

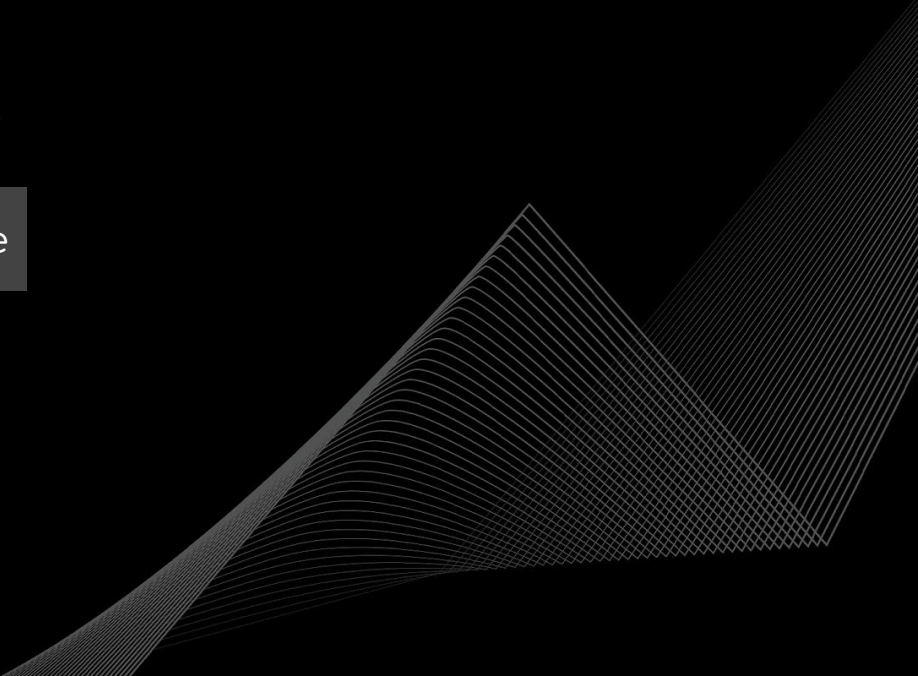
BROADSTREET

Broadstreet is an ad manager similar to Google Ad Manager, but expands its role dramatically by providing features to help direct-sales representatives impress their clients, run high-performing campaigns, and renew those hard-earned sales with industry leading reports.

At Broadstreet, we impress our clients' clients.

Case Study

Berkeleyside





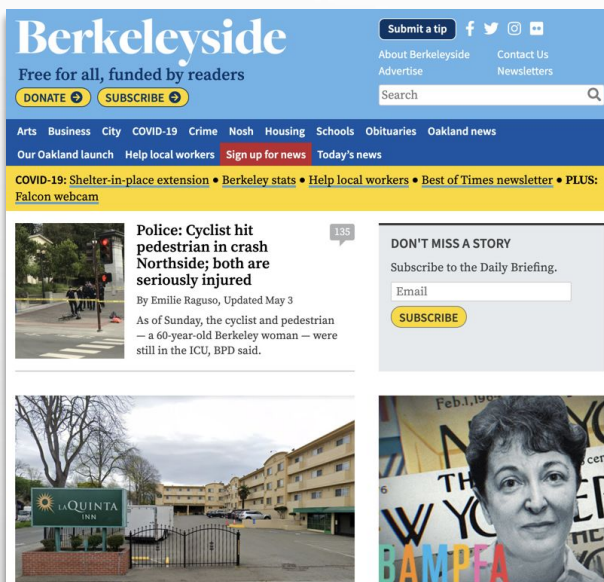
Berkeleyside

An award-winning local news source covering Berkeley and the broader East Bay in Northern California, Berkeleyside has been a pioneer in the field of online local journalism. The digital-first publication boasts an impressive 360,000 unique visitors monthly and 1 million+ monthly page views. Berkeleyside covers the topics that make its community unique, including public safety, politics, foods, real estate and development, and education, along with breaking news reporting.

