



topix.net

2007 Publisher Products

Advertising & Media Inquiries

Chris Tolles
Vice President, Sales & Marketing
(650) 461-8306
tolles@topix.net

Business Development

Michael Markson
Vice President, Business Development
(650) 461-8305
mike@topix.net

Topix
All News Is Local™
1001 Elwell Court, Palo Alto, CA 94303
(650) 461-0000
www.topix.net

www.topix.net

Topix: Connect with Your Readers

Topix is the leading news community on the Web, connecting people to the information and discussions that matter to them in every U.S. town and city. A Top 25 online news destination (Hitwise, November 2006), the company links news from 50,000 sources to 360,000 lively user-generated forums. Topix offers publishers powerful tools to help grow and engage their online audiences, including article commenting, classifieds, publishing platforms, RSS, and more. Topix is privately held, with investment from Gannett, McClatchy, and Tribune.

“ We cannot build a robust, sustainable online content business unless we aggressively and appropriately include our audience in the content-making.”

—Dennis Elder, Newsday

Topix Product Benefits for Publishers

Speed to market

Scalability and interoperability

Cost of ownership

Traffic. Traffic. Traffic.

Community with readers

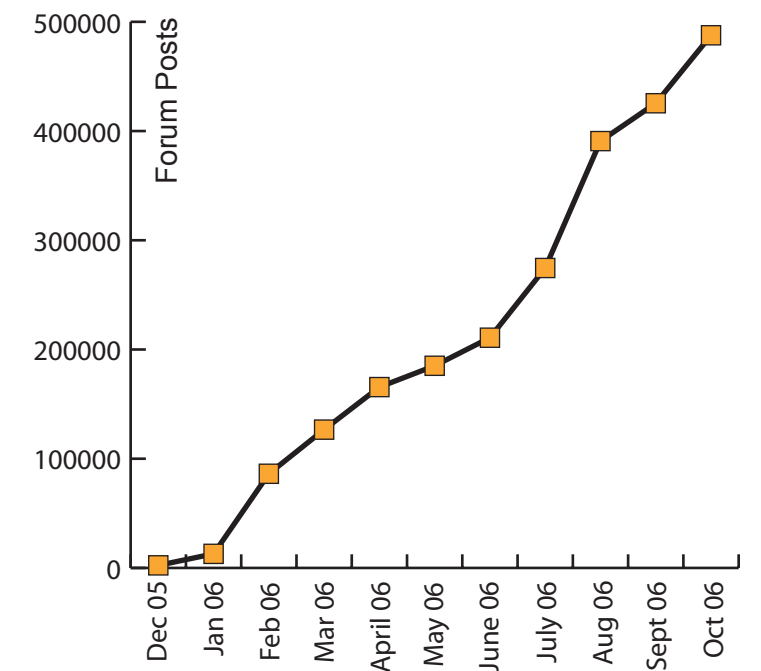
Network through syndication

“ What stunned us was how quickly people wanted to provide commentary with the stories. From day one — and with little promotion — readers jumped right in. Some stories received as many as 500 comments. ”

— Bob Jonason, The Indianapolis Star

Topix Forums


- Swift integration with lightweight JavaScript
- Co-branded discussions anchored by publisher content
- Scalable to thousands of conversations and posts
- Robust, easy admin tools and Topix-staffed moderation
- No monthly fees: incremental revenue opportunity



Topix Classifieds

- Fast implementation – less than 4 weeks
- Seamless integration with existing channels, feeds
- Simple interface to find and place ads
- Robust, easy admin tools
- Advanced fraud filters
- No monthly fees: incremental revenue opportunity

Cervantes Classical guitar [Flag for Review](#) | [Comment](#)



Posted: Sunday Nov 26
Location: Palo Alto, CA
Ad Type: For Sale
Category: Miscellaneous
Price (\$): 1800.00

Description:
Cervantes Classical guitar "Concert Series" in excellent condition, no marks or scratches. It has a Spruce top, rosewood sides and back and ebony fingerboard. You can see it and play it weekends and evenings. I live in Santa Cruz or if you are very serious about it I work in Palo Alto and can bring over the hill.
Tom S

Contact: tjspray@comcast.net

Additional Topix Products

Category Widgets on your site

- Added value/relevancy of information
- Incremental revenue opportunity

Publisher Platform on Topix

- Incremental audience
- Monetized at a high rate
- Premium position for your brand

Topix InstaPress

- Complete newspaper site in weeks
- Add complementary online community to print audience
- Robust, easy admin and producer tools
- No hardware/software costs: incremental revenue opportunity

Custom RSS feeds & syndicated advertising

For more information go to www.topix.net/publishers