

**BIG**  
**BOOK OF**

---

**DISTRIBUTED  
NEWS**

---



# TABLE OF CONTENTS

*Click on the section title to link to that page.*

<b>Introduction</b> . . . . .	Page 3
<b>Digital Benchmark Survey</b> . . . . .	Page 4
<b>Paywalls</b> . . . . .	Page 5
<b>Article:</b> To paywall or not to paywall? Questions to ask . . . . .	Page 7
<b>Content Management Systems and Analytics</b> . . . . .	Page 8
<b>Article:</b> Plot the past, plan the future: Using data insights to inform future coverage . . . . .	Page 9
<b>Social Media</b> . . . . .	Page 10
<b>Article:</b> Build readership, revenue with social media . . . . .	Page 12
<b>Video</b> . . . . .	Page 13
<b>Useful Apps for Reporters</b> . . . . .	Page 14
<b>Article:</b> Get your apps in gear . . . . .	Page 15
<b>Websites</b> . . . . .	Page 16
<b>Article:</b> Six principles of modern news website design . . . . .	Page 16
<b>Article:</b> Managing a user who crosses the line. . . . .	Page 18
<b>Vendor Guide</b> . . . . .	Page 19
<b>Glossary of Terminology</b> . . . . .	Page 24



# INTRODUCTION

As news media organizations in Pennsylvania continue to expand their digital options, determining the best tools and methods to deliver news digitally increases in priority.

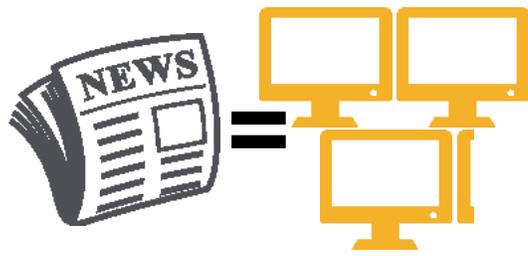
In the pages of this book, you will find a summary of valuable information shared by PNA members about their digital initiatives, a series of articles and white papers written by industry partners, the results of a recent PNA digital metrics benchmark study, a glossary of interactive terms and a vendor guide. We genuinely hope this content provides inspiration and guidance as your organization continues to grow revenue from monetizing digital.

We would like to extend our sincere gratitude to the following PNA members for sharing the details of their digital initiatives with us:

- *The Almanac (McMurray)*
- *Altoona Mirror*
- *Beaver County Times*
- *The Bradford Era*
- *Bucks County Courier Times (Levittown)*
- *Bucks County Herald (Labaska)*
- *Butler Eagle/Cranberry Eagle*
- *The Carbondale News*
- *Centre Daily Times (State College)*
- *Chestnut Hill Local (Philadelphia)*
- *The Citizens' Voice (Wilkes-Barre)*
- *Daily American (Somerset)*
- *The Daily Herald (Tyrone)*
- *The Daily Item (Sunbury)*
- *The Daily News (Huntingdon)*
- *The Daily Review (Towanda)*
- *The Echo-Pilot (Greencastle)*
- *The Express (Lock Haven)*
- *Gettysburg Times*
- *Hazleton Standard-Speaker*
- *The Herald (Sharon)*
- *The Indiana Gazette*
- *The Intelligencer (Doylestown)*
- *The Latrobe Bulletin*
- *Lehigh Valley Media Group/The Express-Times (Easton)*
- *LNP (Lancaster)*
- *The Meadville Tribune*
- *Morning Times (Sayre)*
- *Morrisons Cove Herald (Martinsburg)*
- *Moscow Villager*
- *New Pittsburgh Courier*
- *News Castle News*
- *The News Eagle (Hawley)*
- *The News-Item (Shamokin)*
- *Newspaper Media Group*
- *Observer-Reporter (Washington)*
- *PennLive/The Patriot-News (Harrisburg)*
- *The Philadelphia Inquirer /Philadelphia Daily News*
- *The Philadelphia Tribune*
- *PhillyVoice.com*
- *Pittsburgh Catholic*
- *Pittsburgh Post-Gazette*
- *Pocono Record (Stroudsburg)*
- *Press And Journal (Middletown)*
- *The Republican-Herald (Pottsville)*
- *The Record Herald (Waynesboro)*
- *The Sentinel (Lewistown)*
- *Standard-Journal (Milton)*
- *The Sun (Hummelstown)*
- *The Times News (Lehigh)*
- *The Times-Tribune (Scranton)*
- *Tribune-Review (Greensburg)*
- *The Wayne Independent (Honesdale)*
- *Williamsport Sun-Gazette*

# DIGITAL BENCHMARK SURVEY

In early 2018, the staff of the Pennsylvania NewsMedia Association met with numerous members to learn more about their digital benchmarks. These are the findings.



In Pennsylvania, the **average ratio of daily pageviews to daily circulation is 313%**. For example, for every 1,000 in circulation, a newspaper should expect 3,130 pageviews.

### What is a pageview?

A pageview, commonly abbreviated to PV, is the loading of a single HTML file onto a website.

How does your newspaper align with the average?

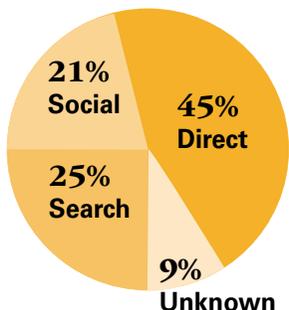
newspaper circulation  $\times 3,130 =$  daily pageviews benchmark



On average, **46% of traffic is mobile** to Pennsylvania newspaper websites.

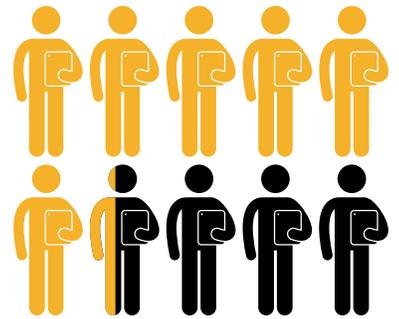
### Traffic Sources:

Traffic to newspaper websites originates from multiple locations. The users can start their journey on search engines like Google or Bing, or by finding a story on a social media feed, or by visiting the website directly as part of a daily habit. In Pennsylvania, we see the following breakdown.



In Pennsylvania, the **average ratio of daily unique users to daily circulation is 64%**.

For example, for every 1,000 in circulation, a newspaper should expect 64 unique users.



### What is a unique user?

A unique user represents the number of distinct devices requesting information from a website during a set period.

How does your newspaper align with the average?

newspaper circulation  $\times .64 =$  daily unique users benchmark



The **average session time** spent on a Pennsylvania newspaper website is **2.28 minutes**.

**\$8.38**

Average locally sold display CPM (cost per thousand)

**60%**

Average volume of website advertising inventory sold locally

**82%**

of digital revenue is derived from ad sales

# PAYWALLS



A **Reynolds Journalism Institute**\* report indicates that **77 percent** of newspapers nationwide have implemented a paid content model. These models generally take on one of the following forms:

**Metered Paywall (72%)** – In this model, users are allowed access to a set number of stories per month (generally 5 – 10 stories), before being required to pay.

**Free (20%)** – In this model, news content is open and free to anyone who visits the news media property.

**Freemium/Registration (5%)** – In this model, users need to register (generally with an email address) before they are allowed access to news content.

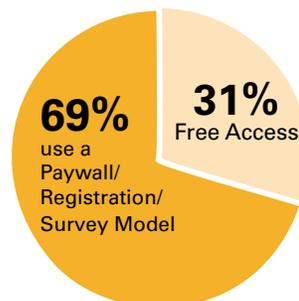
**Survey-Based (3%)** – In this model, users need to complete a survey before accessing news content.

**Hard Paywall (0.4%)** – In this model, no news is available to users unless they have paid to access the content. This model is the least popular of all the options.

If a user is paying for content, the cost generally ranges between **\$50 and \$100 per year.**

## PAYWALLS IN PA

In Pennsylvania, the PNA 2018 Benchmark survey showed that most newspapers have deployed a paywall.



