



# What's new in BLOX Now app and BLOX CMS

Thursday, November 14th, 2019



# Today's agenda

- Exciting updates to the BLOX Now app
  - New ad positions
  - New blocks and styles
  - Important changes
- An introduction to BLOX Media Library
- Support for “app-ads.txt”



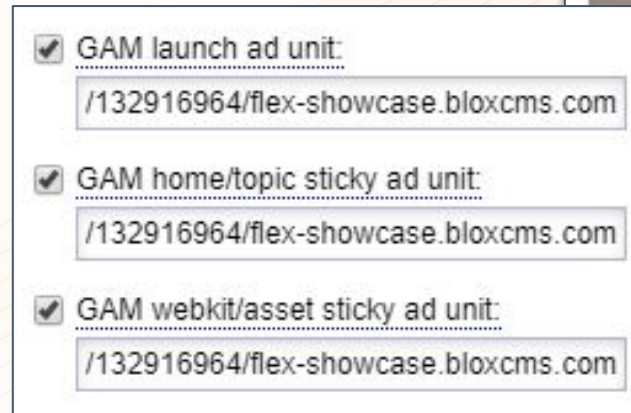


# BLOX Now app



# Three new ad positions

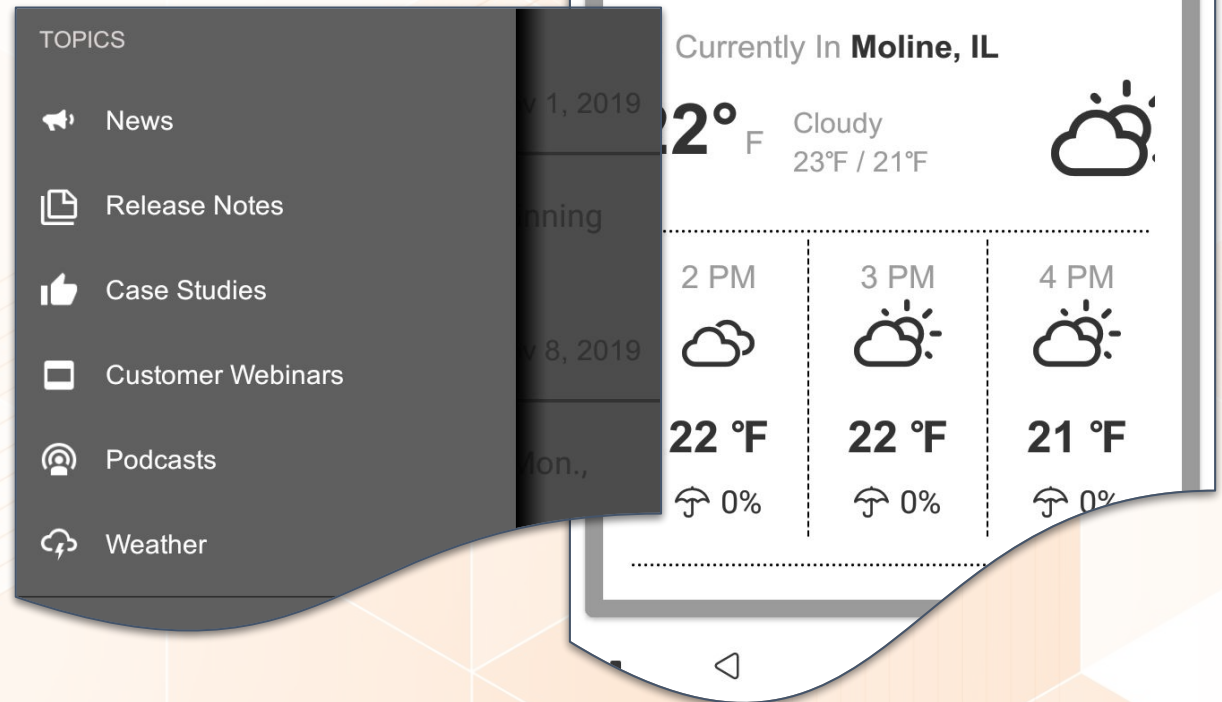
- Launch ad
- Home / Index feed “sticky” ad
- Article page “sticky” ad
  - Mobile Sizes: 300x50, 300x100, 320x50, 320x100
  - Tablet Size: 728x90



