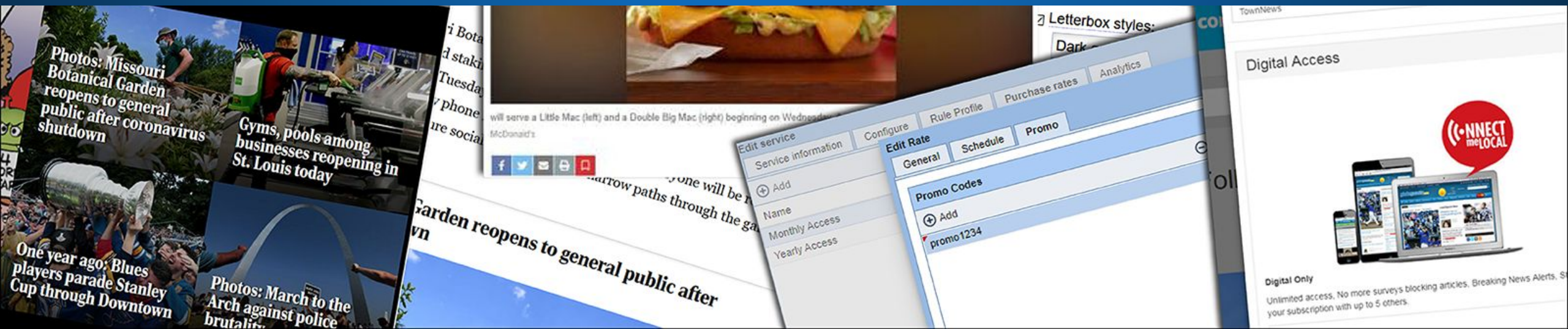




The top 10+ new BLOX CMS features and additions of 2020 . . . so far!



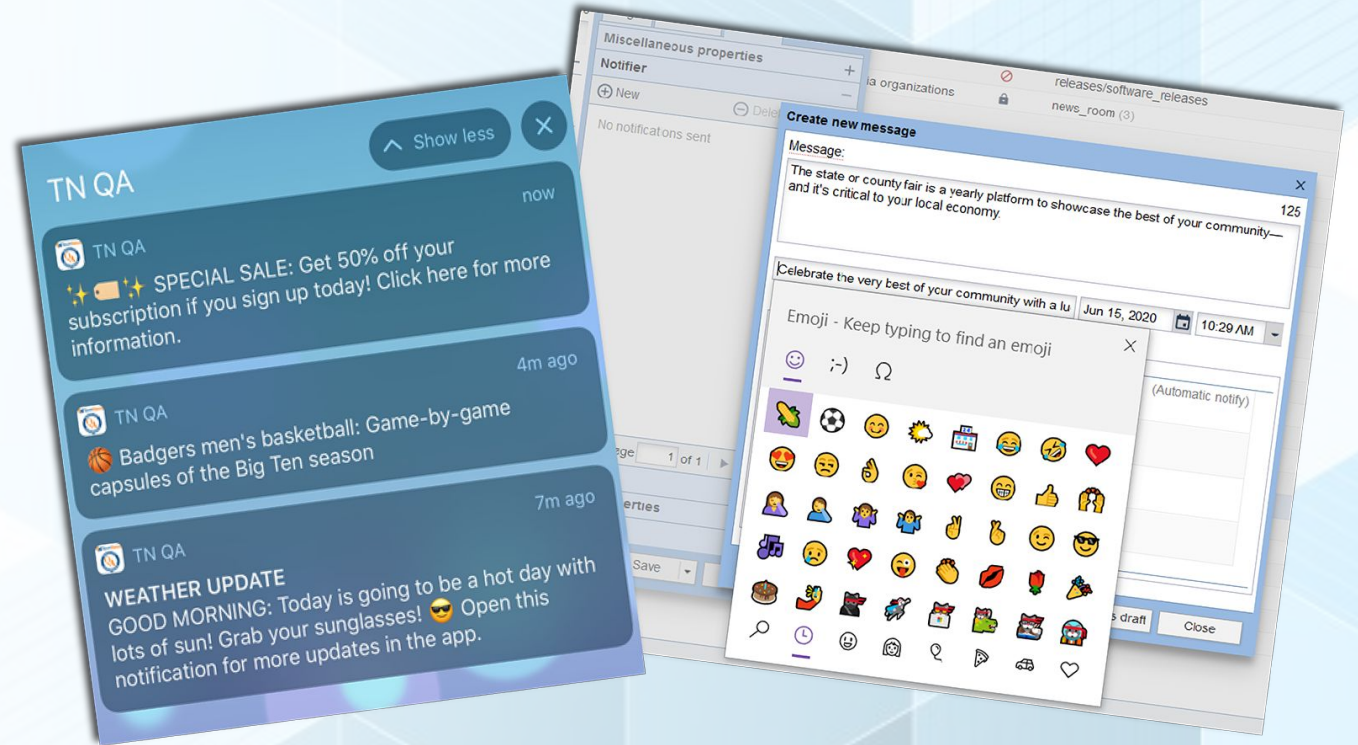
Today's agenda

- Increasing open rates for push notifications
- Using Fotomoto photo sales to drive more revenue from your original photography
- Reinvigorating your site with new design features
- Improving your subscription conversions with promo codes and special rates
- . . . and much more!



