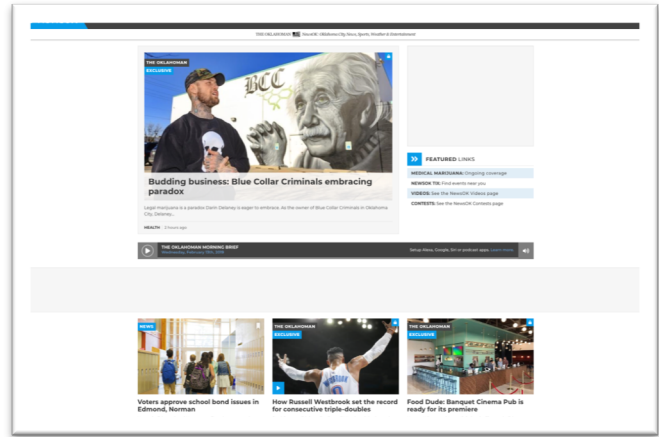




“ALTHOUGH WE’VE ONLY BEEN USING CLICDATA FOR A FEW WEEKS, IT IS ALREADY HELPING US BETTER MANAGE OUR BUSINESS.”

Alan  
Director of Online Advertising Operations



## Managing your advertising effectively

On average NewsOK.com receives more than 20 million page views from the 2.4 million visitors to the site each month, which creates a significant inventory of advertising impressions. The inventory is created and sold in a very dynamic environment: a major story can suddenly generate additional inventory to sell, while a large advertising sale can quickly reduce the available inventory for sale. The dashboard we created using ClicData gives our sales managers a quick way to see how much of our inventory has been sold. It makes it very easy to see where the sales opportunities are.

## About NEWSOK.COM

NewsOk.com is the primary information and advertising source for the state of Oklahoma with a daily newspaper (The Oklahoman) with local, state, national and international coverage and the largest news website in the state ([www.newsok.com](http://www.newsok.com)).

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