

What's new in the Content Exchange

March 3, 2017



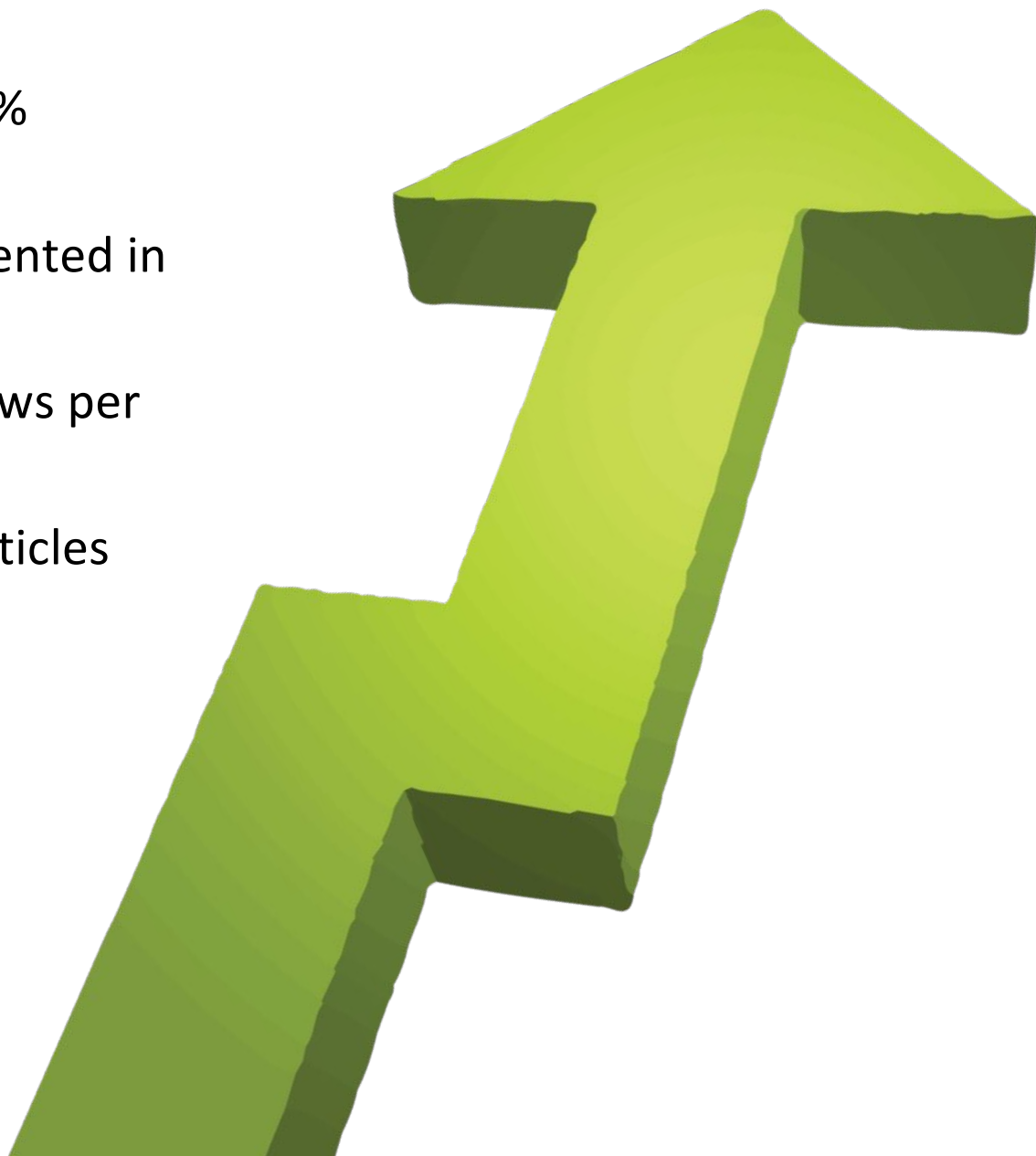
Today's agenda:

- Tools and best practices to help you reap the benefits of the Content Exchange.
- Insights to show what content is most effective in building traffic and audience.
- The latest third-party content partnerships.
- Client success stories to help you understand what content strategies are working for other sites.