The most common forms of access to content in Pennsylvania are:

- Metered Paywall with five free articles per month
- Metered Paywall with 10 free articles per month
- Hard Paywall

\*<https://www.rjionline.org/stories/new-research-indicates-tight-meters-have-won-the-pay-model-war-for-news-web>



## Why are users paying for news?

Multiple factors can lead people to pay for news content, but a February 2018 study from American Press Institute helps to uncover nine buckets that users tend to fall into:

**Digital Paywall Converters:** These users have encountered a newspaper paywall and are still hungry for more news, through either print or digital means.

**Topic Hunters:** Users who crave a particular type of content (ex. high school sports, local politics, etc.) are likely to pay for local news.

**Locally Engaged:** These users are concerned about their community and find newspapers the best source to stay informed and up-to-date.

**Social-Media Discovers:** After uncovering their local media through Facebook, Twitter or other popular social media channels, these users have decided to trade their hard-earned dollars for more content from their local newspaper.

**Journalism Advocates:** These users want to actively support journalism and are willing to pay to do so.

**Life Changers:** A recent change in lifestyle has prompted this user type to pay for news. These life milestones tend to be major ones (ex. moving to a new area, buying a home, having children, etc.).

**Coupon Clippers:** Long a mainstay of newspapers, these bargain hunters return to the newspaper on a regular basis to find sales, deals and coupons.

**Print Fans:** These users, who tend to have more leisure time, enjoy the experience of reading their news in a print format.

**Friends and Family:** Pass along readers who have stories emailed, shared or physically given to them and decided to subscribe.

# DID YOU KNOW?

## 65%

of millennials trust paid news and information more than free media.<sup>1</sup>

## 59%

of Gen Xers trust paid news and information more than free media.<sup>1</sup>

## 84%

of adults 55+ have taken action as a result of seeing an ad in a print newspaper in the past 30 days.<sup>2</sup>

## 2.0

the average readers per copy for daily/ Sunday newspapers.<sup>3</sup>

Sources: <sup>1</sup>Coda Ventures; <sup>2</sup>NAA; <sup>3</sup>Pulse of Pennsylvania 2018 Statewide Survey

# TO PAYWALL OR NOT TO PAYWALL? QUESTIONS TO ASK

---

**By Karina Fabian**

Marketing Communications Specialist

NEWSCYCLE Solutions

Not too many years ago, newspapers considered paywalls a bad idea, laughable even. In a digital world, where “Information is free,” who would pay to read one publication’s articles, much less subscribe? If you wanted to earn money off your digital site, ads were the way, and those depended on more eyes on your pages.

Time, technology and yes, even “fake news” has changed that attitude. Many publications are finding great success with paywalls. The New York Times, for example, makes more than 20 percent of its revenue on digital-only subscriptions, a number which has been growing quickly. Some of this has to do with how technology has affected internet news and information sites. First, publishers have many choices for implementing paywalls, from allowing one-time access after a partial read to demanding full subscriptions. Combine that with ad-blocking software, and asking for a little financial compensation for information becomes necessary and attractive.

It’s not just publisher attitudes that are changing. Readers are growing more accustomed to purchasing online, and there, too, technology has moved in the publisher’s favor. There’s also a growing sentiment for valuing quality news from trusted sources, and people are increasingly willing to pay for it. Even among young adults, which the industry previously believed would never pay for information on the web, subscriptions are growing.

Not all publications will do well with a paywall, however, and implementing a paywall can take many forms. Check out [this article\\*](#) analyzing 25 of the most-visited daily newspaper sites to see how much variation there can be. If you’re considering implementing a paywall, or are debating whether or not to strengthen yours, ask yourself the following:

**How loyal are your audiences?** Loyal readers return and are willing to support their favorite and trusted news sources. The New York Times, Wall Street Journal, Financial

Times and others have found their readers are concerned about the publication’s success and will show it with their wallets. There are analysis programs that can help you determine loyalty. In fact, some newspapers offer some of their content free and track the reader until they show certain signs of loyalty – return visits, time on site – and then ask them to subscribe.

**How rare or high-value is your content?** Professional journals, particularly medical or scientific ones, that publish online are a great use case for paywalls because their information is valuable to a niche audience and for an express purpose. In some cases, offering a single-use fee paywall as well as a subscription can generate revenue from those who come for a specific, single-time need.

Newspapers with a strong emphasis on local news may find residents will subscribe not only for the area-specific news but also to support their neighbors who may work at the paper.

**How reliable is your ad income?** Some content sites have sufficient eyes or ad monetization to do well without paywalls – and a paywall may in fact upset a system that is working. However, if your ad sales are low or unstable, paywalls can provide a stable income – if your readers are willing to pay. Additionally, if you find that your readers employ ad blockers, you may want to offer a subscription to see content without ads. The Atlantic offers this model.

**What’s your reputation?** If you have a reputation of exclusivity, extreme quality or high-income audiences, then a paywall can actually enhance that reputation by playing to the bias that people pay for quality.

Paywalls are not a quick-and-easy answer to income generation, and you may even experience some growing pains as you find a formula that works and your readers grow accustomed to the new revenue model. However, for many news sites, paywalls have helped effectively monetize a news site.



NEWSCYCLE Solutions is the leading provider of software and services powering the global media industry. Our content management, advertising management, subscription management and mobile solutions help companies drive profitability and accelerate digital business models. With headquarters in Bloomington, MN and regional offices throughout the world, Newscycle Solutions a trusted partner serving over 2,500 customers in 45 countries.

Contact: **Ken Freedman**, [ken.freedman@Newscycle.com](mailto:ken.freedman@Newscycle.com)

\*[https://www.cjr.org/united\\_states\\_project/newspaper-paywalls.php](https://www.cjr.org/united_states_project/newspaper-paywalls.php)

# CMS AND ANALYTICS

Newspaper websites operate on a continuous flow of information. That information must be entered, tagged and prepared for distribution before it can reach a news-hungry audience. To facilitate that flow, newspapers utilize content management systems.

## content management

### What is a content management system?

A content management system (CMS) assists with the publication of web-based content without an extensive knowledge of HTML code or script. In general, a CMS will provide the following tools to its users:

- Article publishing
- Design templates
- Built-in search engine optimization
- Indexing and tagging of content for later searching or sorting
- User and group functionality
- Compliance assistance with current digital standards

A newspaper will deploy a CMS to reduce technical requirements on their newsroom, create a branded appearance of content and allow for different levels of user permissions.

### CMS Vendors

The following vendors are widely used by newspaper sites across Pennsylvania.

- **Newscycle**  
(<https://newscycle.com>)
- **TownNews**  
(<https://www.townnews365.com>)
- **WordPress**  
(<https://wordpress.org/>)
- **News Engin**  
(<https://www.newsengin.com/>)
- **Our Hometown**  
(<http://ourhometown.com/>)

While a CMS is about input of information, the analytical arm of a newspaper website is about export. In the case of websites, that export takes the form of information pertaining to readers and content.

## analytics

### What are analytical tools?

Analytic tools breakdown the day-to-day traffic generated by newspaper websites and report that data for analysis. Common reports generated are as follows:

- Average number of users during a set period (day/month/year)
- Average length of time a user is visiting a digital property
- Which content is being consumed, in what volume, and when
- The geographical sources of users
- The breakout between desktop, mobile and tablet traffic

Newspapers will deploy analytics to better understand their traffic, find new ways to meet the needs of their online readers and uncover ways to attract new readers.

### Analytics Vendors

- **Adobe Analytics**  
(<https://www.adobe.com/analytics/adobe-analytics.html>)
- **Chartbeat**  
(<https://chartbeat.com/>)
- **Crowd Tangle**  
(<https://www.crowdtangle.com/>)
- **Google Analytics**  
(<https://www.blog.google/products/marketingplatform/360/>)
- **Orange Soda**  
(<https://www.orangesoda.com/>)
- **Parsley**  
(<https://www.parse.ly/>)

# PLOT THE PAST, PLAN THE FUTURE:

## Using data insights to inform future coverage

---

**By Jill Nicholson**

Director of Customer Education  
Chartbeat

How often do you look back and evaluate the performance of your overall coverage? In the wake of major events - like the Pennsylvania primary election earlier this year - it's hugely important to do just that. You'll gain key insights that will help you plan for your next big package of content, such as preparing for the general election in November.

