

Webinar: Introducing TownNews.com Content Exchange program

January 14, 2016



Today's agenda: Content Exchange Program

- Get your content in front of more people, on more sites
- Improve visitor satisfaction with journalism from around the country
- Generate additional revenue with tag-along ads
- Integrate with our iQ program to identify visitors' interests and increase revenue
- And much more!
 - Q&A session to follow the presentation



Introducing TownNews.com Content Exchange



Leverage TownNews.com's 1,600 customers to create a free content delivery platform that helps websites build revenue and attract new users.

Why choose TownNews.com Content Exchange?

- **Key Benefits**

- Smart curation
- Focus on revenue
- Increased engagement
- Control over usage with DRM

- **Source publisher benefits:**

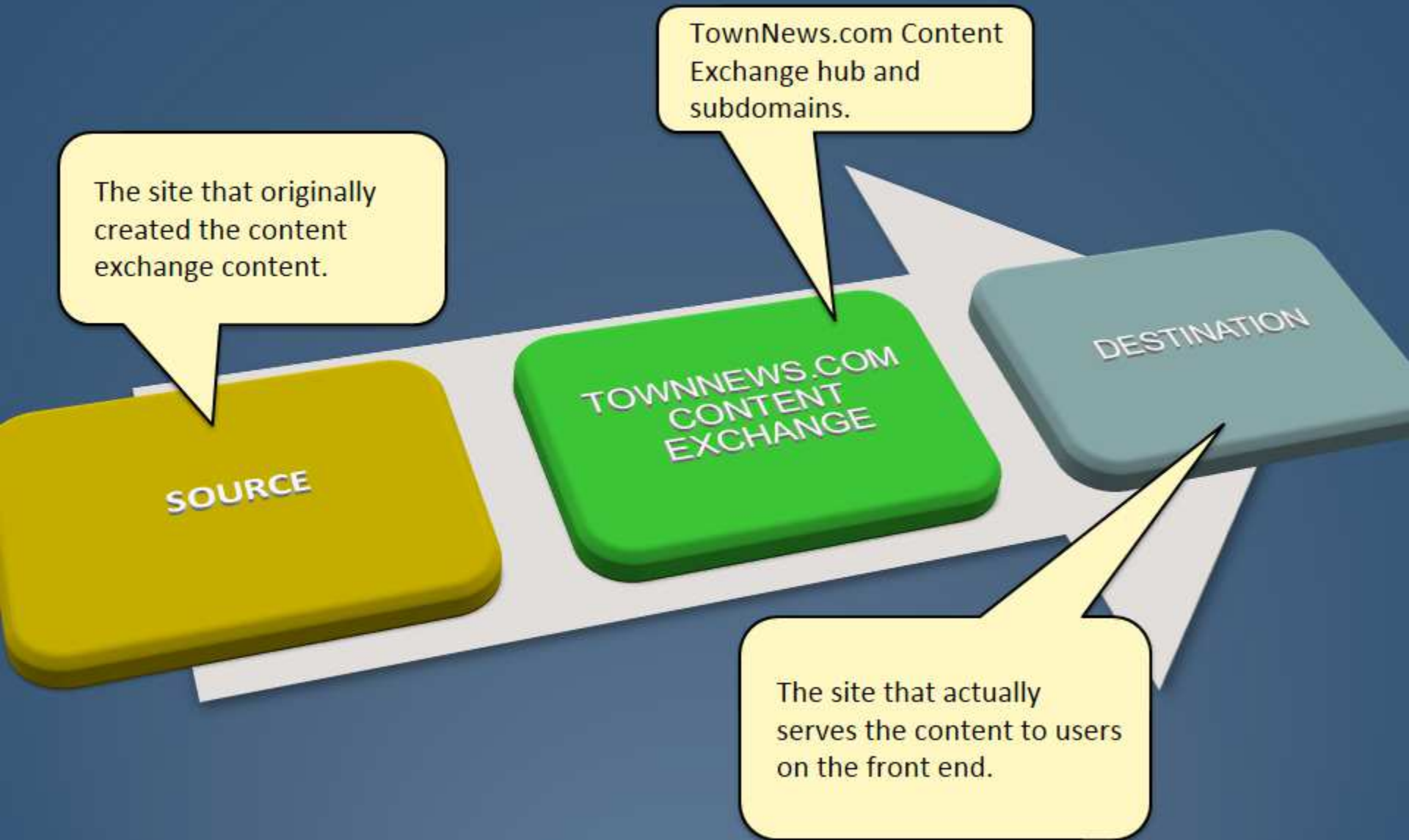
- Improved page rank
- Additional revenue through Tag-along ads
 - 60/40 revenue share
- Branding on publications around the country

