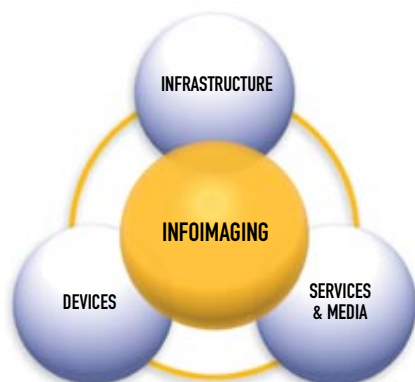


Online Photo Ads are Big Business for LA Times

Wanted: A means of adding pictures to Internet classifieds. Since the LA Times tackled this challenge at its Recycler.com division, the group has increased revenues by 225% for online photo ads and increased profits by over 35%. Using infoimaging technology from iPIX, Recycler.com provided an outsourced image management system that made it easy for advertisers to add oomph! to their online offerings.

Visit www.VisualCommunication.info for the latest news on this infoimaging solution.



“Photos drive transactions, loyalty and frequency of visits through a more dynamic and visual experience.”

—Kevin Klein,
General Manager,
Recycler.com,
a division of the LA Times