# New weather blocks

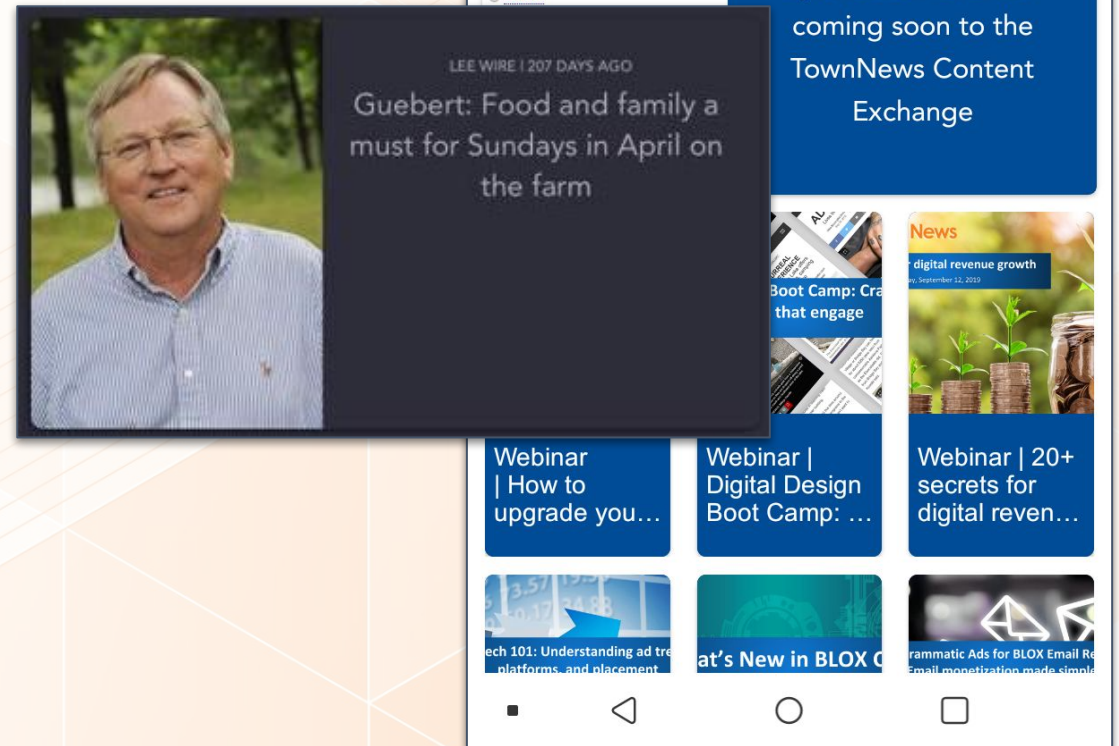
Best practice: Build a weather topic section in your navigation and easily include all five new blocks.

- Current weather
- 7-day weather
- Customize your weather
- Hourly Weather
- Weather alerts