- **Destination publisher benefits:**

- Fulfill existing inventory while increasing remnant pageviews
- More content



Content Exchange data flow



Tag-along ads

- Ads are fulfilled by the TownNews.com iQ Ad Ops program
- Users can be targeted directly with DMP data
 - Must participate in the iQ program
- Ads served using a programmatic waterfall
 - Higher CPMs
 - Higher fill
- Placement
 - Two ads on desktop
 - One ad on mobile
 - Unique region only content exchange can access
 - Zen: Above the fold below headline
 - Flex: Photo carousel



Tag-along ads cont.

Desktop

RIGHT-TO-WORK | SPECTATORS REMOVED FROM ASSEMBLY CHAMBER

Assembly passes right-to-work bill after overnight session

STEVEN VERBURG and DEE J. HALL sverburg@madison.com, 608-252-6116 dhall@madison.com, 608-252-6132 · 31 min ago · 0



Photos by M.P. KING — State Journal

Protesters yell as they are cleared from the Assembly chamber gallery during debate on right-to-work legislation. As lawmakers opened debate they announced they expected civil debate, but observers erupted in chants.



Assembly gallery cleared

Update:

The Wisconsin Assembly early Friday completed a marathon debate by passing a right-to-work bill that would allow workers in unionized workplaces to opt out of paying union dues.

UW Extension fact sheet on right-to-work

Gov. Scott Walker has said he will sign the bill into law on Monday, making Wisconsin the 25th state to adopt such a law.

"We are fighting for liberty," said Speaker Robin Vos, R-Rochester. "We are fighting for every single worker in this state to have their own personal liberty."



Mobile

For virtual reality creators, a question of control

By DERRIK J. LANG · 56 min ago · 0



Eric Risberg

Ben Drakes walks and runs on a Virtuix Omnidirectional gaming treadmill at the Game Developers Conference, Wednesday, March 4, 2015, in San Francisco. (AP Photo/Eric Risberg)