Below, we've put together some tips for gathering the right insights to double-down on your best event coverage and pivot and adapt on the things that need improving.

### 1. Gather the right stories

There are two areas to examine: coverage before the event and coverage during the event. First, you need to build a list of all the appropriate stories, filtering out the rest of your content. If your site used a "Primaries" or "Election" section, for example, you can easily use the classification to build your list of stories.

### 2. Build a profile for success

Now that you have the correct list of stories, take a look at what rose to the top. If you have access to data on engagement time, you can identify stories that not only brought in a lot of traffic, but also held readers' attention. This isn't to celebrate good performance (though that's important!) - it's to ask why these stories were successful. Since you're looking at a single event, all the stories will have the same general topic but a different angle and approach.

Ask questions like:

- Was this story straight reporting or did it have a more narrative style? How about the lede?
- Was it a recount of events? A profile of an important person? An explanation of complex information like rules or historical background? Did it have information that was personally relevant to your readers (like where to vote)?
- How long was the story?
- Did it have video, special visuals, or interactive elements?

By answering these questions, you'll have a checklist to consider the next time you cover a big event.

### 3. Traffic sources matter

Chartbeat's research has shown that how a reader discovers your content can affect the type of stories that the reader will choose.

You may have different profiles for success per type of traffic - profiles may vary across sources like search, social, or your homepage. Filter your story list for each traffic source and repeat the profile exercise above for each channel.

Why bother? Because it can help you make smarter decisions about your mix of content and promotion options in the future. Here are some suggestions for stories that fit certain profiles:

**Social:** Make sure those stories get heavier promotion than other types of stories.

**Search:** Spend some extra time thinking about SEO. Search stories tend to have a longer shelf life, so find ways to make these stories relevant days or even weeks after they're published.

**Homepage:** Your loyal readers are more likely to find stories using your homepage than they are to find them through search or social. Advocate for homepage play when you see a story that fits this profile.

### 4. Look beyond the top

Your biggest opportunity comes from troubleshooting your strategy on stories that didn't perform well. You can learn a lot and avoid the same mistakes in the future.

- What attributes do your low performing stories have in common? Do they represent an angle on the topic that just didn't resonate with your readers? Was there a better way to position, structure, or curate those stories?
- In your list of top stories from search, look for stories that fit the profile but didn't do well in terms of traffic. If the story itself was well-suited for the search audience, poor performance may indicate that you missed a few things when optimizing that page for SEO.
- When you're filtered on social, do you see any stories that you promoted heavily, but didn't get a lot of clicks back to the site? Review your posting strategy: timing, wording and platforms.

### 5. Share your findings

Pulling the data for the analyses above is relatively easy. Setting new strategies based on the data may not be so simple. Involve your colleagues in the investigation, talk through the above questions and ask new questions together. Write up your findings and share them as widely as possible. It will be well worth the time spent when your next big event coverage rolls around.



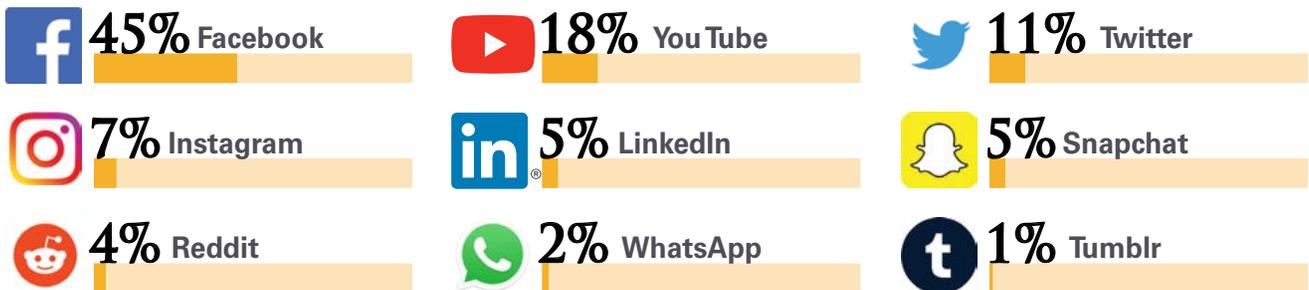
Chartbeat, the content intelligence platform for publishers, empowers media companies to build loyal audiences with real-time and historical editorial analytics across desktop, social, and mobile platforms. Partnering with thousands of sites across 65 countries, Chartbeat's dashboards, headline testing and robust reporting, help the publishers understand, measure, and build business value from reader engagement. Contact: **John Black**, [JB@chartbeat.com](mailto:JB@chartbeat.com)

# SOCIAL MEDIA

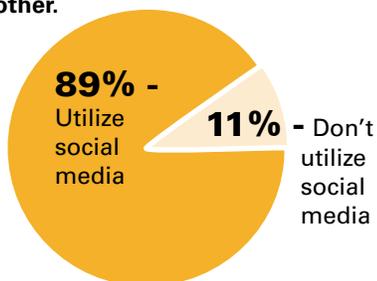
Over two-thirds (67%) of U.S. adults report they use social media to gather news information. Those users, increasing by 5 percent from 2016 to 2017, represent a potentially lucrative target market for news media companies as they look to drive ever increasing readership.

On a national scale, Facebook represents the largest audience of U.S. adults utilizing social media to connect with the news, but it is by no means the only source. One-in-four (26%) of the audience utilizes multiple social media platforms to read the news.

## Percent of U.S. adults using the platform to gather news:



In Pennsylvania, most newspapers utilize social media in one form or another.



The top goals of newspaper companies when using social media are:

- Reader engagement
- Increase website traffic
- Share breaking news

The primary social media platforms used by Pennsylvania newspapers are Facebook, Twitter and Instagram:

- Facebook – 96%
- Twitter – 84%
- Instagram – 23%

## Social Media Vendors

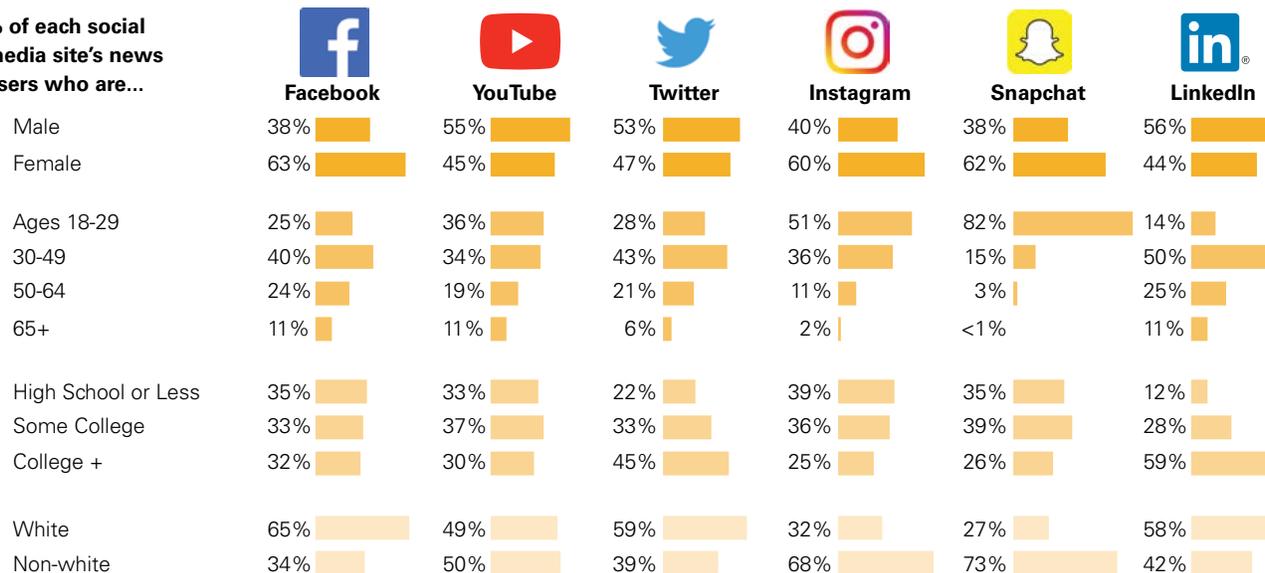
- **ZenDesk**  
(<https://www.zendesk.co.uk/>)
- **Social News Desk**  
(<https://web.socialnewsdesk.com/>)
- **Social Flow**  
(<http://www.socialflow.com/>)
- **Sprout Social**  
(<https://sproutsocial.com/>)