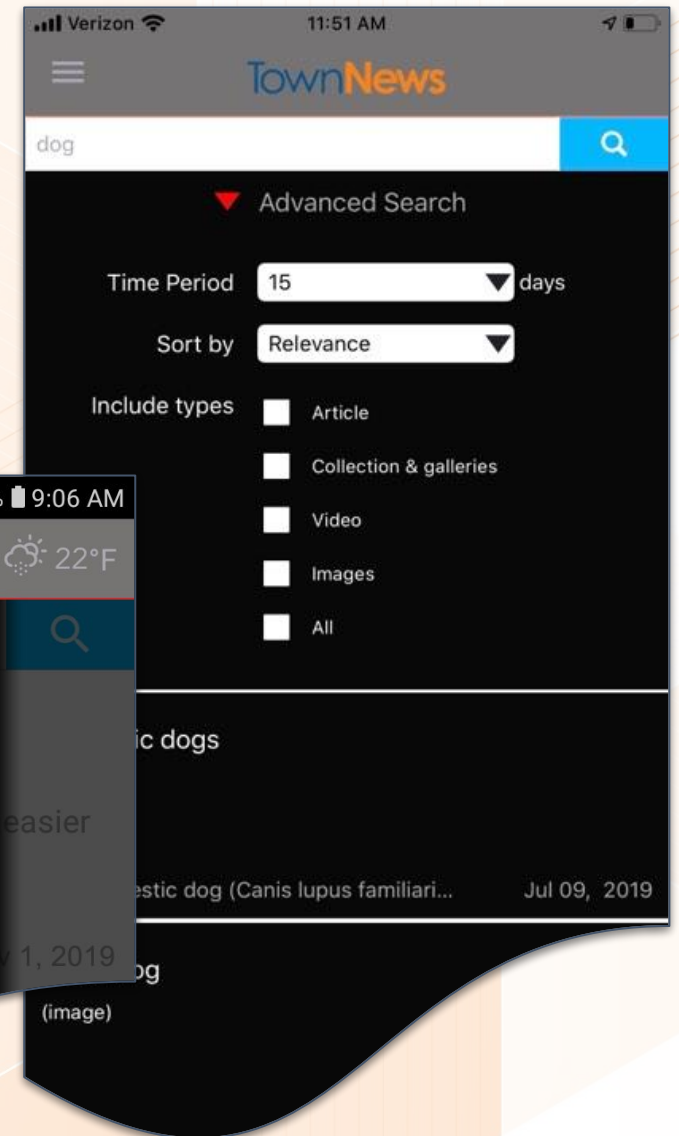
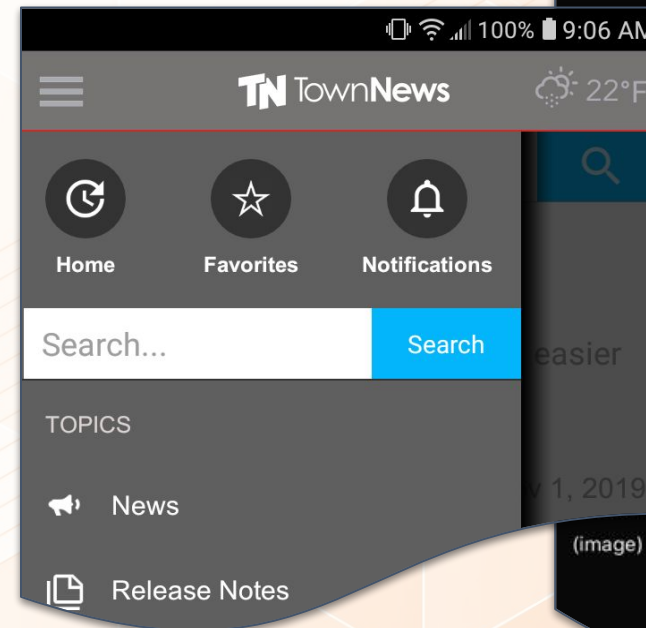
# Vertical and portrait styles

- Vertical treatment
  - Automatically detected
  - No set up required
- Portrait card
  - New style available
  - Great for obits, photos
  - Change the look and feel