Program metrics / growth

- 421 domains, with 71% onboarded
- Over 40 states represented in the exchange
- Over 500,000 pageviews per month
- Over 1,000 curated articles per week



Best practices

Content visibility

- Content importers
- Blocks
 - Front page
 - Index pages
 - Asset pages

which includes the Redbank Valley Trail that runs from near Brookville through New Bethlehem and Clarion County and on to the Allegheny River in Armstrong County. Nearly half of the 1,450 miles of shared use trails are complete.

I Heart Trails (www.ihearttrails.org) is a coalition of trail advocates including government, non-profit and private foundation entities who are working together to position trail development as a regional priority. The goal, according to IHT, "is to connect the entire 1,450-mile network so that local and visiting trail users can bike from trail to trail, city to city, and town to town."



More from this section



George Michael fans at loggerheads with Snappy Snaps



Lindsay Lohan is opening 'a new chapter' in her life



Liam Payne auctioning off date for charity

The initiative sprang from a regional visioning project called The Power of 32, which made "completion of a comprehensive regional trail network" as one of its regional goals.

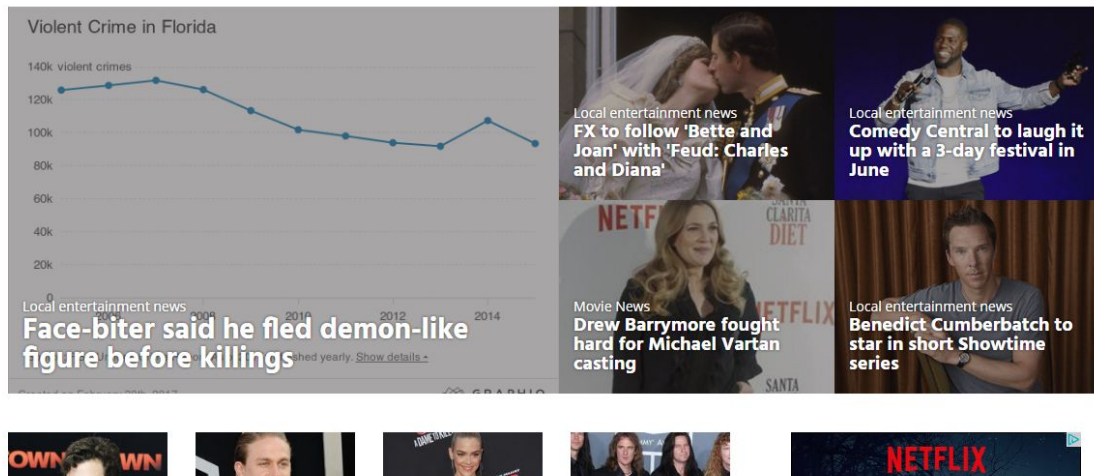
Pennsylvania Environmental Council (PEC) and Rails-to-Trails Conservancy (RTC) are collaborating to lead and staff the regional trail effort and are supported by an array of groups and organizations, with major funding and support from The Claude

