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Zedo refocusing on newspapers

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A San Francisco advertising software and production firm is refocusing on newspapers as it beefs up its stable of services.

Zedo began courting newspapers in early 2010 and counts as clients a number of dailies, the firm said.

The company recently launched an ad operations service team that can serve as a paper's online advertising operation, and also partnered with Maroon Ventures, headed by a former Yahoo Newspaper Consortium exec, to provide ad consulting and other support.

"We believe there isn't an advertising technology provider that can help newspapers with their online sales," said Liz Kulin, marketing manager.

In addition to ad consulting, Zedo provides outsourced ad production, ad management software, network optimization and self-service ad services.

The company said it will release additional details about its service offerings to newspapers in the coming weeks.

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