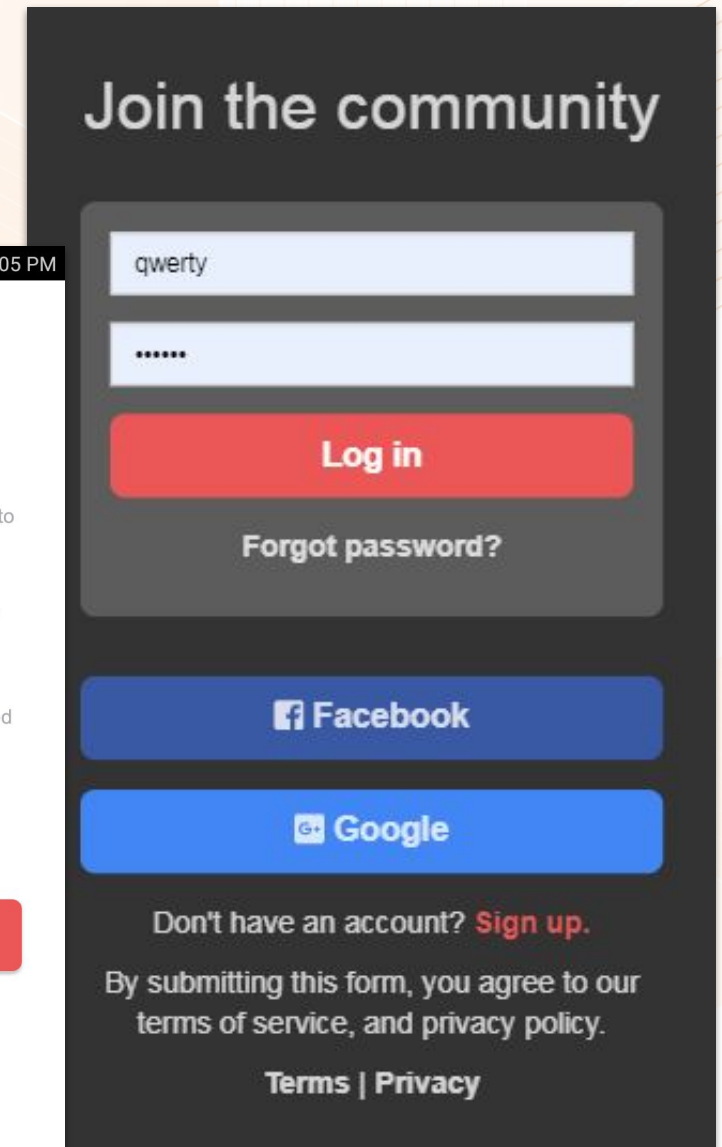
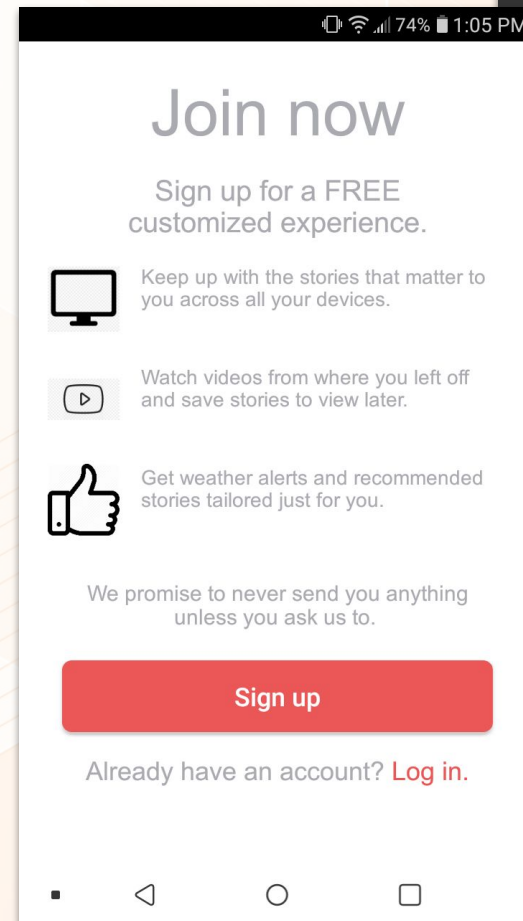
# Search inside the app

- Ability to search articles and other assets within the app
- Features advanced search
- Visible in main menu
- Deployed in all apps after update
- No set up required



