



MAJOR FEATURES

- **Advanced search:** AdAge.com readers can conduct a keyword search with multiple value-added parameters to access all Ad Age Group content:
 - one or more publications
 - parts of words
 - any word or all words
 - exclude content that includes specific keywords
 - sort by relevancy or timeframe
- **Synonyms, wild cards, stub words:** presents results for partial search terms, e.g., locates Coca-Cola references when the search term is "Coke."
- **Present related content ads:** editorial up-sells, such as related text, links, images used to promote documents, data center items, or premium services, are displayed in small boxes alongside search results.

Advertising Age Puts the Spotlight on Search and Advanced Search

Advertising Age is the 75-year-old flagship magazine of the Ad Age Group, a division of Crain Communications. Online, Ad Age Group's a network of Web sites to serve every sector of the advertising industry and generate additional print and online revenue.

Each article, document, video, ad and other content is associated with one or more keywords, or tags. Tags describe major topics in an article, and any search results that should be returned – company names, award names, etc.

AdAge.com recently added a powerful search engine to make its extensive archives available to subscribers. Users can now search across multiple publications for articles, video and other documents.

To increase efficiency, Ad Age editors also use "batch tagging" to automatically apply a taxonomy to multiple related articles or an entire archive.

Enhancing Advertising and Site Reporting

Ad keywords: Ad Age sets up groups of keywords and associated ads. For example, an automotive group would include Ford, Chrysler and Chevrolet keywords, and produce an automotive ad or a keyword-specific ad.

Reporting: Ad Age staff can run reports on search activity, such as top search terms used during a date range, searches that produce no results, and other important measures.

The combination of powerful search with premium multimedia content has resulted in a sustained online profit center for Ad Age Group, along with increasing print subscriptions.

AdAge's comprehensive strategy hinged on the ability to deliver premium multimedia content to targeted audiences. Plans for new revenue streams, including sponsored multimedia features, subscriptions, pay-per-view, paid email products and online premium content, would provide a far greater return with sophisticated search tools.

ePublishing's search solution is tailored to content-rich Web sites. The search includes archive search results, contextual up-sells, recommended content areas, and targeted ads.

How it Works: Document Tagging within AdAge's Content Repository

ePublishing staff worked closely with AdAge editors to organize search criteria and results display, advertising and contextual up-sells. A critical component is an editorial tool used by AdAge staff to create a taxonomy-driven content repository.



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