

## **CMS Classifieds Edition**

Classifieds Edition provides many ways to promote your subscribers classified advertisements. A visitor can browse your classifieds and email the ad to a friend, create a PDF file of the ad, or print the information for later review. The administrator has the ability to feature particular products and create banners.

Any customer who wants to post a classified ad to your website will have the ability to add, edit and delete listings easily through the user friendly interface on your website. Using a WYSIWYG editor your customers will be able to upload images, text, links and meta-tags.

The Website Payments Add-On is included with the Classified Edition. The payments have been customized specifically for the Classified Website.

### **Classifieds Edition Payment Features**

- ♦ Charge users for individual listings
- ♦ Define any number of advertising options with varying prices; the term is defined in number of days, weeks, months or years and whether it includes featured listing status.
- ♦ Easily set up promotions and specials.
- ♦ PayPal link code generated dynamically based on your site configuration and product descriptors
- ♦ IPN activates the listing for the correct time period and gives automatically activates featured status (if customer purchases).
- ♦ Automatic recurring billing is supported for PayPal transactions.
- ♦ You can offer trial periods. For example you can offer the first week for free, then \$19.95 per month thereafter.
- ♦ Ad publication is automatically terminated at end of subscription term.

Classifieds Edition allows you complete control of the look and feel of your website. The web-based administrative interface is friendly, intuitive and functional. It includes all the features to manage a complex Classifieds website in a friendly and straight forward manner.

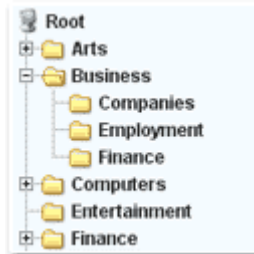
Classifieds Edition combines the benefits of the CMS Website Platform with full featured Classifieds website functionality. It provides the ability to operate an online classifieds website and information source for any audience.

### **Classifieds Edition Website Features & Benefits**

- ♦ **Easy-to-Use Administration Interface** - Easily manage all aspects of your website from any web browser. You can easily add or edit ads, view customers and stats and much more.
- ♦ **Ratings and User Reviews** - Ratings and reviews allow your site visitors to interact with your website by rating and writing reviews of classified ads. This interactivity and user contributed content enhances the user experience and encourages repeat visits.
- ♦ **Payment System** - A flexible payment system allows users to instantly pay for ads. You can set multiple ad types with differing run times.
- ♦ **Recommend to Friend** - This essential feature allows visitors to send an ad to a friend with just a click. This is a great way to increase targeted traffic to your website.
- ♦ **Links to Mapquest, Yahoo! Maps and Google Maps** - Visitors are able to instantly view a map showing where the item is located.
- ♦ Unlimited Categories and Listings
- ♦ **Auto Thumbnail Creation** - Your website will automatically convert images to the appropriate size. Sellers do not need experience with graphics tools to post professional looking ads.
- ♦ **Search Engine Friendly** - By generating urls specially crafted for search engines, this feature dramatically increases your chances of being listed in major search engines.
- ♦ **Approval System** - You have complete control over all ads posted to your site. You may review and edit each ad before they go "live" on your website.
- ♦ **User Defined Fields** - User defined fields lets you add extra data fields to your ads. This way you customize the information shown on your website.
- ♦ Much More!

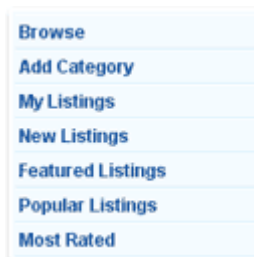
## Classified Edition Modules

Modules are configurable features to show useful information on your website. Classifieds Editions has 15 built-in modules that expand the features of the CMS Website Platform.



### Dynamic Tree

Display categories in a windows explorer like interface.



### Classifieds Menu

A menu for Classified Edition with links to the main feature pages.



### Top Listings

6 in 1! A multipurpose module to display top listings. Can be configured to show New, Featured, Popular, Most Rated, Top Rated and Most Reviewed.



### Categories

The categories displayed changed depending on what category sub-category you are viewing.



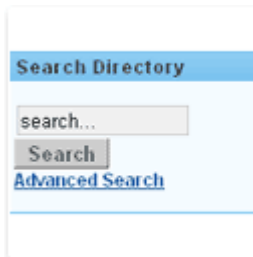
### Static Categories

Similar to Categories (above) but it does not change while browsing categories, it always displays the top level categories.



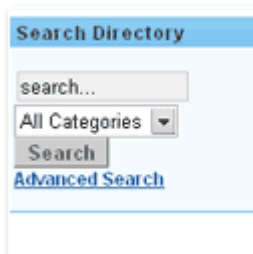
### Browse

This is a combination of Categories and Dynamic Tree module. It shows a list of categories depending on which category/sub-category you're viewing, it also shows all parent categories.



### Search

A search box to search classifieds ads, it also has a link to the Advanced Search page.



### Search with Categories

Similar to search (above) but with an additional categories dropdown box to narrow your searches.



### Voted Best

Displays the top rated listings with various optional data columns.



### Alpha Index

Allow visitors to quickly access ads, the modules is designed to fit horizontally in the content area.

## Web based Admin Area

You will control your website via an intuitive web based administrative area to quickly and easily manage content, users, and the look and feel of your website, and more.

## Reporting Tools

To track usage, Bizatomic hosting includes premium site statistics and traffic reporting tools. Detailed reporting is critical to effective website management because it allows you to see which pages and sections of your site are most important to your customers. It even allows you to see the pages where visitors enter and leave your site.

## CMS Website Platform Training

Bizatomic provides both flash video instruction and online, context sensitive documentation that gets you up-to-speed quickly. It's a useful tool for refresher training and also as a teaching aid for future employees. In addition, training sessions over the telephone with a member of our training and support team can be purchased at any time.

## Optional Feature Add-Ons

- ◆ Events Calendar
- ◆ Image Gallery
- ◆ Discussion Forums
- ◆ Document Manager
- ◆ Layered Navigation

## Optional Hosting and Support

**Hosting is optional, you do not have to host with Bizatomic**

### Web Hosting

Once your site is built, Bizatomic can host it on our Linux-based servers located in our secure web hosting facilities. Web hosting services include annual domain name renewal, and email for your company.

### Customer Support

Bizatomic offers free customer support through multiple channels. From 9 AM through 8 PM EST our customer support staff is available to answer any questions you may have using your website.

### 24/7 Technical Support

Our servers are monitored 24/7 by a third party monitoring service which alerts us the second a problem occurs. In almost all cases we know about an issue before you ever notice.

**Hosting and Support Cost: \$39/month**