# Promo and login screens

- Ability to log in to the app
- Features optional “promo” launch screen
- Can request a login at launch and also at article paywall
- Customize images, text, backgrounds, colors and more



# Changes to analytics

- Impacts those *not* on Google 360
- Latest update addresses the analytics issues caused by this change
- Contact Customer Support for more assistance





# Live demo



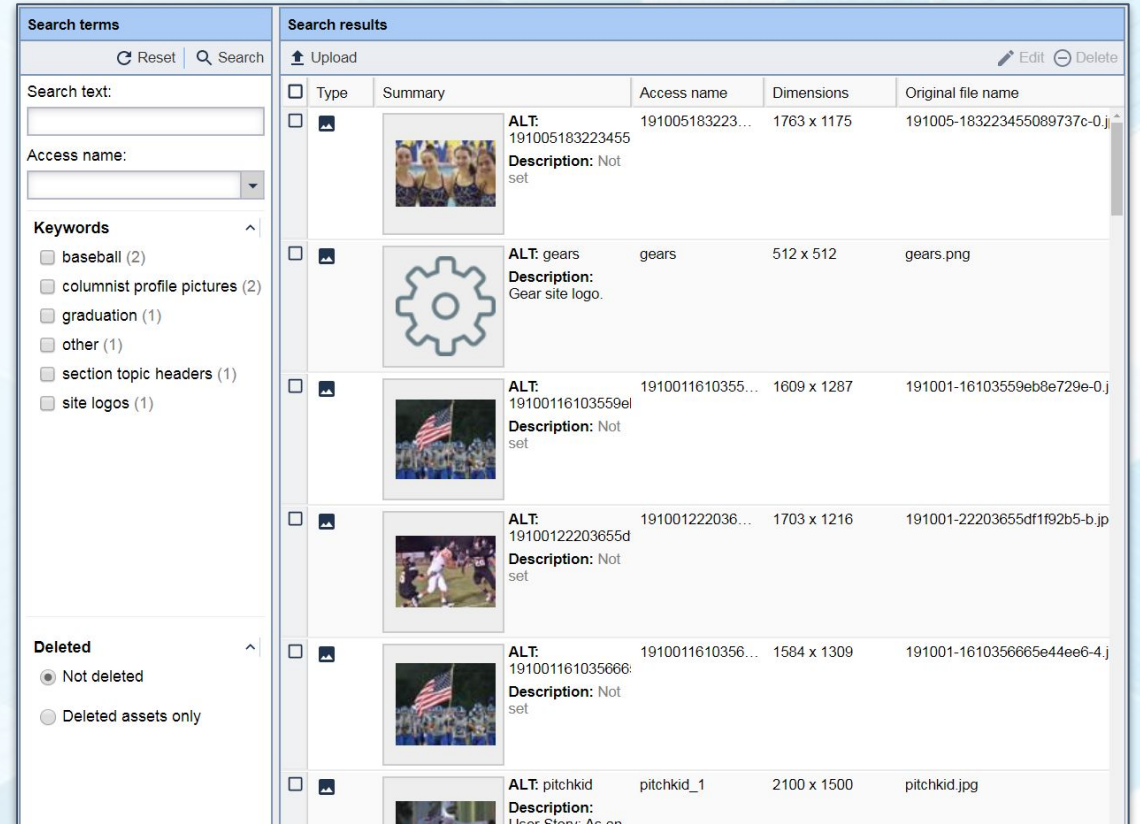


# BLOX CMS

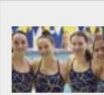


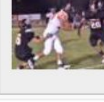
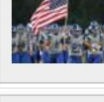



# New BLOX Media Library

- Easier management of static images and media files
- Uses image proxy technology
- Hidden from front-end searches
- Does not affect asset relationship counts or performance issues
- Reference URL for external sites