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Content packaging

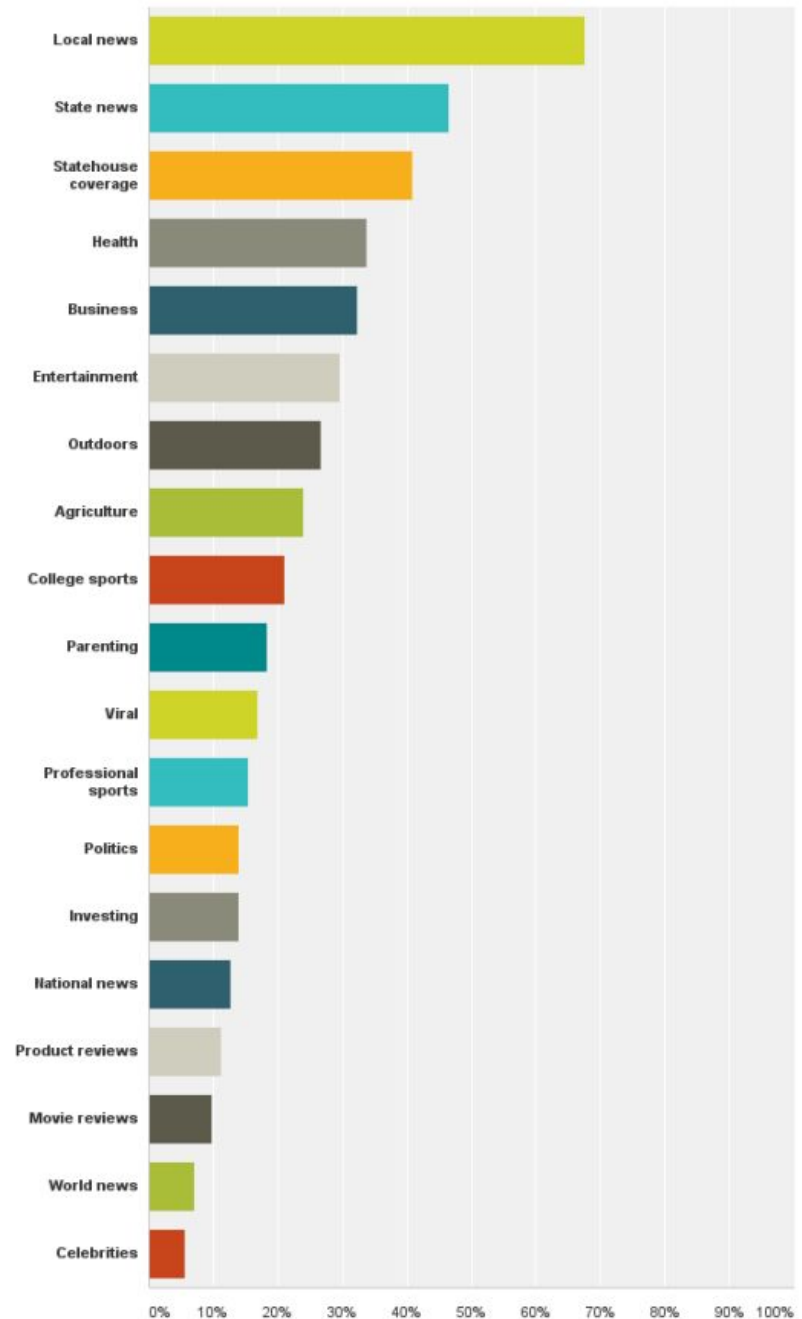
- Dedicated sections
- Special event coverage
- Diversified newsletter offerings

Best content

What's most important

What topic areas would you like to expand? Here are the top 10:

- Local News
- State News
- Statehouse coverage
- Health
- Business
- Entertainment
- Outdoors
- Agriculture
- College Sports
- Parenting



Entertainment

- 30% of Content Exchange pageviews are entertainment articles
- Celebrity gossip is the most popular entertainment content

Kendall Jenner is planning a photography career

By Celebretainment Feb 28, 2017 Updated 6 min ago 0



Two identical advertisements for the Madison On Tap Craft Beer Festival. Each ad features a blue background with a circular logo that says "MADISON ON TAP" and "CRAFT BEER FESTIVAL". The text above the logo reads "180+ CRAFT BEERS. 90+ BREWERIES. 1 AMAZING DAY." Below the logo is a "BUY TICKETS NOW >" button. The ads are presented in a grid format with a small close button in the top right corner of each.

f t e b h

Kendall Jenner is planning a photography career.