## Tips from Members

- Utilize the built-in social analytics offered by each platform to see what works.
- Be wary of becoming too reliant on social media, the platforms change frequently and do not factor news media into their changes.
- Encourage your editorial staff to be open to using reader submissions as content.
- Examine the types of stories you are posting, and turn off comments on certain sensitive issues when posting to social media.
- Be friendly and engaging.
- Whenever possible, include a photo or video with posts.
- Tease future articles and stories to drive interest/engagement.

## PROFILE OF SOCIAL MEDIA NEWS USERS

% of each social media site's news users who are...

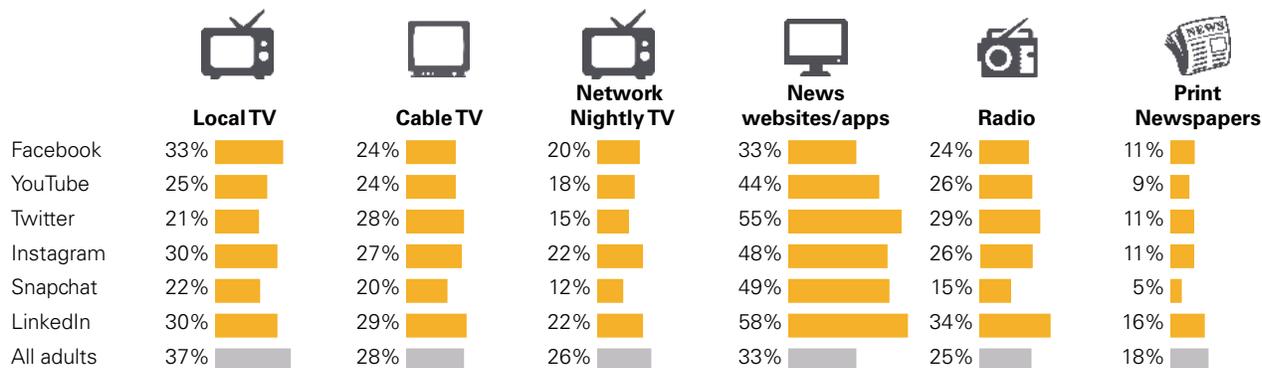


Note: Tumblr, Reddit, and WhatsApp not shown. Non-white includes all racial and ethnic groups, except Hispanic white.

Source: Survey conducted Aug. 8-21, 2017. "News Use Across Social Media Platforms 2017"; Pew Research Center.

## TRADITIONAL NEWS USE BY SOCIAL MEDIA NEWS USERS

% of each social media site's news users who often get news from ...



Note: Tumblr, Reddit, and WhatsApp not shown.

Source: Survey conducted Aug. 8-21, 2017 among U.S. adults. "News Use Across Social Media Platforms 2017"; Pew Research Center.

# BUILD READERSHIP, REVENUE WITH SOCIAL MEDIA

**By Ryan Morris**  
Client Success Manager  
Social News Desk

As news consumption and distribution has changed, local news websites typically generate revenue at least in part from ad views. Banner ads and video pre-roll are quantifiable direct-to-dollar ways to use your content. So why would you “give away the content for free” on social media?

## Build Relationships with Your Audience

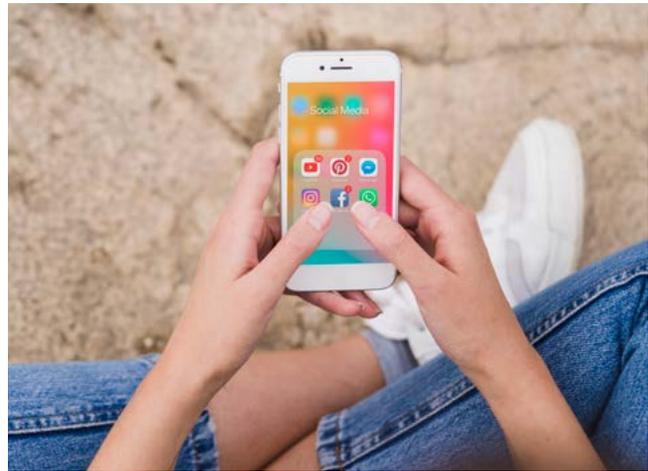
Let’s address the idea that you’re “giving away” content to your fans on social media. While you may not be directly monetizing your videos and photos on social media (yet!), the engagement you earn matters. By posting content directly to your social media accounts, you’re gathering interactions that will help your future posts get priority on Facebook, Instagram and Twitter.

The better your average engagement is across all of your posts, the more likely it will be that your audience will continue to see your content in their social media feeds. A compelling storm video today can make tomorrow’s link about a local bond issue more successful. Keep in mind that all content doesn’t belong on social media - consider the types of stories that will get people talking, watching, and clicking. Even a small segment of a story can become a compelling social media post - while still encouraging fans to click through for the rest of the story.

If you invest in sharing media directly to Facebook, Twitter and Instagram, you’ll give your brand a better starting point to draw traffic back to your website where your content can continue to generate revenue.

## Build Frequency for Your Content

While there’s no universal fit for how often you should post content to your social media accounts, you should be posting direct content daily. Pick a starting point and adjust from there. If you’re just getting started, try sharing content twice per day to each of your social media accounts. After a few weeks, review your social media metrics to see if this practice has had any impact on your overall engagement. If not, add a third post, maybe a fourth.



If your organization is already posting content frequently throughout the day, you can try increasing your post frequency. If your reach and engagement hold steady or increase, continue increasing frequency until you see things level off. You’ll need to do your own experimenting to find the perfect balance.

## Build Revenue for Your Brand

Once you’ve built up an audience for your content and a more frequent post schedule, your organization can also use social media as an advertising asset for your clients. Local news providers across the nation are using their high fan count to sell branded content sponsorships for local advertisers. A series of stories about new road construction can be posted in partnership with a local car dealer, for example. But those posts will only be valuable to your advertisers if you invest some effort in creating compelling content that gathers likes, comments, shares, retweets and video views.

Keep in mind that social media success is not just tied to your fan count. The number of fans you have only represents your potential audience. Engaged fans who are making the effort to connect with your content through comments and shares are your real asset.

Your content is valuable - but protecting content behind a paywall or only housing stories on your website should be in balance with using content to build diverse sources of engagement, readership and revenue.



Social News Desk makes it easy for everyone in your newsroom to get the most out of social media with tools built just for them. Manage all your social media efforts from one place and get an edge over the competition with powerful curation tools and actionable analytics. Social News Desk makes it simple to discover news and engage your audience with great content. Creative sponsorship opportunities help you attract advertisers to monetize your social reach. And, best of all, every Social News Desk client is matched with a dedicated social media expert for ongoing support, training and strategy. At Social News Desk, we share your passion for news.  
Contact: **Tony Shepherd**, [info@socialnewsdesk.com](mailto:info@socialnewsdesk.com)

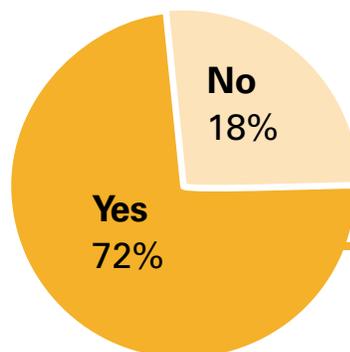
# VIDEO

In only three years (2021), over 80 percent of all online traffic will be drawn to video. As consumers continue to show their preference for video content, their consumption grows and is projected to reach over 1.6 million hours of videos consumed globally per day by 2021 (Visual Networking Index, CISCO, June 2017).