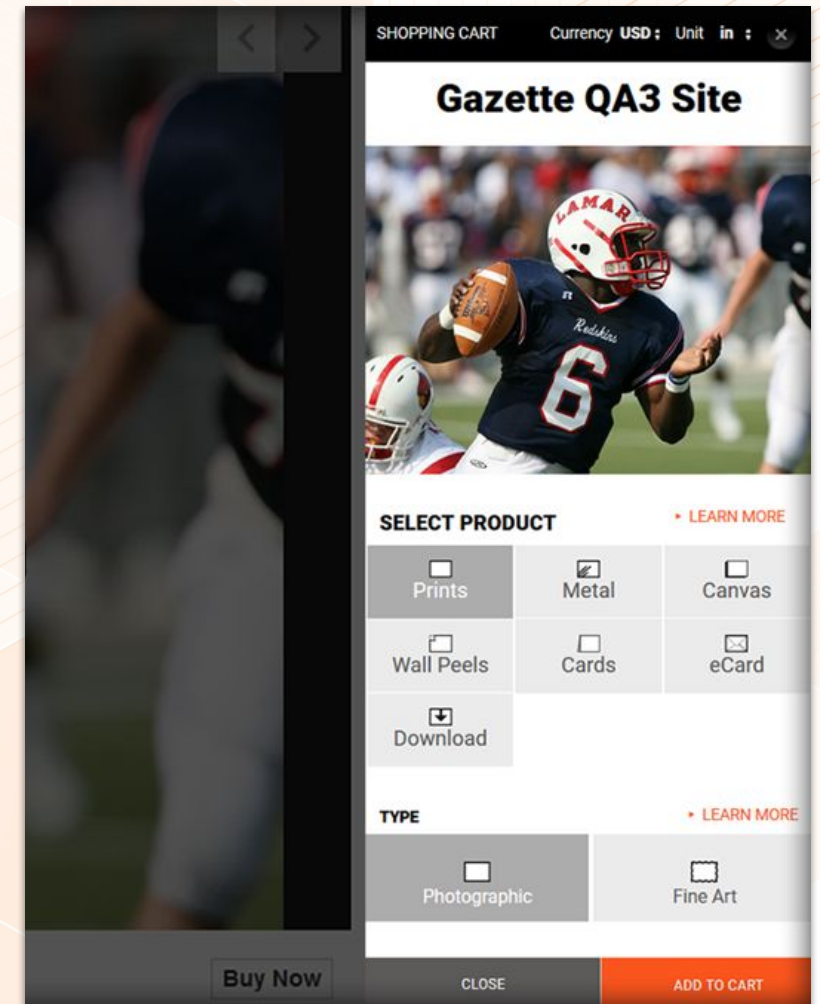
Better open rates with BLOX Notifier

- Use built-in browser library to add emojis and other icons to your push notifications
- Works on BLOX Now app push notifications, web notifications, Twitter and Facebook



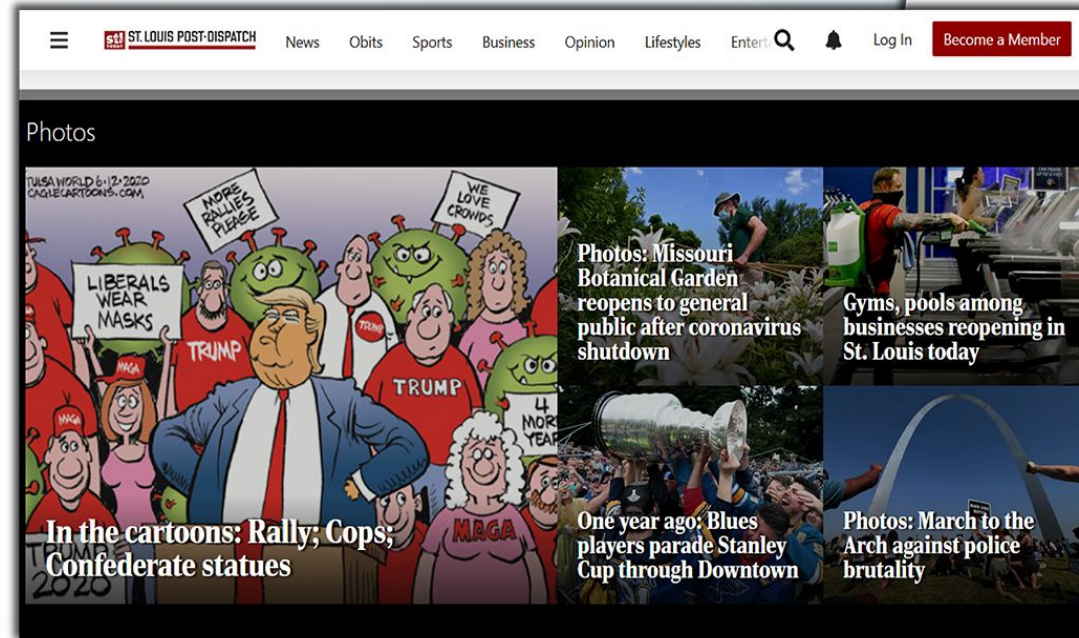
New photo sales partnership

- Add an additional revenue stream by selling prints and digital downloads of your local photos
- Includes a “Buy Now” button on available images
- Integrated with articles and photo galleries



New search criteria

- New “child type” query rule allows you to create blocks showing articles which have related polls, videos, photos, etc.