TownNews.com Content Exchange

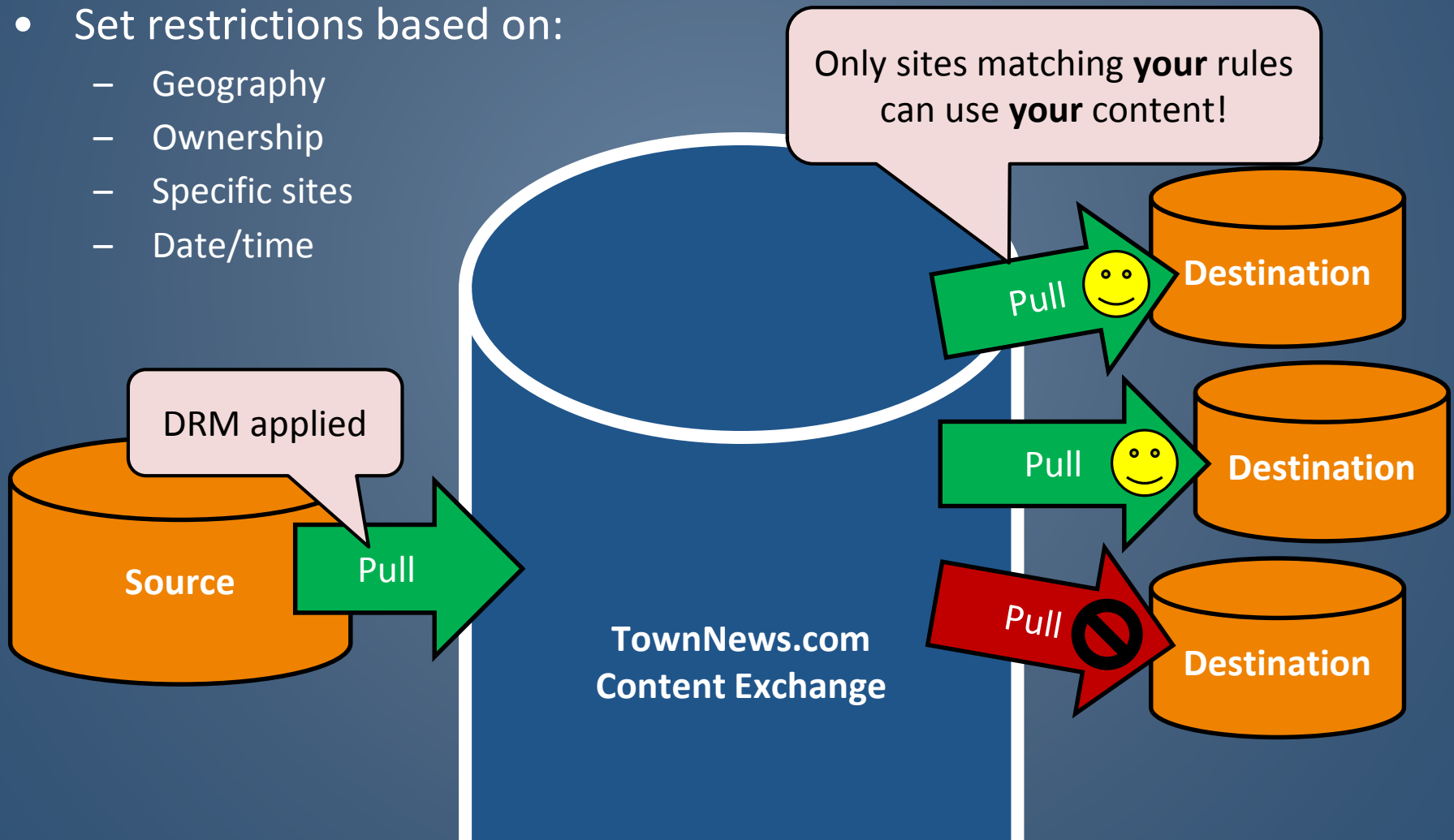
f t e s v

SAN FRANCISCO (AP) — At the Game Developers Conference, which eventually hits the marketplace. What it will feel like, however, is an entirely different matter.

From wand-shaped controllers to motion-detecting sensors, VR creators are trying out all sorts of input methods on the road to bringing the immersive technology into consumers' homes.

Content Exchange DRM

- You have the power to select what content to share
- Set restrictions based on:
 - Geography
 - Ownership
 - Specific sites
 - Date/time



