AutoTrader.com and IBS Partner for Localized Cross-Platform Auto Program; IBS Network Promotes AutoTrader.com Listings Online And On-Air

AutoTrader.com, the number one automotive classifieds site on the planet, and Internet Broadcasting Systems, Inc. (IBS), the largest online local news network in the country, announced today that they have partnered to offer AutoTrader.com's 2.2 million vehicle listings across the IBS network. AutoTrader.com will power Find Your Car, Sell Your Car and Auction-Style classified listings as the exclusive provider in these three areas of more than 60 local television station web sites in the IBS "TV at Work" network, including those of NBC, Cox, Hearst-Argyle, Washington Post and McGraw-Hill. In addition, in certain markets, IBS will run television promotion that localizes the current AutoTrader.com on-air commercial campaign.

"We are excited about partnering with IBS to provide even more localized distribution of our vehicle listings," said Clark Wood, Vice President of Marketing, AutoTrader.com. "This unique on-air/online convergence will reach 41 of the top 50 U.S. markets and reinforces AutoTrader.com's brand as a household name synonymous with smart used car shopping."

AutoTrader.com will also provide IBS with automotive research tools. "As a network of local websites, IBS is pleased to have AutoTrader.com as a trusted partner in bringing automotive content to our markets," said Tolman Geffs, Chief Executive Officer, IBS. "We're happy to meet the needs of AutoTrader.com, through the combination of online and on-air marketing solutions." AutoTrader.com joins HotJobs, Travelocity.com, and Homestore.com as core functionality partners in the IBS network.

About AutoTrader.com

AutoTrader.com, created in 1997 and headquartered in Atlanta, Ga., is the Internet's leading auto classifieds marketplace and a comprehensive consumer information website. Serving as matchmaker, AutoTrader.com unites buyer and seller online -- dramatically improving the way people research, locate and advertise cars. AutoTrader.com aggregates in a single location a comprehensive database of more than 2.2 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 6 million unique visitors every month.

About IBS

Internet Broadcasting Systems is the Web's #1 local news provider, operating local news and information sites with over 60 leading TV stations. IBS delivers all Top 10 US markets and 22 of the Top 25 markets, combing all television stations owned by NBC, Hearst, Cox, Washington Post Company, McGraw-Hill, and others. These top broadcasters use their IBS web sites to carry their 150 million+ viewers through the day, serving them with trusted local news and information online during working hours and then back to TV at home. IBS provides this unique "TV at Work" audience to advertisers seeking a large, unduplicated, and highly attractive audience, primarily at-work, across 93% of top market households.

SOURCE: AutoTrader.com

CONTACT: Louise Barr of AutoTrader.com, +1-404-843-5943, or louise.barr@autotrader.com; or Lisa Bradlow of Internet Broadcasting Systems, +1-212-579-7428, or lisa@bradlow.com

Web site: http://www.autotrader.com/

https://press.autotrader.com/news-releases?item=66660