Photos: Missouri Botanical Garden reopens to general public after coronavirus shutdown

David Carson 17 hrs ago 0

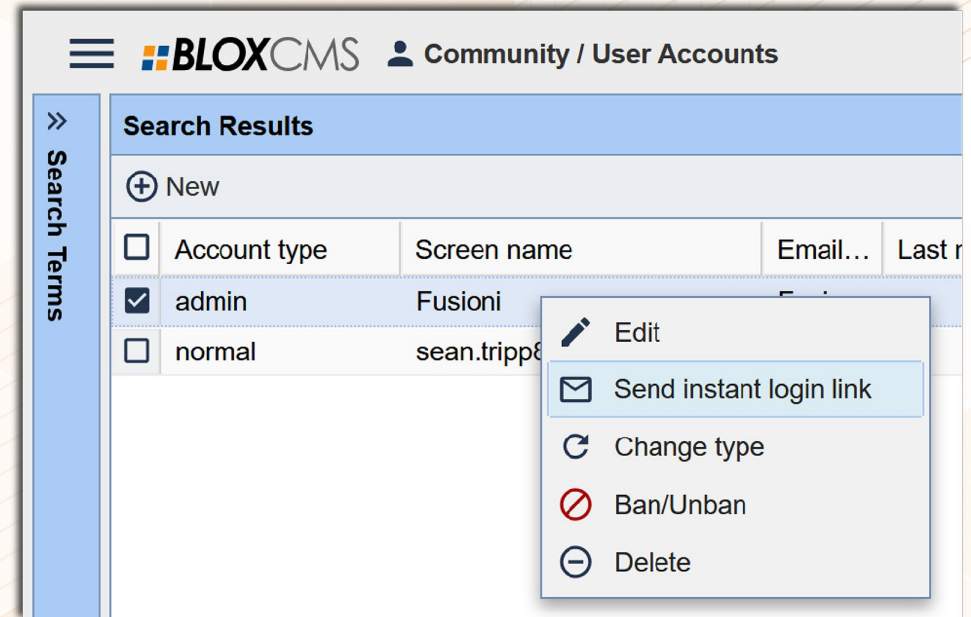
Missouri Botanical Garden prepare the grounds to be open to the public and staking plants on Monday, June 15, 2020. MoBot is reopening Tuesday, June 16th. Before arriving, visitors will need to buy a phone for entry to the garden and everyone will be required to ensure social distancing some narrow paths through the garden