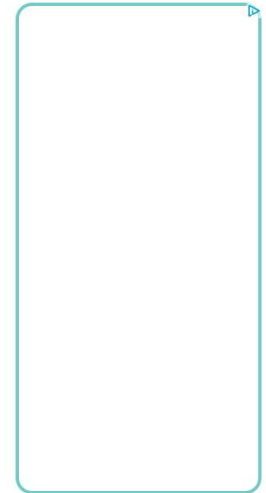
The 21-year-old model recently unveiled a 72-page portfolio to LOVE magazine, which included portraits of stars including Sienna Miller and Kala Gerber, and she has confirmed the venture wasn't just a one-off for her.

She told the new issue of Grazia magazine: "This isn't a one-off. I'll be working on more photography.

"I'm shooting a lot, but it won't just be fashion. It's everything. There is definitely more to come."

And despite her successful fashion career, Kendall teased she could be stepping behind-the-scenes in the industry as she's enjoying shooting her fellow model pals.

The brunette beauty said: "I've already started taking photos of all my friends. A fashion campaign is possible."



An advertisement for Xfinity Internet. It features the Xfinity logo at the top right. The main text reads "XFINITY Internet". Below this, it says "Get started at \$19.99 a month for 12 months" and "Reliably fast speeds". A "Get It Now" button is at the bottom right.

Latest from this section

Review: 'Feud' is a smashing success

The troubled pioneer of stand-up improv comedy

Kendall Jenner is planning a photography career

Workaholic Steve Aoki only has four days off a year

Sports

- 26% of Content Exchange pageviews are sports articles
- Professional performs better than college
- Football is the most popular sport

Top 8 free agents Seattle Seahawks must decide whether to re-sign

Feb 27, 2017 Updated 6 min ago (0)



PK Steven Hauschka: The Seahawks are not expected to re-sign Hauschka, especially after signing Blair Walsh earlier this month. Hauschka, 31, has been the Seahawks' kicker since 2011, kicking in every game, but he missed six extra points in 2016 and four in 2015. His field-goal accuracy remained high (33-for-37 in 2016, 6-for-6 from 50+ yards out in 2015), but Seattle could spend less money at the position, while another team should grab Hauschka and hope he can improve on PATs. (AP Photo/Elaine Thompson)



TownNews.com Content Exchange



News

- 25% of Content Exchange pageviews come from news articles
- National, State, and Politics have a pretty distribution of pageviews
- Viral / strange news articles tend to perform better than hard news

State Farm reports \$1.2 billion operating loss for 2016

Lenore Sobota Isobota@pantagraph.com Feb 28, 2017 0



STEVE SMEDLEY, The Pantagraph
The State Farm headquarters building is shown in 2014.



TownNews.com Content Exchange



Tipsord: Bloomington workforce to remain largest for State Farm
BLOOMINGTON — While addressing more than 600 people Tuesday night, State Farm CEO Michael Tipsord said Bloomington's workforce of about 15,000 employees will not be increasing, but the city will remain where the company maintains its largest number of employees.



State Farm board elects Tipsord chairman
BLOOMINGTON — The State Farm Mutual board of directors on Monday unanimously elected CEO Michael Tipsord to the position of board chairman, succeeding outgoing Chairman Edward B. Rust Jr.

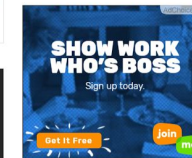


State Farm profit down, net worth up in 2015

BLOOMINGTON — State Farm property-casualty companies reported a pre-tax operating loss of \$1.2 billion for 2016 in figures released Tuesday, but the company's net worth still increased.

That compared to a pre-tax profits of \$1.9 billion in 2015 and \$3.4 billion in 2014.

A \$7 billion underwriting loss in the auto insurance business was the major contributor to the operating loss. The 2015 loss in that category was \$4.4 billion.



Investment and other income of \$4.4 billion — a increase of \$400 million over the previous year — helped offset the losses.

The State Farm group ended the year with a combined net worth of \$87.6 billion compared to \$82.7 billion at the end of 2015.