The screenshot displays the BLOX Media Library interface. On the left, the 'Search terms' panel includes a search text input, an 'Access name' dropdown, a 'Keywords' list with checkboxes for 'baseball (2)', 'columnist profile pictures (2)', 'graduation (1)', 'other (1)', 'section topic headers (1)', and 'site logos (1)', and a 'Deleted' section with radio buttons for 'Not deleted' (selected) and 'Deleted assets only'. The main 'Search results' panel features an 'Upload' button and 'Edit'/'Delete' icons. It contains a table with columns for 'Type', 'Summary', 'Access name', 'Dimensions', and 'Original file name'. The table lists several image assets with their respective thumbnails, alt text, descriptions, access names, dimensions, and original file names.

Type	Summary	Access name	Dimensions	Original file name
<input type="checkbox"/>	 ALT: 191005183223455 Description: Not set	191005183223...	1763 x 1175	191005-183223455089737c-0.j
<input type="checkbox"/>	 ALT: gears Description: Gear site logo.	gears	512 x 512	gears.png
<input type="checkbox"/>	 ALT: 19100116103559el Description: Not set	1910011610355...	1609 x 1287	191001-16103559eb8e729e-0.j
<input type="checkbox"/>	 ALT: 19100122203655d Description: Not set	191001222036...	1703 x 1216	191001-22203655df1f92b5-b.jp
<input type="checkbox"/>	 ALT: 191001161035666: Description: Not set	1910011610356...	1584 x 1309	191001-1610356665e44ee6-4.j
<input type="checkbox"/>	 ALT: pitchkid Description: Not set	pitchkid_1	2100 x 1500	pitchkid.jpg

# New BLOX Media Library

- Available in the “Design” menu
- Pull in items directly from the Media Library in the block editor



# New BLOX Media Library

- Batch upload to Media Library
- Unique nickname for each item
- Change “Access name” fields in the upload editor

Select files to upload

+ Add files ▾

File	Access name	Size	Status
191001-1610356665e44ee6-4.jpg	<u>1910011610356665e44ee64</u>	4.63 MB	1910011610356665e44ee...
191001-16103559eb8e729e-0.jpg	19100116103559eb8e729e0	1.43 MB	19100116103559eb8e729...
191001-22203655df1f92b5-b.jpg	19100122203655df1f92b5b	0.76 MB	19100122203655df1f92b5b

# New BLOX Media Library

- Categorize your items using keywords
  - Sports
  - Authors
  - Logos
- Each Media Library element can receive at least one keyword

## Keywords

- baseball (2)
- graduation (1)
- columnist profile pictures (2)
- other (1)
- section topic headers (1)
- site logos (1)

# Photo sales updates

- Available as a new column in the admin
- Searchable in the “search terms” panel

The Madison Heights Madison Eagles lost the to the Detroit Loyola Bulldogs 16-0 in the MHSAA D7 District Final played on Saturday November 9, 2019 at Hazel Park High School. (MediaNews Group photo by Ken Swart)