Garden reopens to general public after



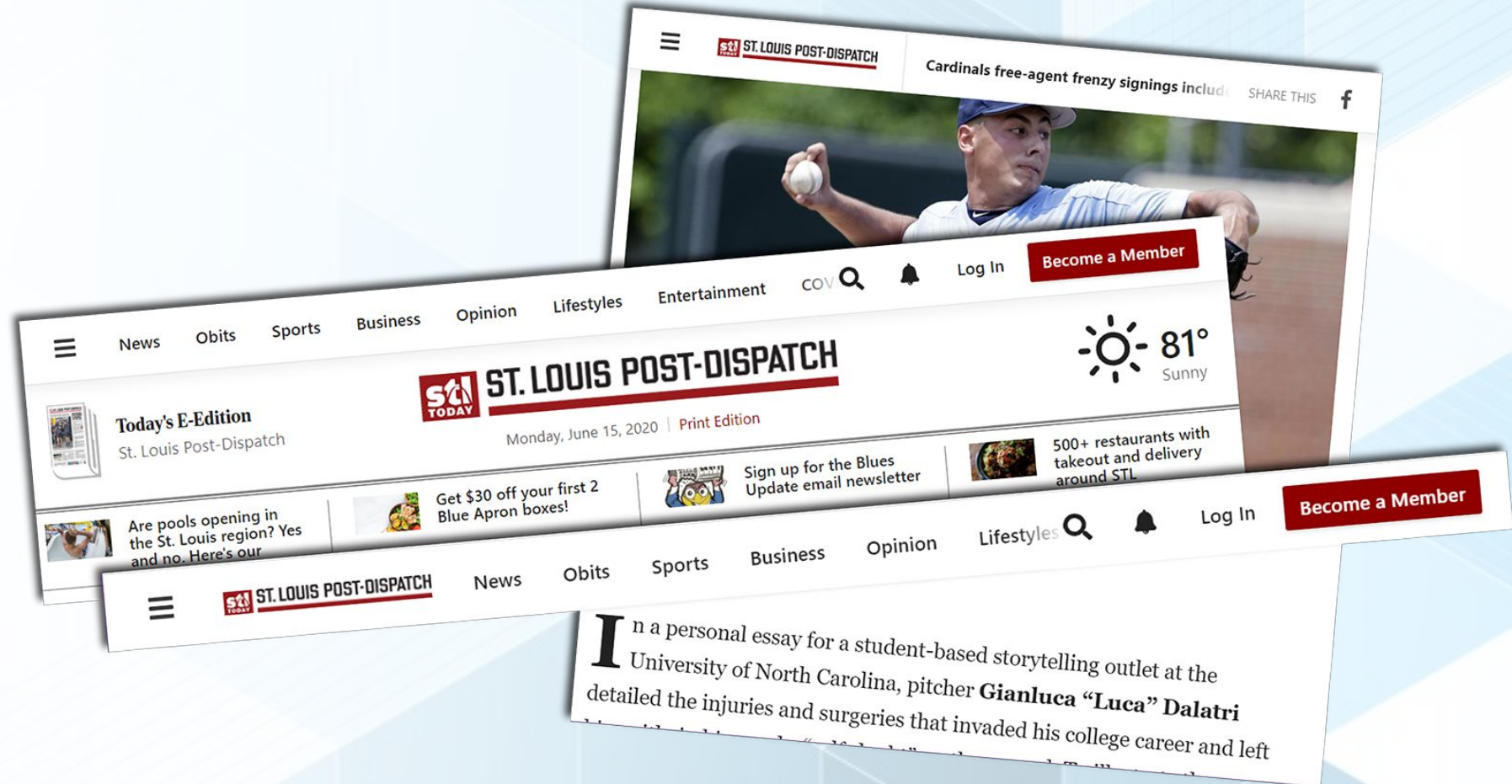
Instantly log in users

- Admins can now create an “instant login” link for end users
- 24 hour access without a password
- Gives them time to reset their password or otherwise fix their account



