Your Money Tools

1up!'s News!Site has a great number of built-in tools to help monetize your website; for putting your customers' advertisements everywhere your readers are.

They are straight forward to set up, and all are very cost-effective to implement and manage.

Your online success comes from a great plan and strong tools.

1up! has built in the tools and has the experience of working with hundreds of publications over two decades to help you bring your online plan together.

The following is a list of tools, features and talking points to get your monetization started! If you don't see what you need just give us a call!

Ad groups (tiles, banners, sponsorships, interstitials, etc.)

Your site has numerous tools with which to display graphics-based advertising linked to your customers' web sites.

• Ad groups available in:
- Desktop & mobile websites
- Electronic newsletter
- Mobile app
- Flip!books

• Compliment other modules (as sponsorships): video player, weather, search

• As needed in design, not restricted by std. technologies, add positions, increase the count

• Fixed/static, rotate in group, rotate in position, in-content

• Customizable & agency/IAB-compliant sizing

• Impressions campaigns

Flip!Book

Take your production PDFs for your newspaper and easily post them online. They can be made available for readers to download, they're indexed to be searchable and you can apply security to them to sell subscriptions.

• Topic-specific publications, online-only (ex: obits for the month)

• Bundled with tear sheet service

Email Newsletters

An important and critical part of everyone's communication can now also be a means for readers to receive editorial and advertising content from your web site.

Email newsletters tease what's available to drive readers back to your website, while also providing advertisers locations to display their ads

• Topic-based, unique designs for each with targeted ad groups

• Unlimited newsletters for unlimited users, and they manage their accounts

• Could do for special interest groups

Example: Sell a newsletter to the local hospital and load their stories in just that particular newsletter; you could load hospital specific ads, too, to point to their website(s)

Electronic commerce: Payment!Wizard *(ask for details)*

Secured online transactions through your site are a must.

Fully secured, PCI compliant, you have the choice of several different ecommerce engines, both in or connected to your web site.

• Paywall for subscriptions (print, online, archives)

• Basket for photos

• Recurring charges (auto renewals)

• Use FirstData or PayFlow (a PayPal service) processing options

• "Pending Transactions" monitoring to help service customers

• Discount coding

Subscriptions

Multiple options, easy to load your circulation system list and, using electronic commerce, you have a 24 X 7 X 365 sales agent.

• Import subscriber lists from your circulation system

• Hands-free user sign up with electronic commerce

• Manage security levels from the site management area

• Sell by time/terms or net metering

Classifieds

Helping customers get results by placing their ads in your platforms is straight forward. Export your classifieds front-end system and a couple of clicks later will see your 1up! web site will load and parse your ads into their proper categories...your mobile app, too!

• Efficiencies: batch upload and export, customers key in the liners, HTML & XML compatible

• Electronic commerce ad-taking: download or post immediately

• In-ad up-sell opportunities: photos, font attributes, etc.

• Customizable categories & subcategories, numbering

• Mobile app: easily managed with email, telephone & mapping links

Display ads

Easy workflow, bundled sale, automated processing on the site for placement and searchability makes placing your print display ads a natural up-sell by your reps.

• Automated PDF processing & posting

• Batch upload

• Link to advertisers

Tiles & Banners

As the heart of most web site revenue strategies, 1up! provides extensive tools, features, options and sales plans for your tiles and banners. All ads are monitored by Google Analytics and the site software allows their placement in almost any position on the mobile and desktop web site, and in the email newsletters. The mobile app, with the check of a box on the management ads' form, will display your tiles and banners, too.

• Desktop and Mobile websites

• Email newsletter

• Heads!Up mobile application
 Footer banners
 Interstitials: Community Pulse and every third (3rd) story read

• Display options
 Static placement
 Rotation
  anchored in column or position
  on reload
  timed to rotate through a position
 By subsection placement
 By term/time
 By impressions
 By click-throughs

• As sponsorships
 Search
 Weather
 Social media feeds

Ask an Expert

A highly interactive feature for local topic experts and your readers. The "Ask an Expert" module let's you build topic-based communities in your web site that is self-standing – meaning you don't need to babysit it, but that you can moderate, if needed.

• Managed by "trusted" topic experts in your community, who can be utilized as a traffic draw or charged as an advertiser.

• Focused reader engagement

Calendars

A great community reference to draw in readers who want to find entertainment in your market. Easy to manage and repurpose content from, the calendar can quickly and easily be an interactive cornerstone in your web site.

• Create sub-communities, target ad sales to them

• Let readers submit their events

• Easily export event calendars for use in print, on other platforms

• Customer-centered sub-calendars, which they manage

Text2URL

• Enter business names of businesses into the site software once

• Any referenced names in news stories become live, hot links

• These business names can easily become the basis of a business links directory in your site

Links Directories

Replace Google and the Yellow pages for your readers by building your own directories. Directories can be of local businesses, entertainment, schools, government offices and anything else you want to have a directory for.

