

Ads24 replaces printed rate cards with InfoLab

Ads24 has introduced a new tool, InfoLab, to replace the old printed rate cards that are no longer available. It is a browser based widget solution, accessed directly in browser windows from PCs, laptops or tablets. It offers a number of benefits to registered users, who can search by publication or area and rates for publications. Demographic and technical information is available, with other research and insights. The site also hosts a Local Titles mapping tool and a Path-to-Persuasion (P2P) research tool. For more information, go to www.ads24infolab.co.za.



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