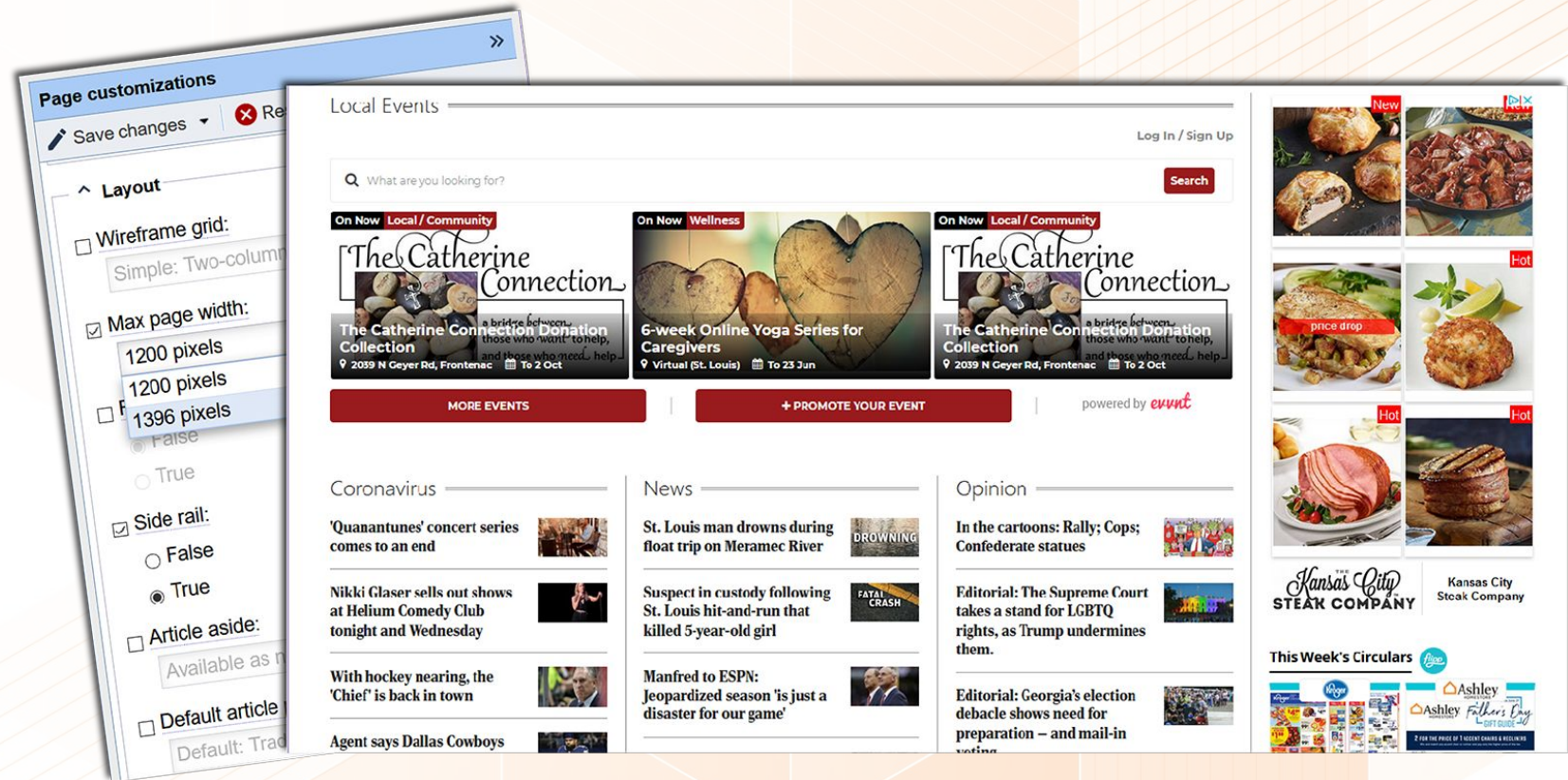
Mobile-friendly header & navigation

- Mobile-friendly
- User centric
- Dynamically adjusts to the viewing experience



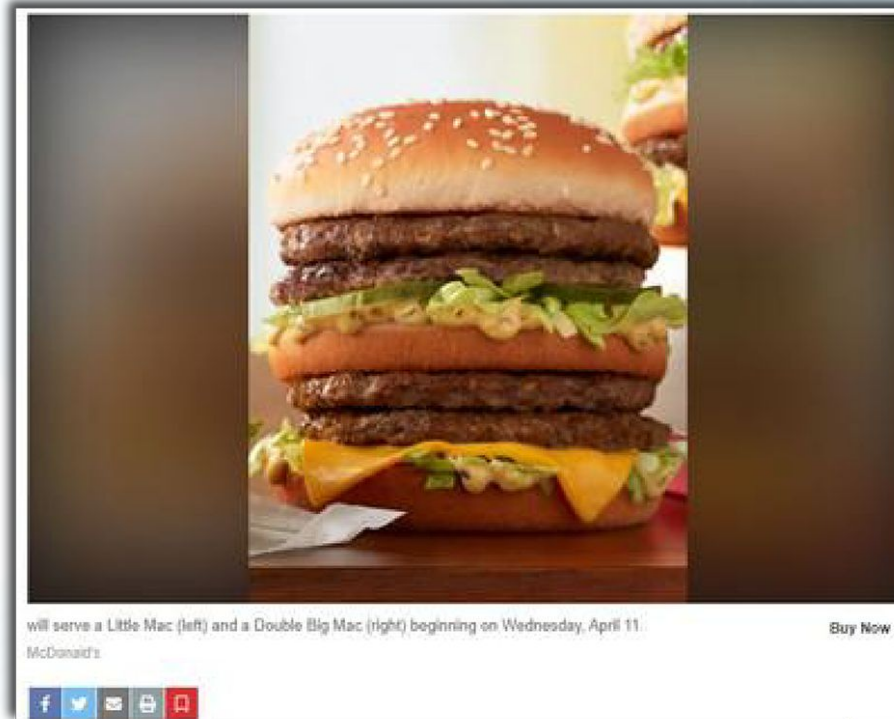
Additional 196 pixels

- New “max width”
- Add additional content or advertising
- Responds to larger desktop monitor sizes



Background style for vertical images

- Letterbox functionality helps avoid bad crops
- Choose from:
 - Dark grey
 - Blurred image
 - White



Page customizations

Save changes ✖ Reset »

☐ Custom CSS instance:
tn365

☐ Preview aspect ratio:
Original (no crop)

☐ Related asset display:
All related assets as headlines

☐ Show time-to-read estimate:
Enabled on long-form articles only

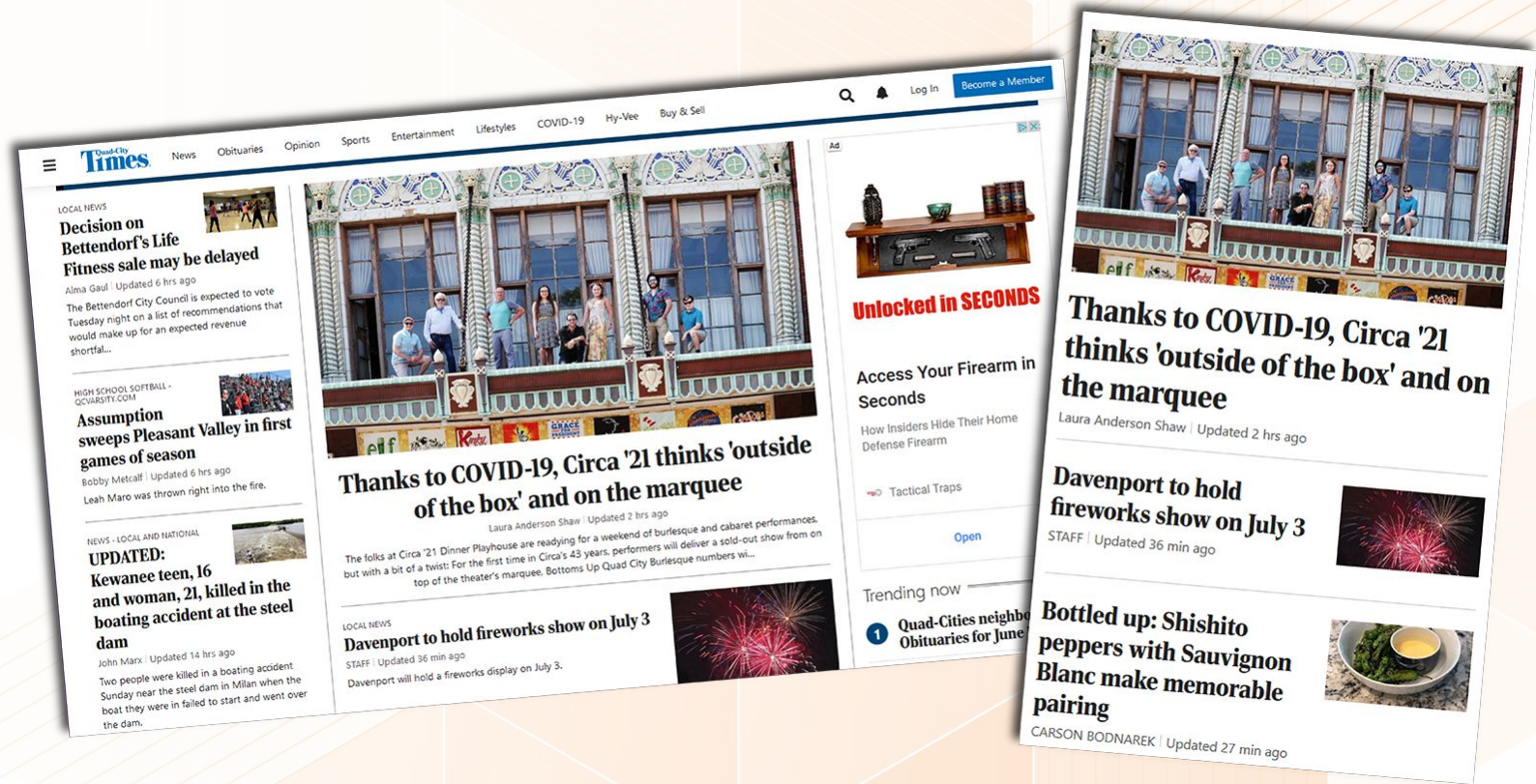
☒ Letterbox styles:
Dark grey (default)
Dark grey (default)
Blurred Image
White

