



Wenatchee World installs Vision Data Applications (January 2022)

Wick Communications has chosen Vision Data's full suite of advertising, circulation and production applications for The Wenatchee World, in Wenatchee WA. The applications include ***Total Advertising, Sales/CRM and Mobile Ad Order*** and ***Total Layout***, along with ***Total Circulation***.

Vision Data's ***Total Advertising*** Suite of applications, will provide increased flexibility with simplified, real time data analysis capabilities. The Total Advertising Suite is comprised of Vision Data's sales/CRM tools, Mobile Ad Order Entry, Customer facing applications for online bill pay and classified ad entry, Billing and Receivables. ***Total Layout*** includes both display ad layout and classified pagination.

Additionally, Vision Data's ***Total Circulation*** will enable customer service staff to handle all circulation operations for subscribers and distribution with a single innovative application. The customer facing portal will allow payments, temporary delivery changes and instant verification through an API for digital subscriptions. The distribution portal enables their delivery agents to view their accounts, check for delivery changes and view subscriber messages.

The applications will be hosted on Vision Data's platform and offers an economical solution for publishers to utilize the advantages of hosting without the high cost of 3rd party hosted options.

Wick Communications, a third-generation family-owned and operated media corporation, owns 21 newspaper titles throughout 10 Western states from Alaska to Louisiana. Wick owns seven newspapers in Arizona and holds half ownership in four others in the state as a partner in River City Newspapers. (wickcommunications.com)