Targeting your audience

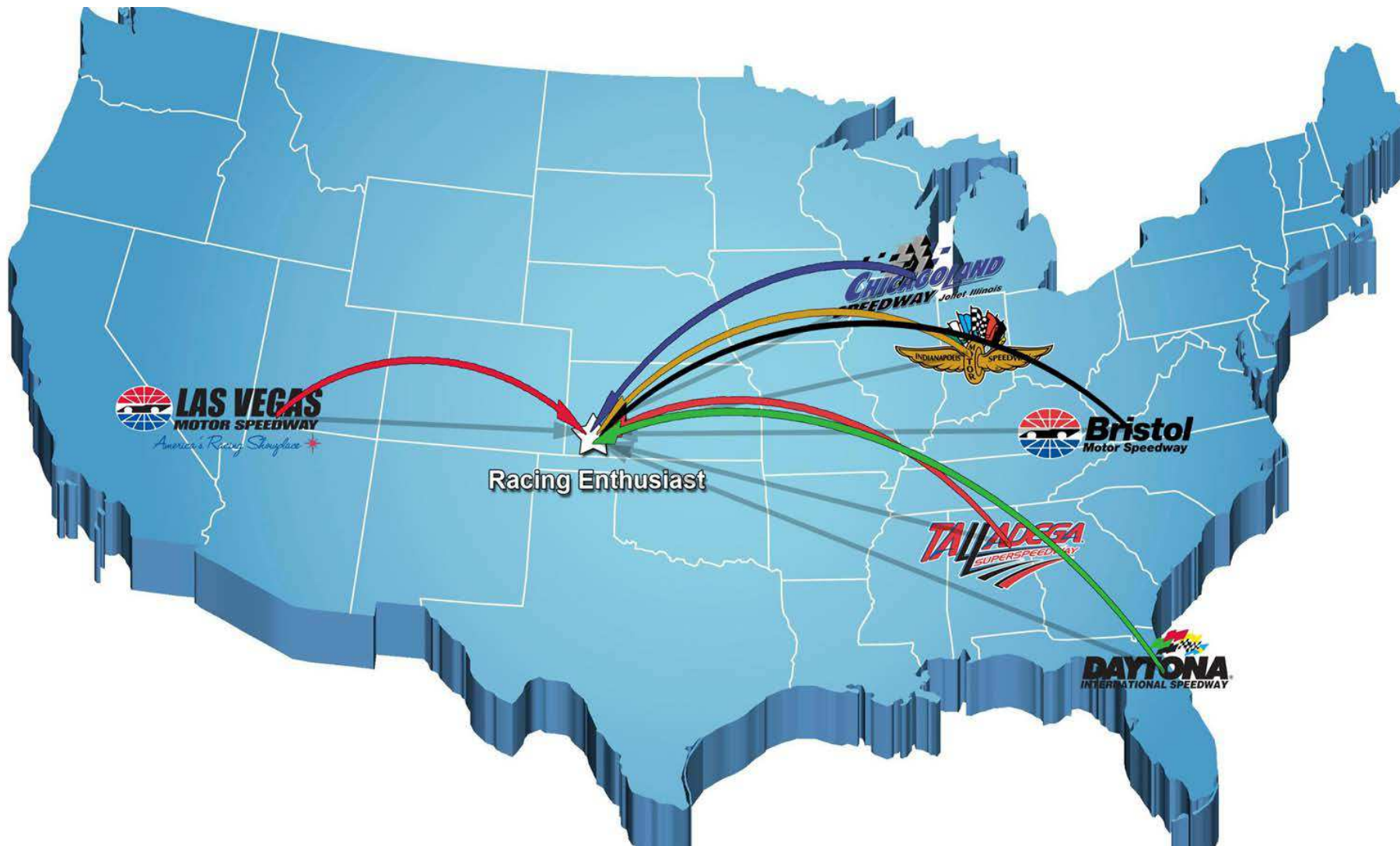
- Identify interest
 - Insights from iQ program
 - Analytics
- Identify content
 - Semantic data
 - Analytics
- Serve content
 - Curate
 - Import











Current participants



Customers using content exchange content

WHAT'S NEW

Scores line up for Trump Vermont event in Sanders' hometown



Twitter vs the 'full Grassley': Social media influences campaigns, but classic strategies prevail



16 celebrities who've joined campaigns for the 2016 election



Ethanol group says Cruz softening on ethanol

ON THE TRAIL



Customers using content exchange content

 News Sports Business Opinion Obits Entertainment Photos Videos Calendar Marketplace Classifieds

 55°



Celebrate Rand Paul's birthday with a look back at his top campaign moments

Kentucky Senator and Republican presidential candidate Rand Paul turns 53 on Jan. 7. So to celebrate that, let's look back on some memorable moments from his campaign so far. [Read more](#)



Colbert: Rand Paul talks about Trump, Libertarians and NOT pot



Full Donald Trump and Wolf Blitzer Interview: Part 1



Full Donald Trump and Wolf Blitzer Interview: Part 2



Samuel L. Jackson finds out he's in a feud with Donald Trump

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NEWS

Thursday, January 7, 2016



Iowa caucus campaigns gearing up for final push

Erin Murphy Times Bureau

With just one month to go until the Iowa caucuses, now is the time to make a move and finish strong.