Header

Navigation

New "Centerpiece" layout

- Allows center content to float to the top on smaller devices
- Creates a mobile-friendly design but also works on the desktop



Row of promo boxes



21 fabulous and much-needed cocktail recipes



Learn more about News+ Membership



The latest talk about the Cardinals delivered to your inbox.

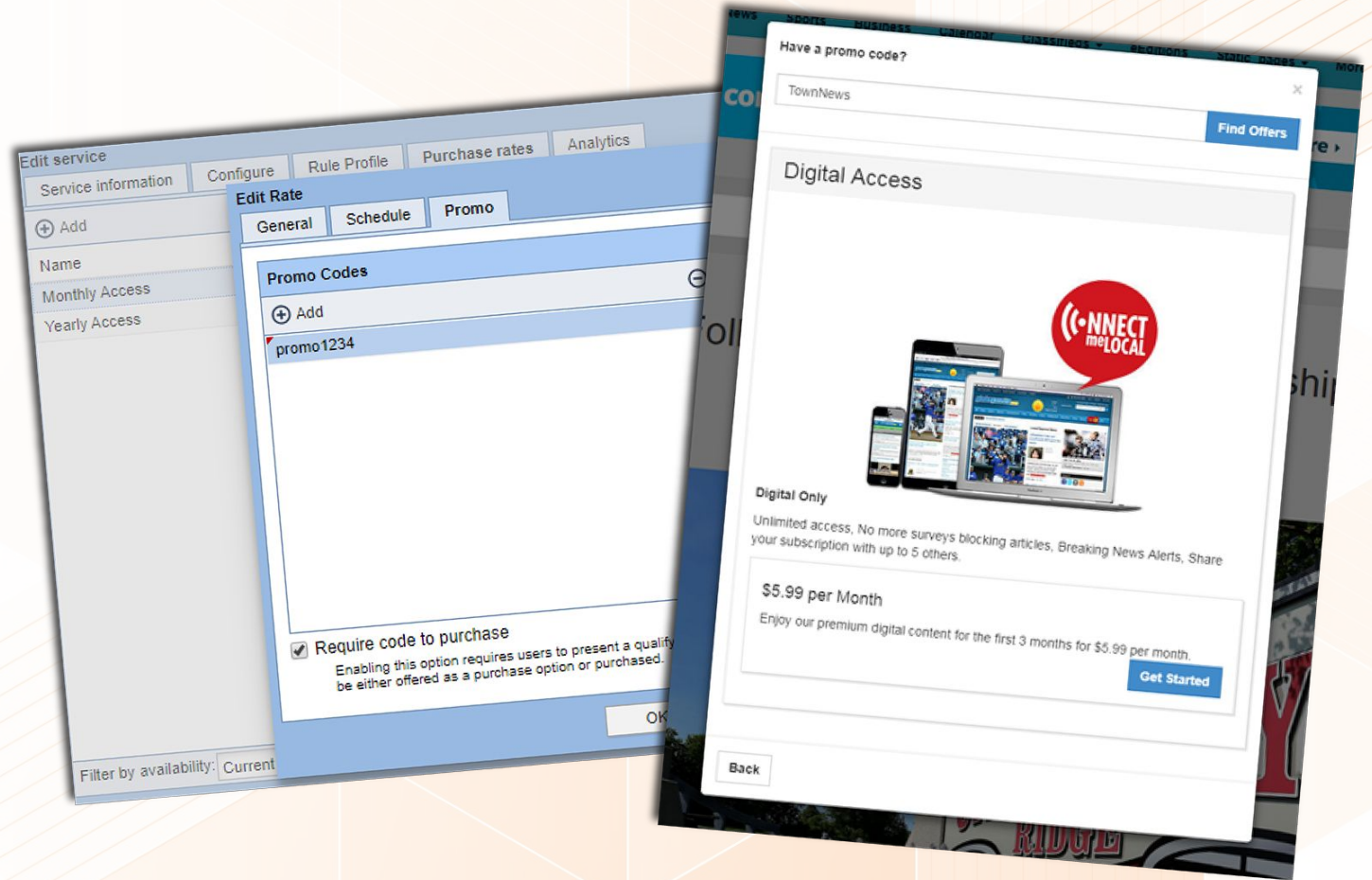


500+ restaurants with takeout and delivery around STL

- “Card: Promo” boxes creates a small mini-grid of links
- Promote special stories, circulation specials, special reports, and more
- Customize the highlighted content by “pinning” assets to the block and schedule them to change

Promo codes and rates

- For BLOX Subscription Pro
- Support special promotional rates and promo codes
- Schedule for a limited-time and then prices ramp up after promotion expires