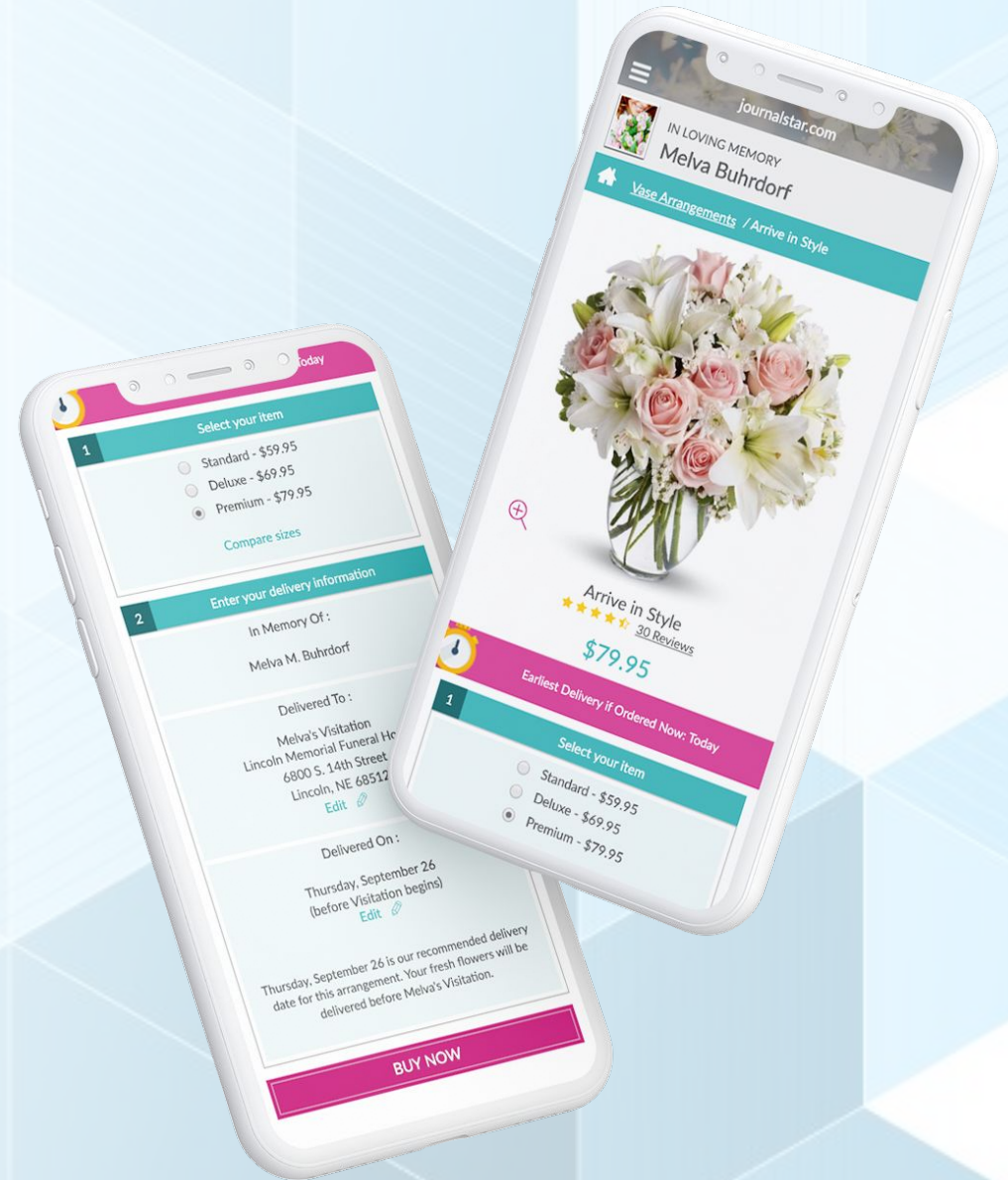


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Photo sales	Status	Sections
-		s/politics
Sort Ascending		
Sort Descending		
Columns		<input checked="" type="checkbox"/> Photo sales
		<input checked="" type="checkbox"/> Status
		<input checked="" type="checkbox"/> Sections
		<input type="checkbox"/> Authors
		<input type="checkbox"/> Priority
		<input checked="" type="checkbox"/> Start time
		<input type="checkbox"/> Delete time
		<input type="checkbox"/> Workflow
		<input checked="" type="checkbox"/> Slug
		<input type="checkbox"/> Print?
		<input type="checkbox"/> Depth
		<input checked="" type="checkbox"/> Last modify time
		<input type="checkbox"/> Last modified by

