

Newspapers Seize New Revenue with tyBit Search Engine

As newspapers feel the pressure of both the declining economy and a decrease in money spent on print advertising, The Caledonian Record has found a way to combat this trend with the help of tyBit Unified Search.

(Fayetteville, NC) tyBit (www.tybit.com) and Vermont daily newspaper, The Caledonian Record (www.caledonianrecord.com) recently partnered to produce CRsearch, a private label search engine customized for the newspaper. Already exceeding over 25,000 searches a month, The Caledonian Record is monetizing website visitors and signing up its print advertisers so they can take advantage of online advertising. CRsearch provides a place for The Caledonian Record's subscribers and Web visitors to search the Internet for local online advertising results while at the same time being able to provide them with print advertisements from local businesses. CRsearch also creates a niche market place where The Caledonian Record's advertisers reach their target audience via both channels.

"Clarence Briggs and tyBit have delivered, at no cost to my paper, an online advertising platform that empowers my advertisers with targeted Internet advertising that matches keywords to the content in our newspaper. We can also provide an itemized billing record based on IP addresses and unique users that is transparent and verifiable to our Advertisers," said Todd Smith, Assistant Publisher of The Caledonian Record. "Our path to increased revenue has been mapped, with tyBit providing training and support each step along the way."

Beyond the state-of-the-art [Ad Module](#) that newspapers directly control, tyBit developed MAPS, a tool to track revenue shared by third-party ad providers through XML feeds to Newspapers' websites. MAPS stands for "Manage, Audit, Prioritize and Synchronize" diverse ad sources, and determines which ad networks will return the most revenue to tyBit's publishing partners and display those ads based on the keywords searched. Newspapers can also sign up their own online advertisers directly, just like Google or Yahoo and syndicate their ads throughout the entire tyBit network. "We developed MAPS because we found that many third-party ad providers were not being transparent and paying their Publishers what they earned from their traffic," said Clarence Briggs, CEO of tyBit.

"One thing that makes us different from ALL the other search engines and online ad networks is the transparency we give every Advertiser and Partner," said Briggs. "We provide a no-nonsense report with the IP addresses and date/time stamp of every click that is charged. Clearly, we do what no one else does – we actually give you a bill that itemizes your charges just like a telephone company. Could you imagine getting a long distance phone bill without itemizing the call details like the phone number, duration of call and charge per minute?" The other major search engines do not provide this billing detail according to tyBit. Just four months after coming out of Beta, tyBit is averaging over 70 million searches a month and growing. tyBit delivers fast, relevant search engine results with a business model that generates a 60-40 gross revenue share for Newspaper Partners.

Recently, tyBit paid thousands of dollars to its Affiliates and AdVARs or Advertising- Value-Added-Resellers. " tyBit Partners get their own Affiliate network like AdSense. We were pleased to issue commissions to folks like Arjaree Sutton, who received \$434.65," said Clarence Briggs, CEO of tyBit.

Kenn Rivers of Tacoma, Washington became a tyBit Affiliate and received his first commission check for \$521.54. Ron Slechta, Publisher of The Kalona News (www.kalonanews.com) and Stewart Huntington, Publisher of The Black Hills Pioneer (www.bhpioneer.com) recently became tyBit Affiliates, averaging

over 7% and 5% click thru rates respectively. Both newspapers are monetizing their websites and selling ad inventory directly to print advertisers throughout the tyBit online advertising network.

tyBit is a member of the Newspaper Association of America (NAA) and the National Newspaper Association (NNA) as well as the Interactive Advertising Bureau, an industry trade association dedicated to maintaining the highest standards in online advertising. tyBit began development of its search engine and social network in 2005. "While the major search engines seem preoccupied with becoming media content moguls, tyBit seems intent on redefining the search engine paradigm to produce greater relevancy, reduce click fraud and offer channel partners a piece of the [search advertising](#) pie. It's an interesting development that we will definitely keep our eye on," said Berge Kaprelian, president and CEO of Beka Publishing. "tyBit is an interesting online advertising initiative. It combines unique technology with a business model that allows traditional media to get back into the game and earn their share in the advertising market," said Paul Stapleton, Managing Director of DH Capital, LLC.

tyBit is affiliated with AIT (www.AIT.com), a web hosting and technology company with 14 straight years of sustained profitability. AIT's success is well documented, named 2 times to the Inc. 500 list of fast growing firms, 3 times to the Deloitte & Touché Fast 500 list, and as the NC Entrepreneur Firm of the Year.

About tyBit Unified Search: tyBit Inc. began development of its search engine and social network early in 2006. Online since early 2008, [tyBit](#) currently serves more than 70 million searches a month. They are a member of the [Interactive Advertising Bureau](#), an industry trade association dedicated to maintaining the highest standards in online advertising.

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