• Up-sell features to enhance listings: photos/logos, addresses mapped

• Categorize as you need, topic-based directories

Coupons

Like display ads, they have an easy workflow, you can bundled sell them to your customers, and automated processing on the site for placement makes placing your print display ads a natural up-sell by your reps.

• Auto start/stop

• Batch upload

• Link to advertisers

• QR codes to help get customers to advertisers quickly

Video & Audio

Turn your competitors into production staff members by having your customers send you their ads from cable tv and radio stations. The work is done, all you have to do is upload the videos to a CDN and place the code snippets that refer to your advertisers ads in your site's players.

• Easy workflow using cable system & radio station ads

• In site's player module

• Hosted on CDNs for easy social channels sharing

• In link directory entry

Social Media Strategy

Once thought of as competing platforms, you can now make most social media platforms work for you. Use them to tease your content and draw in traffic to your site where you monetize all your content. 1up!'s site tools ease the workflow to cross post your content.

• Daily posting to drive traffic back to web site
    general news, photos, videos, and specific features
    post when readers are most active
            (https://www.entrepreneur.com/article/283304)

• Ask questions, be provocative, gather comments

• "Like" /follow your advertisers

• Encourage sharing and get testimonials

Bundles

Take advantage of all your platforms to drive traffic to your customer's web site. And lure advertisers in with multi-platform discounts.

• Example bundles:

Tile/banner, display ad, coupon	> customer's website
Print, banner, event, link	> customer's website
Social media, calendar, link, tile	> customer's website
Tile/banner, article, calendar	> customer's website

• Platforms to bundle across: print, app, flip book, email newsletter & websites

• Print products turned into online products: classifieds, brochures, sites

Mobile App

Reaching your evolving demographic everywhere they're at is simpler with the 1up! Heads! Up, and the revenue tools are built in and easy to manage.

• Subscription security on article subsections you designate

• Easily managed classified liners with photos; email, telephone & mapping links

• Banners and interstitial tiles

Online Marketing Products

Make classified liners even more interactive, take customer brochures and turn them into web sites or sell full-blown web sites (see next).

• Interactive liners that take the liner text and add it to feedback forms

• Brochures can become tiny web sites, with many of the interactive features of the web...

Websites

Become a local web developer, without having to hire programmers or buying rooms full of technology. You have a partner with 1up!...do the local sales and customer service, and 1up! will provide all the software and services you need.

• Topic-based: community, entertainment, crisis, politics, sports

• Quick!Sites: sites you resell in your market

• Google AdSense, Amazon donations service, and a multitude of other ad services are easy to place in your web site.

Editorial (articles) **Content up-sales**

Native advertising can be built right into your editorial content, as well as using the editorial spaces for value-added up-sells.

• "Life" articles

• Obituaries (versus death notices) w/ photos

• Wedding-related
    Engagement w/ photos
    Wedding w/ photos
    Anniversary w/ photos

• Birth-related

• Press release subsection

• Feature articles
    staff developed
    customer provided (staff edited)

• Email Newsletter
    Sunday
    Topic-specific
        Local Sports & Entertainment
        Business
        Government
        Education
    PR releases

• Calendar
    Groups
    Sports events
    Entertainment

• Social media "stories" that link back to paper's site, then to customers'

• Expand:
    weather content
    classifieds

• Long form online (shorter stories in print and promote to web)(get in-content sponsor)

• Become a source of history and reference for your community, and sell ads to NPGs

Management, Infrastructure & Streamlining tools

• Advertiser Roster tool, so that you only have to enter a customer's name once in order to manage services and use the Revenue Forecaster to monitor your revenues

• Google Analytics: watching what works & what doesn't

• Flip!Book tear sheets for customers by the edition and page, email from the web site or print

• Circulation Manager: for more efficient subscriber management (*ask for details*)

• Automated harvest (the automated processing of content to your website, or from the website)
    - articles, Flip!Books, classifieds and subscribers
    - strong ROI with this service (*ask for technical and service details*)

• Tier 1 networks w/ redundancy

• Pricewaterhouse Coopers software security audited

• WGAC (handicapped) accessibility compliance for visually impaired site visitors

• PCI scanned certification for electronic commerce

• Full-time site monitoring for up-time, bots

• 24 x 7 x 365 standard & emergency technical support

If you have further questions about the revenue potential of your website or would like to discuss strategy, feel free to contact 1up! at:

www.going1up.com

765.452.3936 (*ask for Eric!*)

moreinfo@going1up.com

Thanks!