To fill this need, many newspapers have launched into the video space with traditional news stories, local sports coverage, on-the-spot coverage and live streaming video through social media.

During the PNA statewide survey, it was found that 72 percent of Pennsylvania newspapers offer some form of video content.

## Offer Video Content



The papers that do offer video content run videos that are an **average length of 2 minutes**, and they generally **produce two or three videos per day**.

## Social Media Vendors

- **Wochit**  
(<https://www.wochit.com/>)
- **Videolicious**  
(<https://videolicious.com/>)
- **Field 59**  
(<https://www.field59.com/>)

## Tips from Members

- Break longer videos into smaller snippets to simplify viewing and drive more video advertising volume.
- Focus on topics that lend themselves to the video medium: business openings, fires, parades, etc.
- Raw video does not have to be perfect. Be willing to settle for “good enough” video, particularly for social content.
- Experiment with live on-the-scene video to drive social engagement.

# USEFUL APPS

The mobile phone has become a crucial tool for journalists in the field. It provides access to a wealth of information, constant communication and a powerful recording tool, all easily fitting into a pocket, purse or satchel.

As with all tools, there are ways to improve performance and derive even more value from day-to-day use. With mobile devices, apps can often provide that edge to improve performance. We asked the reporters in r/Journalism on Reddit.com for their best apps and share their suggestions below:

## **Ban.jo** *iOS/Android*

"Banjo is your all-access pass to live events and breaking news around the world. We discover social posts from your favorite networks, sort them by location, and show you what it's like to be anywhere in the world, right now. Browse music, sports, breaking news and so much more to explore real-time posts from the people who are there. Banjo provides an on-the-ground view at any place or event."

- Location-based data mining
- Real-time event notifications

## **Broadcastify** *iOS/Android*

"Broadcastify is world's largest source of scanner radio communication streams."

- Access to over 6,000 police, fire/EMS, aviation, rail and marine radio streams
- Sort streams by location and name
- Push notifications available for major incidents

## **Evernote Scannable** *iOS*

"Scannable captures the paper in your life quickly and beautifully, transforming it into high-quality scans ready to save or share. Whether on-the-go or at the office, send paper on its way and move on."

- Automatically capture high-quality scans with your mobile device
- Eliminate paper records by scanning business cards, documents and other files from your mobile office

## **FiLMiC Pro** *iOS/Android*

"FiLMiC Pro v6 is the most advanced video camera for mobile. Ever. FiLMiC Pro has been enhanced with cutting-edge capabilities and the most responsive manual camera interface available on an iPhone, iPod, iPad or Android device."

- Provides greater range for a smartphone's video capability
- Multiple modes to align with a user's skill level

## **ProShot** *iOS/Android*

"The modern camera has evolved from a machine that took minutes to set up, to a pocketable device that's ready to go in an instant. With the latest advancements in imaging and computational photography, ProShot enables unprecedented control over how you capture your world."

- Centralized camera settings
- Enhanced camera control

## **Voice Recorder & Audio Editor (TapMedia)**

*iOS*

"Easy to use voice recorder with cloud back-up support."

- Unlimited recording length
- Transcribe recordings to text
- Easily share recordings through email, Messenger, Facebook, Twitter, YouTube, Instagram, or Snapchat

## **TapeACall** *iOS*

"TapeACall makes it easy to record calls you're already on, or calls you're about to make. Once you're done, the recordings show up instantly, ready for you to share or save."

- Easy-to-use call recording
- Recorded calls downloadable as MP3
- Both incoming and outgoing call recording

## **Todoist** *iOS/Android*

"With Todoist, you can keep track of everything - from simple errands like grocery shopping, to your most ambitious projects - so you can start getting things done and enjoy more peace-of-mind along the way."

- Works across web, app, wearable, email and as a browser extension
- Quickly and easily see an overview of your upcoming activities
- Review daily or weekly accomplishments

## **Videolicious** *iOS/Android*

"Videolicious is beautifully designed to make high quality video creation even easier and faster! Instantly weave together interviews, videos, photos, music and more into a sophisticated video production - in seconds. Just talk and tap - or watch and tap - to make the perfect video. Already an essential app for journalists at the world's biggest newspapers, magazines, television and radio stations, as well as marketing and sales professionals, recruiters and corporate communicators, Videolicious can help anyone unlock the power of video to tell incredible stories."

- Easy-to-create video narration
- Quickly combines photos and music to create video content
- Post high-definition videos on Twitter, Facebook, YouTube

What apps do you use in your day-to-day life as a reporter? Share those with the PNA by emailing [matthewc@pa-news.org](mailto:matthewc@pa-news.org).

# GET YOUR APPS IN GEAR

By Peter Marsh

VP Marketing  
NEWSCYCLE Solutions

Rather than sitting around on our assets, we invest a ton of time researching what's working and what's not for news media companies around the world. One thing is clear – mobile apps are important tools for increasing engagement and driving advertising revenue to publishers' bottom lines.

Here are four things we've learned recently:

**A recent ComScore study confirms that app users spend 18x more time on their mobile apps than users who visit mobile websites.**

**1. Study after study proves that mobile news and information apps will keep readers engaged far longer and more actively than mobile websites alone.**

The average time in an app session is 3 minutes and 22 seconds, and the average number of app opens is 19 times per month. That's a lot! Compare this to the time spent by news consumers on mobile websites, which is only 1 minute and 10 seconds per session. The average number of mobile web opens is only 7 times per month.

A recent ComScore study confirms that app users spend 18x more time on their mobile apps than users who visit mobile websites. For advertisers, this means that mobile apps are great vehicles for increasing ad viewability.

**2. In the battle for digital moments, push notifications are incredibly valuable for gaining reader attention and increasing engagement.**

In a recent Digiday article on how The New York Times is creatively using mobile push notifications, author Lucia Moses notes, "At a time when publishers' traffic is increasingly coming through social side doors, the pushes are an important way to get people to publishers' own mobile apps, where they control the experience and monetization. About three-fourths of the Times' notifications drive users to its app, and a good push will drive three or four times as many swipe-throughs to the app."

**3. Ads and in-app purchases are effective in boosting publisher revenue.**

According to a new study by AdColony, publishers are effectively monetizing their apps using a combination of ads and in-app purchases. Ads account for 55 percent of total mobile publisher revenue, with video ads generating 31 percent, display ads generating 20 percent and native ads generating five percent of revenue. In-app purchases, which allow users to download an app for free and later pay for additional features, account for a whopping 39 percent of total mobile publisher revenue.

**4. Unlike mobile websites, ads appearing in mobile apps CANNOT BE BLOCKED by ad blocking software. In-app ads are also guaranteed to be viewed by real human eyeballs, not by bots or fraudsters.**

Over the past 12 months, the number of smartphone owners using ad blocking software on the mobile sites they visit has increased by 90 percent. Mobile accounts for 31 percent of global web traffic, of which 63 percent is impacted by ad blocking. Mobile apps are much less vulnerable to ad blocking than mobile web. Why? Because most ad blockers work within a web browser framework, and because mobile apps do not rely on a browser, they are more impervious to ad block technologies.

Want to learn more? We've created a toolkit of data sheets, whitepapers, videos, case studies and webinars to help publishers in shaping and strengthening their mobile back-end strategies. So, get your apps in gear today and visit: [newscycle.com/mobileresources](http://newscycle.com/mobileresources)



NEWSCYCLE Solutions is the leading provider of software and services powering the global media industry. Our content management, advertising management, subscription management and mobile solutions help companies drive profitability and accelerate digital business models. With headquarters in Bloomington, MN and regional offices throughout the world, Newscycle Solutions a trusted partner serving over 2,500 customers in 45 countries.