Twitter vs the 'full Grassley': Social media influences campaigns, but classic strategies prevail

Obama expected to name new commander for Mideast

Congress sends health law repeal to Obama for first time

Huckabee: Morality needed to get country back on track

These are the states with the most gun violence

Weekly Roundup: Ted Cruz and Donald Trump still dominate Iowa and New Hampshire polls

Rubio says contrasts make him best challenger to Clinton

Hillary Clinton gives backing to Obama gun measures

Ted Cruz vows to protect gun rights

Rubio promises limited government as president

The guide to the best
local businesses

Customers using content exchange content

OPEN

Politics

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Latest

Twitter vs the 'full Grassley': Social media influences campaigns, but classic strategies prevail

Erin Murphy Lee Des Moines Bureau 5 hrs ago

Social media has introduced dramatic changes to the way presidential candidates campaign, but that doesn't mean it's better.

Celebrate Rand Paul's birthday with a look back at his top campaign moments

Updated 4 hrs ago

Kentucky Senator and Republican presidential candidate Rand Paul turns 53 on Jan. 7. So to celebrate that, let's look back on some memorable moments from his campaign so far.

Huckabee: Morality needed to get country back on track

Videos

Colbert: Rand Paul talks about Trump, Libertarians and NOT pot

POLITICS

Full Donald Trump and Wolf Blitzer Interview:

Democrats

Bernie Sanders

Read more

Hillary Clinton

Read more

Martin O'Malley

Read more

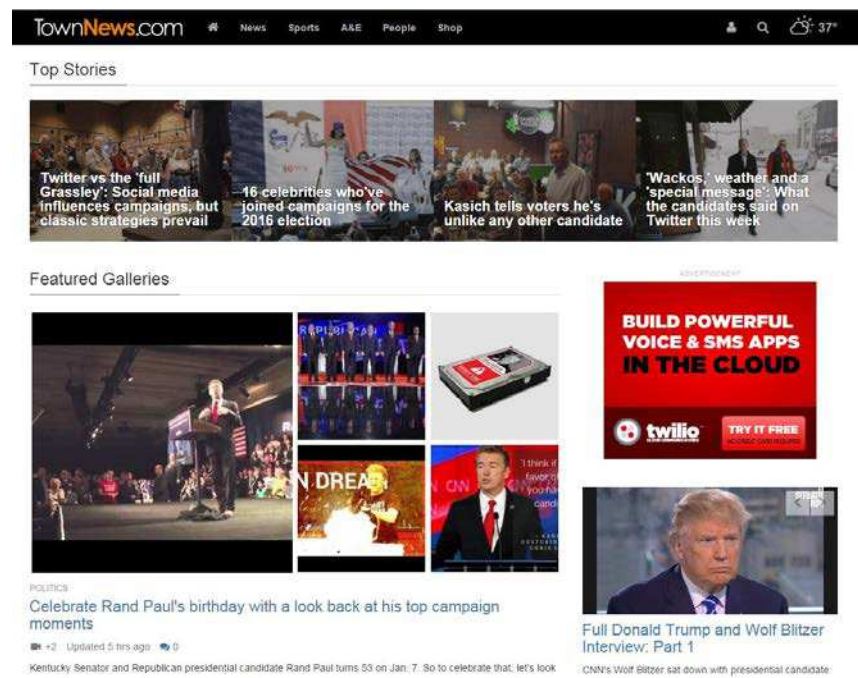
Republicans

Ben Carson

Set up and usage

- Simple setup
 - Where to map content
 - DRM rules
- Adding channel content can be automatic
- Find and add other content with two clicks.

- Optional setup
 - Pre-designed election page
 - Block to promote content on front page



Next Step

- Email ContentExchange@townnews.com to get started!



Takeaways

- Build revenue and audience
 - From the content you're already creating!
- Share articles, images and videos with our vast network of media sites
- Earn additional ad revenue through tag-along ads
 - Generous revenue sharing plan
 - Integrates with TownNews.com iQ
- Pick and choose what to share/select from the exchange
- The program is completely FREE and turnkey



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