

# BROADSTREET

## vs. Google Ad Manager

Broadstreet Ads, the #1 rated ad manager on G2Crowd, leads Google and others in building the prosperity for its magazine and local news publishing clients.

## A FOCUS ON DIRECT SALES MAKES THE DIFFERENCE

There is little that Google Ad Manager can do that Broadstreet cannot. But Broadstreet's persistent focus on publishers who have direct sales teams makes a world of difference.



### A POWERFUL ARRAY OF PLUG-AND-PLAY AD FORMATS

Broadstreet's 90-plus ad formats win more sales. They reduce creative production costs dramatically. And they give sales teams the power to stand out.



### SPONSORED CONTENT REPORTING

Sponsored content sales is a critical second stream of revenue for niche publishers. With a single click, Broadstreet customers on Wordpress can automatically report on the performance of sponsored content.



### NEWSLETTER ADVERTISING

Your newsletter audience should be monetized effectively and seamless to manage. Broadstreet's customers have robust newsletter ad packages.



### MOBILE OPTIMIZATION

Create an ad once, run it anywhere. Mobile-responsiveness is a top priority with all of our offerings.



### TOP TIER SUPPORT

Our support team is widely praised. They're always already ready to help should you need it.



### COMMITMENT TO CLIENT PROSPERITY

Broadstreet's team is committed to the long term prosperity of news and magazine publishers everywhere. You'll know that we're always on your team. Could you say the same for Google Ad Manager?



## REAL PUBLISHERS WHO HAVE SEEN THE DIFFERENCE



*"We would not have seen the growth of our ad revenue if we had stayed on DFP"*

- Gary Collins, SweetwaterNow.com



*"My revenue is 100 percent advertising based, and 100 percent served by Broadstreet. The benefits are immense, but I would summarize by saying that I am living a dream job and earning a living that far exceeds what reporters earn at national newspapers."*

- Michael Dinan, NewCanaanite.com



*"I was referred to Broadstreet and it's the best investment I have ever made in our company."*

- Michael White, GreaterLongIsland.com



*"Having Broadstreet as a revenue partner has helped us edge out competition."*

- Liz George, Baristanet.com



**#1 Rated on G2Crowd**



**Complimentary Setup. We make it seamless.**  
**Subscription: Starting at \$199/month**