

THE BUSINESS PAYMENT PROFESSIONALS

Advertising & Circulation Payments

When experience matters . . .

Credit card payments are one of the primary methods of payment for Newspaper Advertising and Circulation payments.

As web payments for subscription and classified advertising gain popularity, this trend will continue. Add to that EZPay subscriptions and the continued increase in the use of business/commercial cards for retail and classified advertising (which can be upwards of 40-45% of cards accepted), and you have an ever-changing payment model that has a direct impact on your bottom line. *That's where we come in.*

. . . it's the right partnership that counts.

Choosing a partner that knows your industry and has the experience to translate how ongoing changes with MasterCard/Visa rules and rates can impact your operations and your bottom line, that's value.

There used to be a time when we either carried a MasterCard or Visa. Today, across the MasterCard, Visa, Amex and Discover brands - there are more than 150 types of credit cards that are issued in the U.S. - Rewards Cards, Business Cards, Purchasing Cards - the list goes on. Each of these cards carry a different cost, which is ultimately passed onto you.

We can identify the types of cards you are accepting, and recommend solutions to minimize your cost, and maximize profitability.

And, we'll help you to monitor your card acceptance going forward and make recommendations that will help you to stay ahead of the curve.

Enjoy the benefits.

Processing solutions for:

- Circulation Payments
- Retail Advertising
- Classified Advertising
- Internet Sales
- EZ Pay Transactions
- Web Auctions
- Photo Contests
- Kiosk and Mobile Sales

Support for popular industry software including:

- Advanced Publishing Technology
- Ad Perfect
- Bill Trust
- NewsCycle
- Newzware
- Tecnavia
- Vision Data

PCI Compliance

Maintaining annual PCI Compliance certification is simple with our user-friendly, web-based PCI Questionnaires and network scanning tools. Need assistance? No problem. Our knowledgeable compliance team is here to help.

Virtual Terminal/Gateway and API Solutions

Take advantage of our PCI Compliant Virtual Terminal and Gateway Solutions with features like:

Web Reporting/Funding

Gross funding of your MasterCard, Visa, Discover and American Express proceeds. Month-end debiting of fees for ease in reconciliation. With our web-based reporting you can view settled batches, transaction history, and monthly statements at a glance, anytime.

- Secure, encrypted storage of customer payment information
- Gateway/Shopping Cart support for eCommerce orders & invoice payments
- API integration with available card tokenization. With tokenization, customer payment data is stored securely on our servers, and linked to a 'token' stored in your Advertising/Circulation Software. Tokenization is a PCI Best Practice solution for protecting customer payment information.

I'm ready to put my 25+ years of payment processing experience to work for you.

Call or email me today for a free, confidential analysis of your payment solutions and costs.



MLS DIRECT NETWORK
incorporated

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