Contact: **Ken Freedman**, [ken.freedman@Newscycle.com](mailto:ken.freedman@Newscycle.com)

# WEBSITE DESIGN

## SIX PRINCIPLES OF MODERN NEWS WEBSITE DESIGN

---

**By Christine Masters**

Director of Product Management  
TownNews.com

**“Content should be the focus. Design should be minimalist and out of the way.”**

**Karl Sherman**

Director of Development  
and Design at CNHI

Online news sites are feeling pressure from many different sides. They must increase pageviews, increase ad impressions and increase engagement, while at the same time deal with ad blockers, shortened attention spans and fake news.

It's a lot to handle, but thousands of media organizations are doing it, day in and day out, and are meeting and even exceeding goals. As Director of Product Management at TownNews.com, a tech company serving more than 1,700 news websites, I get to work with these success stories every day.

And so, when asked to write this column on trends in online news design, I called up a few of our customers to ask how they approach this topic in today's ever-changing world.

### **1. Don't be held back by print newspaper traditions**

Kayla Castille, Vice President of Content Development for Community Newspaper Holdings, Inc. (CNHI), said her team really focused on content presentation as part of their recent redesign.

The new layout dedicates a large portion of the homepage to the day's most interesting and engaging stories, regardless of their section. This deemphasizes the traditional role of newspaper-based categories and promotes the best content.

“Mixing up the sections has allowed us to present the best stories first. Online readers don't really connect with those old newspaper terms,” Kayla said. “What are ‘Features’ anyway? People just want to read interesting and important stories.”

“Content should be the focus,” agreed Karl Sherman, Director of Development and Design at CNHI. “Design should be minimalist and out of the way.”

### **2. Intersperse ad spots between content blocks**

Sites designed with desktop presentation in mind typically use ad placements that are not optimized for mobile devices. This leads to many ads on mobile being lumped together at the bottom of each article.

Lee Enterprises, which recently rolled out redesigns of its 54 newspaper sites, uses a mobile-first concept to ensure ads are integrated strategically throughout their content. “We are able to incorporate more content, and more ads, without overwhelming the reader,” said Preston Stahley, Lee Enterprises designer and front-end developer.

Based on early testing, they expect this new design concept to increase both ad impressions and ad viewability rates.

Continued on **Page 17**

### 3. Dispel old myths

“It’s a myth that readers won’t read long content, or won’t scroll ‘below the fold,’” said Erica Smith, Online Editor and Director of Digital Strategy at The Virginian-Pilot. “If the design works, and the content is compelling, they will read it.”

Erica recommends adding subheads, inline videos, photos or graphics and other visual elements to breakup text as a way to keep readers engaged and make long stories easier to read.

### 4. Always think mobile-first

For the Columbia Missourian, a community newspaper affiliated with the University of Missouri School of Journalism, mobile design is key.

Elizabeth Stephens, Assistant Professor and News Editor of the Columbia Missourian, says that they have a sign in their newsroom that reads: “If it doesn’t work on mobile, it doesn’t work.”

In a recent project, Blake Nelson, one of the university’s student reporters, wrote an article about how Missourians were reacting to Donald Trump’s first 100 days as president. But, instead of writing a traditional article, he decided to use his artistic talents to create an illustration that was more than 16,000 pixels tall. On mobile, this created a very compelling scrolling graphic, but it didn’t work in print. So, the staff opted to run an article describing the graphic and directing users to view it online.

### 5. Personalize the layout for different user groups

In the early days of the web, print designers like myself marveled at how there was “unlimited space on the internet.” But really, there are limits - to the user’s attention and patience - and to the amount of content that can be downloaded in a reasonable time.

Kyle Rickhoff, Corporate Director of Digital Platforms at Lee Enterprises, said the Lee team considered audience segmentation as part of their upcoming redesign. “We divide readers into segments based on location and cohort behavior, and we alter the ad and content display to seize our best opportunity from that visit,” Kyle said. “For example, we won’t offer a subscription to a reader who only comes to our site once a week. When we get viral traffic, that’s the only chance to monetize that reader, so they will be served more national ads.”

### 6. Optimize content for each platform

Don’t let your print design overly influence the design for your website, or any other destination for your content. It may be important to have brand consistency for all platforms (with some exceptions), but in general, the print product is just another destination - much like the web, Facebook Instant Articles, native apps and so on.

“Each platform should have a consistent brand identity,” Preston from Lee Enterprises said. “But the design should be optimized for each individual platform. Print is just another platform for our content.”

Keep these six expert tips in mind when designing - or redesigning - your site to meet the challenges of the modern, mobile web.



**“Each platform should have a consistent brand identity. But the design should be optimized for each individual platform.”**

**Preston Stahley**

Designer and front-end developer,  
Lee Enterprises



TownNews equips local media organizations with the digital services and guidance to transform their business models and flourish in the digital age. Our tools and expertise in print, digital, video, OTT and advertising enable forward-thinking media organizations in dynamic markets to efficiently engage their audiences, increase security, and grow revenue.

Fueled by a passion for local media and a 30-year proven track record of success, more than 1,700 news organizations have benefited from the platform and tools we’ve built specifically for the media industry to thrive.

Contact: **Loren Widrick**, [lwidrick@townnews.com](mailto:lwidrick@townnews.com)

# MANAGING A USER WHO CROSSES THE LINE

There are basic measures you can take ahead of time to reduce bad behavior in your system. These include:

- Set the first few comments from any new user to go to pre-moderation (if your system allows).
- Encourage users to report/flag bad behavior through clear onboarding and messaging. (Ideally, also have a system like Talk that accounts for unreliable flaggers).
- Highlight good contributions – this models how users can get the newsroom’s attention through more than just bad behavior.
- Create a list of places you can point users to – e.g. Crash Override, Heartmob, Trollbusters – to get support if they are being targeted.
- Respond with empathy to those who cross the line – they might not have understood the community guidelines. If appropriate and possible, consider giving them a time out from posting instead of banning them for life.

Sometimes a user acts in a way that is deliberately abusive by repeatedly targeting one or more people, and even banning them from your community has no effect, as they create more accounts to continue their abuse.

How you respond depends on the situation, but some themes are common across them all: it is important to work with the person being targeted, and where you can, to reach out to the abuser to try and discover what might have triggered this behavior.

## **Situation 1: Another user is the target**

Contact the person being targeted and ask what they would like to happen. Even if the level or type of abuse is a crime, they might have good reasons for being very wary of the police. Work with them on your proposed solutions. Keep them informed of any developments.

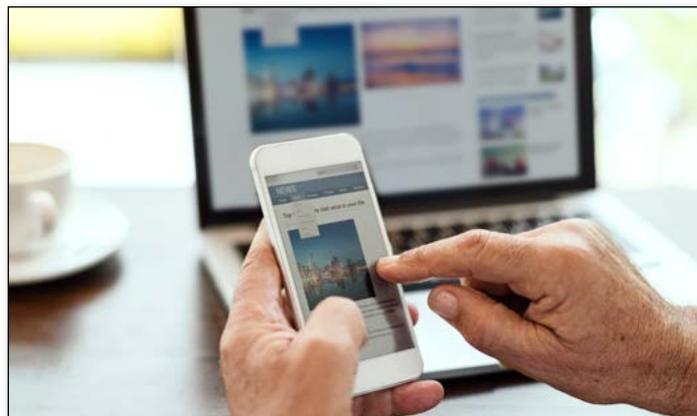
Make a public statement about what’s happening, that it’s not OK, and what you’re doing about it. Also enlist the community to tell you if they see the user return or continue this behavior.

If the person keeps coming back with new accounts, try reducing the number of new users your system will approve each day, or restrict the ability to comment without moderation, if your system allows it.

Contact the person conducting the abuse, and simply ask what is going on with them. There is often a triggering reason that made them first act this way. See if that can be addressed or at least acknowledged. Sometimes just recognizing and validating the existence of the situation that started the behavior can be enough.