Total figures for 2016 included a \$5.5 billion underwriting loss on earned premium of \$61.7 billion, compared to 2015's underwriting loss of \$2.1 billion on earned premium of \$58.6 billion.



What do you think?

How long do you think President Trump will remain in office?

- Less than 4 years
- 4 years
- 8 years
- More than 8 years

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Wind Chill: 28°
UV Index: 3
Moderate
Sunrise: 06:42:09 AM
Sunset: 05:59:08 PM
Dew Point: 23°
Visibility: 10 mi

Upcoming Radar 7 Day

Wind Advisory

Full Forecast

Upcoming Events

MAR 2 Alzheimer's Association Caregiver Support Group
Thu, Mar 2, 2017 @ 4:00 pm
Cards in the library

Partnerships

Existing

- Pro Football Weekly
- BANG Showbiz
- MoneyTips
- LendEDU



Client success stories

SCNI Super Bowl



Falcons hire Steve Sarkisian as OC



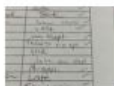
Adele rejects \$50m endorsement deals



Falcons' Shanahan officially named 49ers head coach



Super Bowl TV ratings slightly down despite Falcons-Patriots OT thriller



GAC student blame 'Falcons depression' for Monday tardiness

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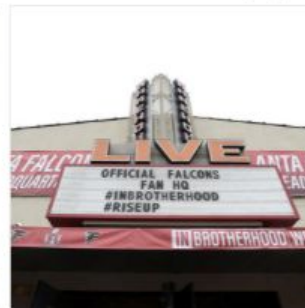
Super Bowl LI - Patriots vs. Falcons



Super Bowl - Pregame



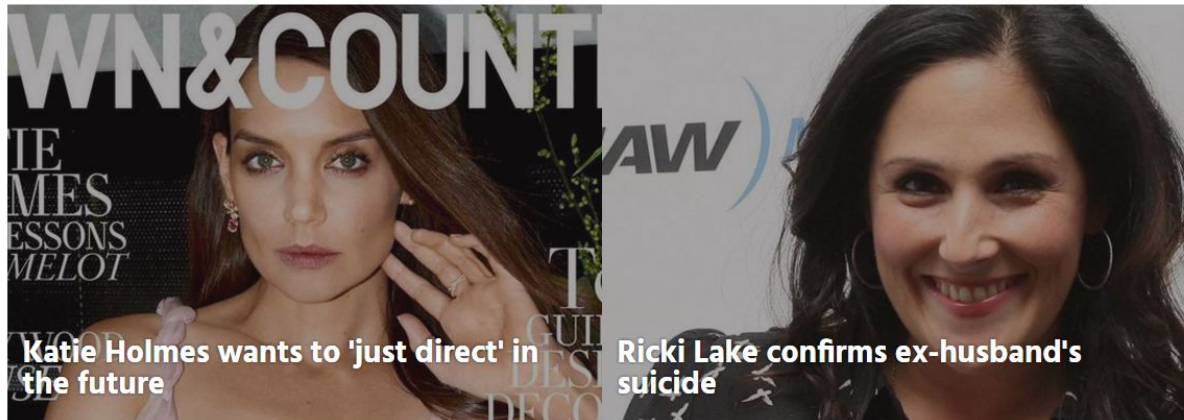
Super Bowl Halftime - Lady GaGa



Atlanta Falcons fans begin rising up in Houston for the Super Bowl

Lee People Channel

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Simon Cowell lives in constant fear



Casey Affleck: It must be 'nice' for mum to have two Oscar-winning sons



Allison Williams: I'll only do projects that are 'relevant'

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Dancing With the Stars line-up announced



Bella Hadid wants to ride again



Zoe Saldana: Hollywood is elitist

Q2 2017 Goals

- Onboarded percentage to 95%
- More event coverage design
- Reporting dashboard for all customers
- Access to uncurated hub (Over 250,000 assets per month)



Takeaways

- Place content where users can see it
- Set up automatic importers to get more content on site
- Entertainment, Sports, News are top sections




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