OneTrust privacy integration

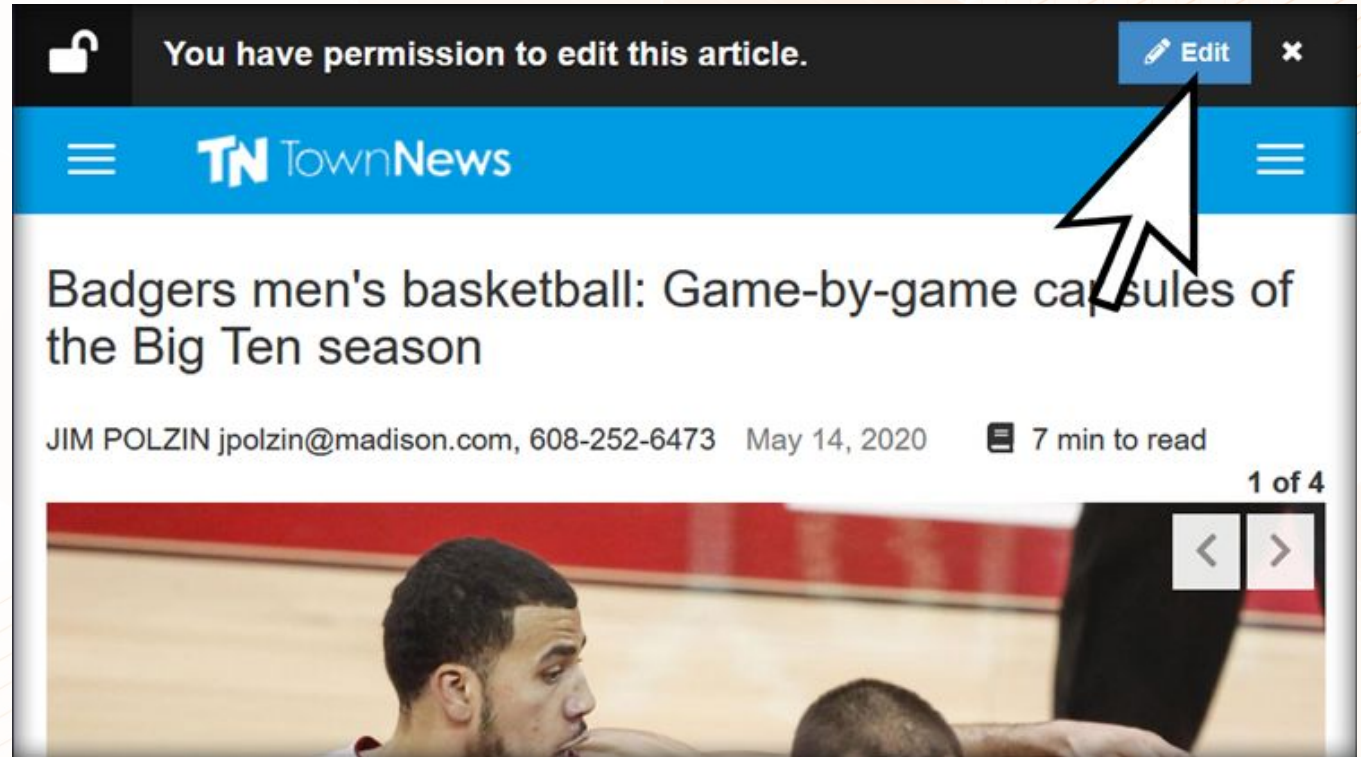
- CCPA, GDPR and other privacy laws have now gone into effect
- Partnership with OneTrust
 - “Cookie consent”
 - “Do not sell my info” links



Learn more: [Webinar: Is your site up-to-date with privacy compliance? \(June 2020\)](#)

Admin access straight from articles

- New “admin edit” bar allows you to click and directly access BLOX CMS content, if you have permission