## **Situation 2: A journalist/member of your team is the target**

Contact the journalist being targeted. If it seems to be a specific and genuine threat, make sure they’re safe, make sure they know what to do if the person tries to call/go to the office. Inform security at the office. Offer for them to work from home or to



cover hotel costs if they feel genuinely concerned for their safety. Work with them on your proposed solutions. Keep them informed of any developments.

Make sure the journalist isn’t expected to read their own comments at this time. See if you or one of your team can give specific attention to comments on their work for a period of time. Contact the police if the journalist agrees, and you believe there is a genuine threat of harm.

Again, contact the person conducting the abuse, and simply ask what is going on with them. There is often a triggering reason that made them first act this way. See if that can be addressed or at least acknowledged. Sometimes just recognizing and validating the existence of the situation that started the behavior can be enough.

## **Situation 3: General, repeated, non-targeted abuse**

If the offender keeps creating new accounts, and you can’t keep ahead of the abuse, set your system to pre-moderate all comments, or all new accounts.

Look at the abuser’s history of contributions. Look for patterns. If they keep creating new accounts, how can you tell if each new account might be the same person returning? Is there something you can do to make repetition of these patterns go straight to pre-moderation or somehow be flagged for moderator attention?

Again, contact the person conducting the abuse, and simply ask what is going on with them. There is often a triggering reason that made them first act this way. See if that can be addressed or at least acknowledged. Sometimes just recognizing and validating the existence of the situation that started the behavior can be enough.

Encourage your trusted community to use Ignore/Mute functions (where available – it exists in the Talk platform), and to contact you privately if the abuser seems to have returned with a new account.



*Taken from The Coral Project’s Guides to Community Engagement, published with a Creative Commons CC-BY-SA license. Read more at [guides.coralproject.net](http://guides.coralproject.net)*

# VENDOR GUIDE

The following is a complete list of digital vendors referenced by PNA members who participated in our recent survey.

## 199Creative

<http://www.199creative.com/>

199Creative is a creative agency which specializes in web design, mobile apps, and search engine optimization (SEO). 199Creative has helped business owners small and large to design custom, easy to operate, websites as well as state-of-the-art mobile apps to enhance business and please customers. Other services offered include marketing, re-branding, reputation management, social media marketing and custom web design.

## AWeber

<http://www.aweber.com/>

AWeber is an email marketing platform that allows 100,000+ small businesses and entrepreneurs to create and send emails people love.

## Adblade

<http://www.adblade.com/>

Adblade is the most innovative content-style ad platform, enabling advertisers to reach over 300 million monthly unique users across hundreds of top branded sites with the absolute assurance of brand-safety. Adblade offers a winning combination of innovative proprietary ad units, massive scale, distribution through select top-tier publishers, as well as unique features that give advertisers the confidence they need to launch their brand and direct response campaigns.

## AdCellerant

<http://www.adcellerant.com/>



AdCellerant is a digital advertising and technology company focused on making quality digital marketing accessible to every business. AdCellerant achieves this goal by partnering with local marketers, media companies, agencies and channel sales organizations to help them leverage AdCellerant's proprietary advertising software platform UI.

## Bankrate

<http://www.bankrate.com/>

Bankrate.com offers the expert advice and tools you need to make financial decisions with confidence. Bankrate.com also publishes original and objective content to help you make smarter financial decisions. Publications such as The Wall Street Journal, USA Today, The New York Times, CNBC and Bloomberg depend on Bankrate as the trusted source of financial rates and information.

## BENN

<http://bennsolutions.com/>

BENN is a digital service agency specializing in targeted online marketing and advertising, with a strong emphasis on research services. The mission is to provide clients with thorough assessments, products catered to help achieve their specific goals and transparent analytics to measure success. Services are set up to accommodate anyone from local or national advertisers to publishers who want to offer digital solutions to their current and prospective clients.

## BrandForge

<https://brandforge.deseretdigital.com/>

BrandForge is Deseret Digital Media's end-to-end content studio designed to help digital publishers grow audience and revenue opportunities through engaging, carefully crafted articles, video and more. BrandForge specializes in native advertising, highly curated newsfeeds and custom content. Services are available in English, Spanish and Portuguese.

# VENDOR GUIDE (CONT.)

## Brightcove

<https://www.brightcove.com/en/>

Brightcove is passionate about online video! Day in and day out they help their customers focus on using video to move their business in meaningful ways, whether that's in broadcasting or publishing, marketing or enterprise communications. Brightcove does this through continuous technical innovation, nurturing a broad video-centric ecosystem, and by being a true partner to their customers. Video moves Brightcove and its customers, thousands of them in 70 countries.

## Broadstreet

<https://broadstreetads.com/>

Broadstreet was launched in 2012 to help niche media organizations make the most of their ad sales efforts in an increasingly competitive online space. It serves Fortune 500 clients as well as small, independent media companies. The flagship product, the XPRESS adserver, was launched in 2016.

## Carambola

<http://www.carambola.com/>

Carambola is a unique, publisher-focused platform that creates new revenue streams for premium publishers, while enhancing the experience on their pages – rather than damaging it. The combination between Carambola's ability to deeply understand publishers' pages and our premium, original content library (artfully crafted by professional writers and editors) enables them to set a new bar when it comes to users' engagement and satisfaction. Backed by Tier-1 VC, their goal is to become publishers' preferred and trusted choice.

## CitySpark

<http://www.cityspark.com/>

The most complete calendar solution for your audience. CitySpark proprietary technology ensures that your calendar always has a critical mass of local events and a healthy flow of user submissions, without you spending hours fielding calls and chasing down emails.

## CivicScience

<https://civicscience.com/>



The fastest, most sophisticated and most democratic polling solution ever invented. Today, CivicScience provides software and services to the world's leading brands media companies, and investors, while giving a trusted and powerful voice to all people.

## Content That Works

<http://www.contentthatworks.com/>

Established in 2001, Content That Works was one of the first players in native advertising. The company has become an innovator in custom and syndicated content creation, utilizing technology platforms from VR, web, social and beyond.

## Coral Project

<https://coralproject.net/>

The Coral Project brings journalists and the communities they serve closer together through open-source tools and strategies.

TALK - We've built a system that discourages abuse and enables

productive dialog.

ASK - No more clumsy Google Forms attached to personal accounts, or email inboxes filled with responses.

## CrowdTangle

<https://www.crowdtangle.com/>

The easiest way to keep track of what's happening on social media.

## Crowdynews

<https://www.crowdynews.com/>

Crowdynews is the world's largest social media curation platform, delivering social content to the news media market worldwide.

## Data Dynamics

<https://www.datadynamicsinc.com/>

Data Dynamics empowers enterprises to seamlessly analyze, move, manage and modernize their critical data assets – from creation to archival – while maximizing the value of their current and future infrastructure investments, on-premises and in the cloud.

## EZToUse.com

<http://www.eztouse.com/>

EZToUse.com is one of the leading Independent Yellow Page directory publishers in the U.S. and a member of the Association of Directory Publishers. EZToUse.com offers 66 different directories, printing nearly 4 million books delivered to households by the U.S. Postal Service.

## Field 57

<https://www.field59.com/>

Field59 is a premier online video management system for news, media companies and premium content creators. We offer cloud-based video management, distribution, integration and live streaming solutions for desktop, mobile and OTT devices.

## Flipp

<https://corp.flipp.com/>

Flipp is a retail technology company that is reinventing the way people shop. We work with the largest retailers and brands in the world to help them transform their businesses to thrive in this digital age.

Our partners use our next-generation digital shopping marketplace to connect with millions of highly-engaged shoppers to deliver a personalized experience and drive incremental sales. The Flipp app offers consumers the most digital shopping content to help plan shopping trips and find deals on the items and brands they love.

## Google Opinion Rewards

<https://surveys.google.com/google-opinion-rewards/>

Use Google Surveys to create your own questionnaire, then set up custom audience panels to target the Google Opinion Rewards users you'd like to reach.