# Tribute Store

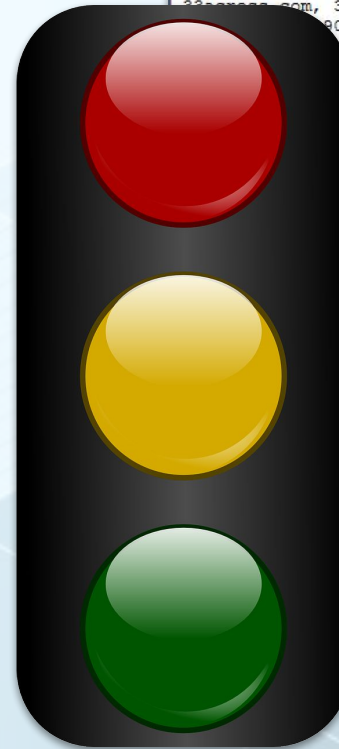
- Turn-key flower and tree e-commerce solution for obituaries
- Generous revenue share
- Match obits with vendor data
- Hands-off for your newsroom
- Customer service handled by the vendor



# Support for App-ads.txt

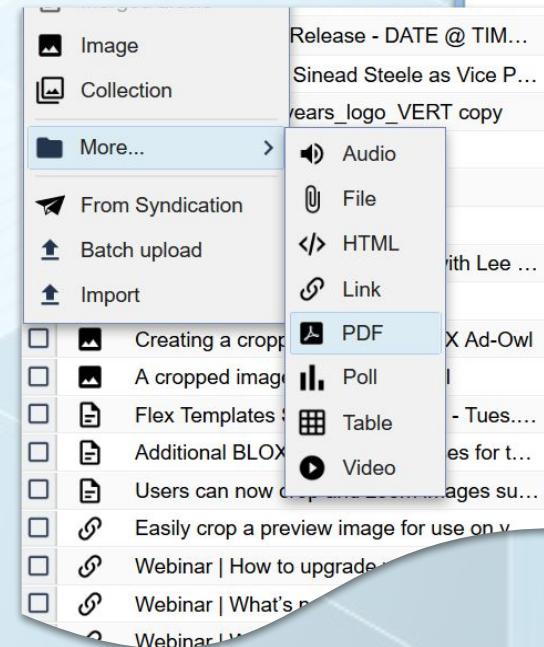
- Now returned when requested by a crawler
- Uses the same info as ads.txt
- Place in same file as ads.txt
- Domain name must be specified in the app store metadata

```
google.com, pub-7438990234141898, DIRECT, f08c47fec0942fa0
google.com, video-pub-7438990234141898, DIRECT
google.com, pub-9517838953968990, DIRECT
openx.com, 539299921, DIRECT, 6a698e2ec38604c6
c.amazon-adsystem.com, 3266, DIRECT
triplelift.com, 2909, DIRECT
t.brand-server.com, 57913, DIRECT
indexexchange.com, 184938, DIRECT
appnexus.com, 7154, DIRECT
rubiconproject.com, 11004, DIRECT, Obfd66d529a55807
rubiconproject.com, 17884, DIRECT, Obfd66d529a55807 #EB
teads.tv, 14526, DIRECT, 15a9c44f6d26cbe1
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com, 11004, DIRECT, Obfd66d529a55807
6, RESELLER, f5ab79cb980f11d1
08, RESELLER, f5ab79cb980f11d1
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com, 21434, RESELLER, Obfd66d529a55807
6423, RESELLER, 5d62403b186f2ace
8136, RESELLER, 5d62403b186f2ace
8569, RESELLER, 5d62403b186f2ace
0239, RESELLER, f5ab79cb980f11d1
001, RESELLER, f5ab79cb980f11d1
35, RESELLER, f5ab79cb980f11d1
20563, RESELLER, 6a698e2ec38604c6
92223, RESELLER, 6a698e2ec38604c6
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```



# Other changes

- Table asset now has more alert-type flags
- Max 250 child assets allowed on a parent asset
- Changes to PDF optimization capabilities
- Use the new editorial importer jobs (Editorial->Assets->Importers)





# Questions



# Stay connected

- Documentation: [help.bloxcms.com](https://help.bloxcms.com)
- Support: Call 800-293-9576 or visit [support.townnews.com](https://support.townnews.com)
- Partner Community: [community.townnews.com](https://community.townnews.com)
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