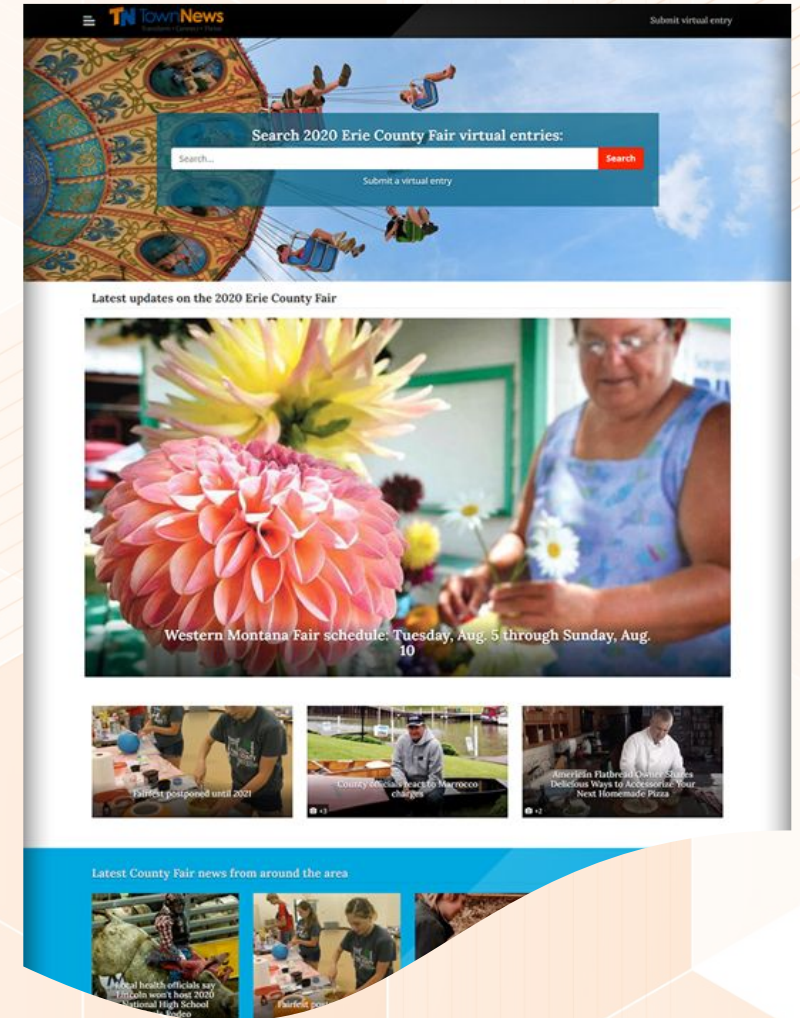
Attractive image grid

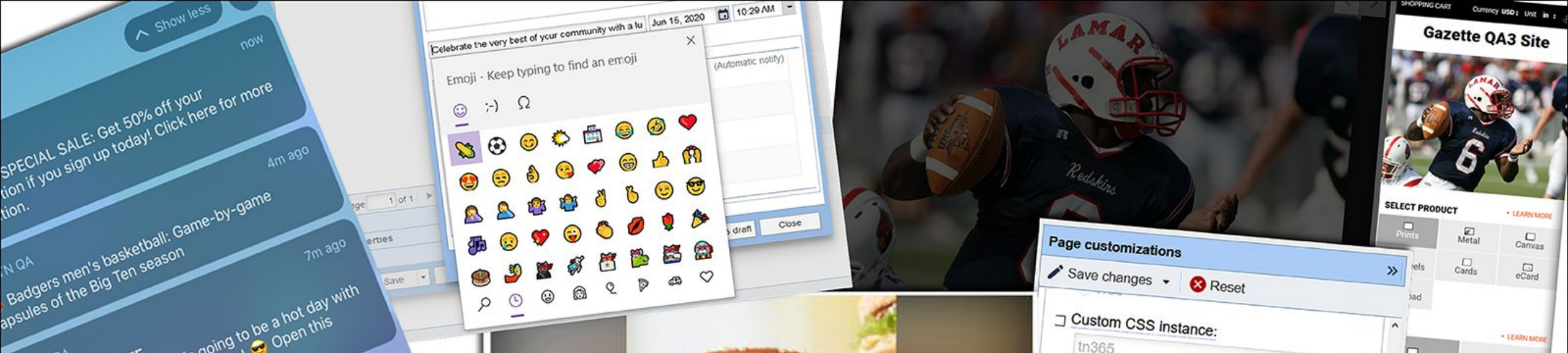
- “Image Grid” block
- Use for sponsorship logos, special section covers, and more



Celebrate community fairs and 4h organizations

- A tribute to community fairs and 4h organizations
- Allow citizens to contribute examples of their work for others to appreciate
- Submission forms automatically build articles which can be showcased on BLOX CMS site





Questions



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- Service Status: TownNews.status.io
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Tips, tricks, news, and info from TownNews.

☐ **TownNews iQ Newsletter**
Quarterly news, reminders, tips and tricks from the iQ Ad Ops and iQ DMP programs.

☐ **Broadcast & Video Newsletter**
News, tips and info focused on video management and OTT.

☐ **Content Exchange Newsletter**
Quarterly case studies, news and info to help you get the most from the Content Exchange.

☐ **Software release notes**
Software announcements for BLOX CMS and related products.

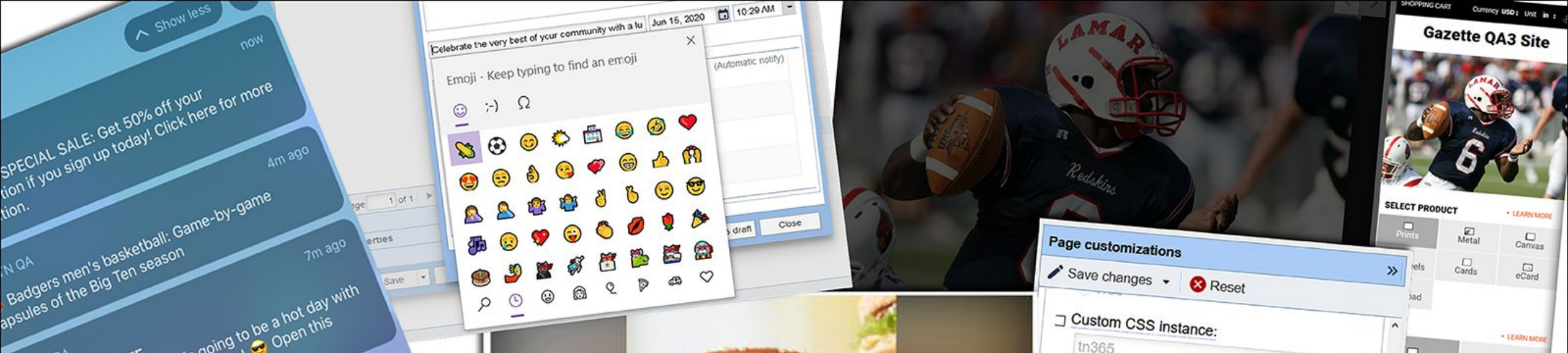
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Software notes and service alerts for BLOX Total CMS.

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