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4042.com Classified Ads Upgraded with Additional Security

Users to Notice Decrease in Scams and Junk Postings

4042.com, the most visited Web site for news and information about Johnston County, announces a new security measure for its online classified advertisements. The layer of protection added to the 4042.com classifieds is something not found on any other local online classified advertisements and provides users added security when posting, viewing or responding to 4042.com classifieds.

“There are two problems with classified ad sites on the Internet,” said 4042.com founder and Webmaster David Lippard. “First, there is the huge volume of junk postings and multi-level marketing schemes that clutter online classifieds. The second problem is automated ‘scam’ replies to legitimate ads where scammers use automated software to scan classified sites and then send replies to ads in hopes that they can eventually rip-off those who reply back.”

4042.com has aggressively taken steps to eliminate these problems by adding image verification to the posting of ads, which requires viewing and typing in a number that is displayed as a graphic before the ad can be posted. Image verification has also been added to the “reply to ads” form, and a “be safe” paragraph has been added to every reply sent to an ad that includes instructions on how to forward any suspected “scam” replies to the Webmaster.

In addition, 4042.com has actively blocked (with a firewall) the IP number ranges of foreign scam attempts. Through 4042’s GEO-IP system, if a visitor’s IP address is foreign, they will be redirected to another page never reaching the 4042.com classifieds.

4042’s GEO-IP filtering is only being applied currently to the 4042.com classifieds. All other areas of the site can still be accessed by anyone from anywhere, so visitors can continue to enjoy the local news, calendar events and forum postings when they are outside the country.

“Our intent is for the 4042.com classifieds to be the best protected and most secure place for Johnston County residents to post free local classified ads,” Lippard said.

The 4042.com classifieds average approximately 50 new ad postings per day. To view the classifieds, visit www.4042.com and click on the classifieds tab.

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About 4042.com

4042.com is an Internet service developed by appcomm, inc., a Johnston County company providing Internet services since 1997, PC/network services and support since 1988 and a range of Internet solutions for businesses, from Web site hosting to full e-commerce solutions.