
THE DOW JONES LOCAL MEDIA GROUP HIRES ATEX ADVERTISING



The Dow Jones Local Media Group has chosen Atex Advertising to manage and condense its classified, retail and digital ads into a single integrated system. The move will allow the DJLMG to condense its publishing divisions along with its supporting infrastructure in order to maximize efficiency. The senior vice president, advertising and marketing for DJLMG, said, "The Atex product supports the initiatives we have had in place to create a world class sales operation selling in these changing times. We'll have pricing options, self-service and electronic capabilities that our legacy system has not afforded us. The fact that our sister divisions also chose Atex means we can leverage support from Dow Jones experts. It all works." Atex utilizes the OneView platform, providing web-based tools for companies to combine their advertising needs with easy-to-access analytics.

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