Berkeleyside's Story

Berkeleyside was founded in 2009 by veteran journalists Frances Dinkelspiel, Lance Knobel, and Tracey Taylor. In the decade since its launch, the publication has grown to become one of the most prominent and well-respected hyperlocal news sites in the country. In addition to industry awards, and recognition from groups like the Northern California chapter of the Society of Professional Journalists and the San Francisco Press Club, Berkeleyside has also developed a reputation as an indispensable asset among East Bay residents.

Although Berkeleyside's editorial mission has remained steadfast, its revenue strategy has evolved over the years. Advertising and sponsorship have been the publication's major revenue sources for most of its existence, even as it has expanded into memberships and subscription sales in recent years. Revenue from advertising and sponsorship packages now co-exists with strong contributions from memberships, foundations, and major gifts.



Lance notes,

"Our revenue strategy has evolved over the years. But advertising and sponsorship have been the major revenue sources for us for most of our existence."

As for advertising, Lance says,

"We needed an ad server with dedicated support, from a company that could be our partner, rather than just a provider of a tech platform."



THE CHALLENGE

Deeper Ad Server Support

Berkeleyside's prominent role in the East Bay community has paved the way for deals with local advertisers and sponsors. But growing the publication's advertising program meant partnering with an ad server that could offer dedicated support. Berkeleyside didn't just want an ad serving technology platform, it wanted a partner who would be available to troubleshoot issues and offer guidance along the way.



THE SOLUTION

Broadstreet Ads

After carefully evaluating Berkeleyside's setup, Broadstreet's team swapped out Google Ad Manager for Broadstreet technology. Matching all of Berkeleyside's previous use cases meant that all previous packages and sales processes remained intact throughout the transition. Broadstreet was able to reduce the complexity of Berkeleyside's previous setup, which reduced the number of ad units required to service different sections of the publisher's website. With the changes in place, Berkeleyside now sees faster page loads and responsive ad units where previously there were none. The publisher also has the ability to run automated monthly reports for its advertising clients.



"We needed an ad server with dedicated support, from a company that could be our partner, rather than just a provider of a tech platform."



THE RESULT

Year-to-Year Advertising Increases

With the implementation of Broadstreet's ad serving platform, Berkeleyside has seen its advertising and sponsorship revenue increase year to year. The independent news site has managed to expand its advertising program, with advertising opportunities in dedicated e-blasts and newsletters, as well as sponsored stories and advertorials, channel sponsorships, and rotational media.

HOW BROADSTREET SALES AND ONBOARDING WORKS



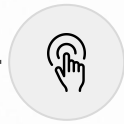
15-minute High-level Demo

If you think our service might help your organization, we can schedule an in-depth hour-long demo for decision makers



Full Demo For Entire Staff

Explore our product in depth and ask questions in regard to technical issues or compatibility with your existing services



90-day Free Trial


With an assigned account manager and assistant



Decision

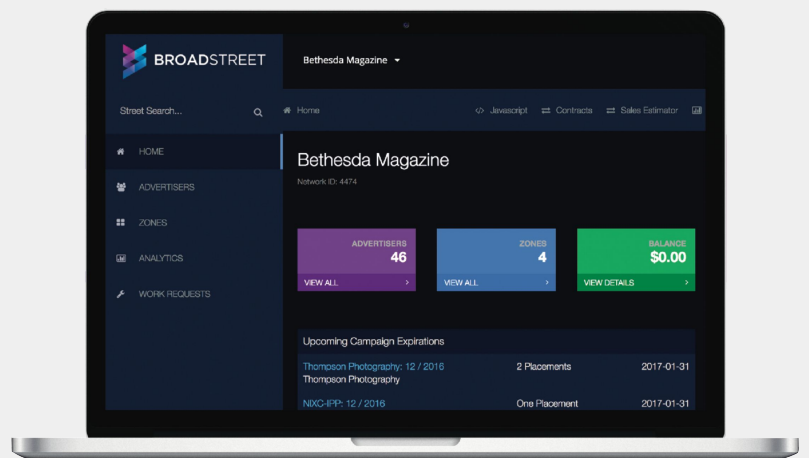
We certainly hope to keep you, but there's no obligation

Schedule a High-Level 15 Minute Demo


 Call us Now!

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SCHEDULE TODAY



BROADSTREET

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