



Sovrn //Signal Increased Seattle Times' Revenue by \$30,000

Seattle Times has continued to benefit from //Signal, resulting in a steady increase in overall revenue.

Seattle Times is a news media company serving the Northwest US region with thoughtful, independent journalism that is dedicated to the highest standards. In December 2017, Seattle Times launched //Signal across their website in order to increase revenue while upholding strong user experience standards.

“Reload powered by //Signal has provided us a way to gain incremental high-value, viewable impressions in a way that is not disruptive to our readers,” states Rob Schwertley, Digital Yield Manager. “This has translated to over \$30,000 in additional revenue! The support we received when launching this was fantastic.”

- **Website** www.seattletimes.com
- **Monthly Pageviews** 29 Million
- **Monthly Ad Impressions** 70 Million

“Sovrn has been wonderful to work with. We have great account support and their team is always bringing us ideas on how to generate more revenue. They are a true partner.”

Rob Schwertley // Digital Yield Manager



The Seattle Times

About //Signal

- 100% Additive: more ad opportunities per page view resulting in 15-25% incremental revenue.
- Simple to implement Customizable cut and paste solution
- Immediate demand at high CPM's Create viewable inventory

Click [here](#) to learn more about //Signal