

Type	Travel
Customer	DMGT Ltd
Summary	Fully automated web publishing with print systems integration

Every day 1000s of classified and display ads from the national press are automatically re-published on the travelAds website. The result is a simple, familiar and easy-to-search style. Visitors find exactly what they are looking for - instantly and in one place.

The site combines rich graphical advertising, a powerful search engine and easy links for ordering brochures, plus website links, holiday ideas and advice.

Features

- 100% automated importing and publishing of all ads
- Full text searching of display ads
- Ads are categorised by region and activity
- Easy contact with advertisers
- Click through to advertiser websites
- Advertisers can change the content of their ad to reflect seasonal changes
- Powerful back-end tools
- Freedom to control the look-and-feel

