Sonoma Media Investments, Dennis Sheely 7073307528

[Change Template Selection](#)

Current Ad Selection

Your selections will be displayed in this information window

Total Ad Cost \$65.00

Schedule Detail:
Nov 17, 2018
Nov 18, 2018

Schedule Detail:
FindIt! MarketPlace \$0.00
Nov 17, 2018 - 1,000 impressions in 3 days

Publication: Press Democrat
FindIt! MarketPlace

Category: Open House Guide

Classification: Cloverdale

Package: Press Democrat Open Home Guide Best Package

[Start Over](#) [Go Home](#)

Schedule Online Ad.

The online ad will run for three consecutive days. It defaults to the first day of the print ad but can be changed if you prefer another day.

The screenshot displays the 'Schedule Your Online Ad' interface. At the top, the logos for 'The Press Democrat', 'The Sonoma Index-Tribune', and 'PETALUMA ARGUS COURIER' are visible, along with 'Home' and 'Contact Us' links. A navigation breadcrumb shows 'Category > Package > Template > Customize > Schedule > Purchase'. The main section is titled 'Schedule Your Online Ad' and includes the text: 'Based on your selections, your online publications are listed below. You can now choose the start date and the click-through URL for your ad.' Below this are three buttons: 'Back', 'Show Ad Preview', and 'Continue'. A section titled 'FindIt! MarketPlace Placement' shows 'The start date for your online campaign is' followed by a date picker set to '11/17/2018' (highlighted in yellow). Below the date picker, it states 'Your campaign will run for: 3 consecutive days'. A large empty box is present, with a 'Remove Publication' link below it. At the bottom of this section are three buttons: 'Back', 'Save Ad For Later', and 'Continue'. On the right side, a sidebar titled 'Current Ad Selection' contains the text: 'Your selections will be displayed in this information window'. It lists 'Total Ad Cost' as '\$65.00' and 'Schedule Detail' as 'Nov 17, 2018' and 'Nov 18, 2018'. Below that, another 'Schedule Detail' section lists 'FindIt! MarketPlace' for '\$0.00' and 'Nov 17, 2018 - 1,000 impressions in 3 days'. The sidebar also lists 'Publication: Press Democrat, FindIt! MarketPlace', 'Category: Open House Guide', and 'Classification: Cloverdale'. At the bottom of the sidebar are 'Package: Press Democrat Open Home Guide Best Package', 'Start Over', and 'Go Home' links.

Login Or Create A New Account.

If you haven't already logged in as of this point, you will be prompted to do so. We have set up accounts for all existing agents and will provide your login information.

To get your new username and password please email ipublish@pressdemocrat.com or call 707-546-7355 and select option 1. A team member will provide you with your new login information.

The image shows a web form with two main sections: 'Login to an existing account' and 'Create a new account'. The 'Login' section includes fields for 'User Name*' and 'Password*', with links for 'Forgot Username' and 'Forgot Password'. The 'Create a new account' section includes fields for 'User Name*', 'Password*', and 'Retype Password*', followed by a 'User Details' section with fields for 'Organization', 'First Name*', and 'Last Name*'. All input fields are highlighted in yellow. The form also features 'Back' and 'Login' buttons.

Register
Before you can pay for your order, you must login or register.

Login to an existing account
If you already have an account, type your username and password below. If you forgot your username or password, click on the link and your information will be emailed to the address associated with your account.

* Required Fields

User Name*

[Forgot Username](#)

Password*

[Forgot Password](#)

Create a new account
Choose a Username and Password for your account below

* Required Fields

User Name*

Password*

Retype Password*

User Details
Please enter the personal details that will be associated with your account

Organization

First Name*

Last Name*

Payment.

Payment can be made either via a credit card that can be saved for future purchases or if you have a billed account set up we can add the purchase to you next month invoice.

Payment Information
Please enter the credit card holder billing address as it appears on your statement

First Name*

Last Name*

Billing Address*

City*

State* CA

Zip* 95401

Country* US

Contact Number*

Referral Code (if any)

Promotional Code
Enter your promo code below and press the "Apply Promotion" button to activate

Promo Code

Payment
Check the box below to bill to the client account directly. No credit card information will be required if this box is checked.

Bill to client account

Check the box below to prepay by cash or check. No credit card information will be required if this box is checked.

Cash/Check

Enter your credit card information here. Your information will be carried over a secure connection.

Save Credit Card

Name for Credit Card

Credit Card Type

Card Number

Security Code


Expiration Date*


Visa , MasterCard


American Express Discover

Email Confirmation.

You will receive an email confirmation with all of the details and proof of your advertisement.

 Mon 11/12/2018 2:44 PM
Sonoma Media Investments LLC <ipublish@pressdemocrat.com>
Thank you for placing your order with us.


To  Sheely, Dennis

 If there are problems with how this message is displayed, click here to view it in a web browser.

THANK YOU for your ad submission!
This is your confirmation that your order has been submitted. Below are the details of your transaction. Please save this confirmation for your records.


Job Details Order Number: W0010285 Category: Cloverdale Package: Press Democrat Open Home Guide Best Package Ad Cost: \$65.00	Schedule for ad number W00102850 Sat Nov 17, 2018 Press Democrat All Zones Sun Nov 18, 2018 Press Democrat All Zones
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Account Details
Dennis Sheely
427 Mendocino Ave
Santa Rosa, CA 95401
707-528-6619
dennis.sheely@pressdemocrat.com
Sonoma Media
Notes:
All purchases are non-refundable.



5500000 48r/2.5Ba 11/7 427 Mendocino Ave.
DIR-Downtown
Sonoma Media Investments, Dennis Sheely
7073307528

Schedule for ad number W00102851 11/7 427 Mendocino Ave. 500000 48r/2.5Ba, Downtown, Sonoma Media Investments, Dennis Sheely 7073307528
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Oops ... I Need To Make A Change.

If you need to make a change before the deadline of the first day of publication, you can do so by logging in and you'll see all of your future ads. Just click on the modify ad link and you'll be stepped through each screen to make any necessary changes.

The screenshot displays a user dashboard with the following sections:

- My Ads:** Includes links for 'Create a new ad', 'View All Ads', 'My Account Info', 'Payment Options', and 'Logout'. A 'Welcome Dennis' message and a 'Create a new ad' button are also present.
- Switch to another user...:** A section for switching users with a search input field and a 'Switch User' button.
- Your Saved Ads:** A section for ads that have been created but need to be scheduled and/or paid for. It shows 'No saved ads found'.
- Your Current Ads:** A section for ads currently running. It shows 'No current ads found'.
- Your Future Ads:** A section for ads that have been paid for and will run in the future. It contains two ad listings:
 - Ad 1:** Ad Number: W00102850, Press Democrat: Press Democrat. Includes a house icon and a 'View Details' link.
 - Ad 2:** Ad Number: W00102851, Press Democrat: Press Democrat. Includes a house icon and a 'View Details' link.

A red box highlights the following actions for the selected ad:

- View Details
- Modify Ad
- Reschedule Ad
- Cancel Ad
- Reorder Ad

Order Information:

- Order Number: W0010285
- Order Status: Submitted
- Creation Date: 11/12/18 2:02 PM

We Are The #1 Source For Local News.

Let Us Help You Reach More Locals.

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