# VENDOR GUIDE (CONT.)

## Google Surveys

[https://www.google.com/analytics/surveys/#?modal\\_active=none](https://www.google.com/analytics/surveys/#?modal_active=none)

Google Surveys makes it easy to get fast, reliable insights – from consumers across the internet and on mobile devices – allowing you to make more informed business decisions, understand your marketing impact, and keep a pulse on the health of your brand.

## Guarantee Digital

<http://guaranteedigital.com/>

Guarantee Digital works with merchants of all sizes either directly or via our Sales & Media partner re-seller network. We've grown from one sales partner in early 2012 to now over 200 markets of all sizes around the U.S., supporting 1000's of local merchants. Our team loves what they do...and it shows in our passion for helping our customers succeed and in innovative programs that include the Digital Media Lab and EveryDoorDigital.

## Infogroup

<http://www.infogroup.com/>

Infogroup is a big data, analytics and marketing services provider that delivers best-in-class data-driven customer-centric technology solutions. Their data and software-as-a-service offerings (DaaS&SaaS) help clients of all sizes, from small companies to FORTUNE 100™ enterprises, increase their sales and customer loyalty. Infogroup provides both digital and traditional marketing channel expertise that is enhanced by access to proprietary data on 245MM individuals and 25MM businesses, which is distributed real-time to clients.

## JW Player

<https://www.jwplayer.com/>

JW Player provides media professionals with powerful and flexible technology to deliver video, grow their audience and monetize with ads. A venture-backed company based in New York City since 2008, JW offers a unique set of business solutions that integrate with any workflow and prioritize speed, API control and audience growth across all viewing platforms. JW Player solutions are trusted by broadcasters and digital publishers including WWE, Univision, VICE Media, Hearst, LittleThings and Mashable, and developers around the world have deployed JW Player on domains collectively reaching over one billion monthly unique viewers.

## Legacy

<http://www.legacy.com/>



Legacy.com is the global leader in online obituaries, a top-50 website in the United States and a destination for over 40 million unique visitors each month around the world. Founded in 1998, Legacy.com is honored to serve users by partnering with more than 1,500 newspapers and 3,500 funeral homes across the United States, Canada, Australia, New Zealand, the United Kingdom and Europe. These partnerships provide easy ways for consumers to express condolences, share direct support for families and celebrate the people who have touched their lives.

Legacy.com's partners benefit from our unparalleled scale, which enables continuous innovation of our industry-leading obituary products and accompanying cross-platform e-commerce engine. Legacy.com is a privately held company headquartered in Evanston, Illinois, with additional offices in Naperville, Illinois; Calabasas, California; and London, England.

## Lineup Systems

[www.lineup.com](http://www.lineup.com)



Lineup Systems is a leading provider of advertising sales technology. Our cloud-based solution, Adpoint, optimizes business performance and enables media companies to grow ad revenue.

## Locable

<http://www.locable.com/>

Locable is a marketing technology company that simplifies local marketing and enables you to tap into the power of your Local Connections™ through easy-to-use tools.

## MailChimp

<https://mailchimp.com/>

MailChimp is the world's largest marketing automation platform. It's like a second brain that helps millions of customers – from small e-commerce shops to big online retailers – find their audience, engage their customers, and build their brand.

## Metro Creative Graphics, Inc.

<http://mccg.metrocreativeconnection.com/publish/newmcc/>



Metro Creative Graphics, Inc. is a leading provider of advertising, creative and editorial resources designed to help media companies make money with their print, web and mobile products. With an unparalleled dedication to providing the finest resources available for ready-to-use images, spec ads, ideas, stock-quality photos, logos/trademarks, auto manufacturer photos, marketing/sales materials, copyright-free editorial features, print templated sections, state-of-the-art online e-sections and groundbreaking digital ad development tools - plus custom image, ad design and editorial services - Metro remains unmatched in serving the creative needs of today's media companies.

## Nativo

<https://www.nativo.com/>

Nativo delivers meaningful content experiences to consumers, automates the way marketers distribute and analyze the impact of branded content and enables media companies to sell, deploy and optimize paid native content across their properties.

## NewsEgin

<https://www.newsegin.com/>

NewsEgin is the only vendor on the planet to provide a mature and malleable engine for digital and print publishing that embodies the ethos of a professional newsroom - at an exceptional price. Our software offers a tremendous competitive advantage to news organizations that use it, both to reduce costs and to build audience.

## OrangeSoda

<https://www.orangesoda.com/>

OrangeSoda helps you grow your business online by leveraging market data and years of industry insights into actionable online marketing strategies that will help you acquire new customers and engage existing and referral customers. From SEO inbound marketing to SEM, social media marketing, reputation management, content marketing, PPC and so much more, our breadth of products and services are designed to help you establish a strong online presence, drive awareness and conversions and development long-term growth and engagement with your customers.

# VENDOR GUIDE (CONT.)

## Our Hometown

<http://our-hometown.com/>

Our Hometown Inc. has provided newspapers with digital web production services for over 18 years. The company is expanding its contributions to the newspaper industry by further improving available web services, as well as developing innovative products for newspapers to engage readers online. Our Hometown, Inc. was founded with the goal of helping communities leverage the latest technology for spreading local news on the internet. We offer multiple packages for every level of service, from white glove to self-service.

## OutBrain

<https://www.outbrain.com/>

Every month, more than 275-billion Outbrain recommendations appear as native placements on premium publishers like CNN, Ha'aretz and Le Parisien. These highly targeted placements use proprietary data to help marketers and publishers drive results, whether they are looking to generate awareness, engagement, or conversions.

## OwnLocal

<https://www.ownlocal.com/>



More than 3,300+ local media companies use OwnLocal to power their digital services by automatically converting traditional offline advertising into powerful online marketing campaigns. Add value, extend reach and drive revenue from the work you already do and the sales you already make.

## Parse.ly

<https://www.parse.ly/>

Parse.ly empowers companies to understand, own and improve digital audience engagement through data, so they can ensure the work they do makes the impact it deserves. Our clients, who include some of the largest media companies in the world, harness their content's potential through our real-time and historical analytics dashboard, API, and data pipeline.

## PhDesigned

<http://phdesigned.com/>

We offer advertising solutions and digital services like website design, social media management, texting, blogging and more to help increase revenue for your organization. We become your digital team with no added expense.

## ppi Media

<https://www.ppimedia.de/ppi/en>



ppi Media's integrated publishing solutions enable the delivery of automatic content for all channels. Daily newspapers and magazines can create both their print products as well as their digital services using ppi Media's software.

## Presslaff

<http://presslaff.com/>

Presslaff Interactive Revenue is the leading provider of database and email marketing services for media companies worldwide. PIR delivers a range of data-driven products, from stand-alone, full-service, turnkey campaigns where you sell and they build, to a comprehensive self-service model rich with features like a

client-customized strategy, powerful platform for engagement and extensive marketing support.

## Second Street

<https://secondstreet.com/>

Second Street is an audience engagement software platform that is used by over 3,000 media companies and marketers. Their partners use the platform to run promotions and interactive content – such as personality quizzes, sweepstakes, photo contests and more – on their website to generate digital revenue, grow their email database and engage their audience.

## SendtoNews

<http://www.sendtonews.com/>

SendtoNews Video Inc. ("SendtoNews") distributes and monetizes exclusive sports video content via over 1,400 broadcast, "newspaper.com", "radio.com" and pure digital publishing properties across North America.

## ShortStack

<https://www.shortstack.com/>

ShortStack makes it easy to create social contests, giveaways and landing pages your customers will love.

## Simpli.fi

<https://www.simpli.fi/>

Simpli.fi is an advertising technology company that simplifies digital advertising through the use of unstructured data. Their programmatic marketing platform enables marketers to use unstructured data to extract unlimited value from real-time bidding (RTB) advertising exchanges. With Simpli.fi, advertisers can target, bid, optimize and report at the data element level.

## Social News Desk

<https://www.web.socialnewsdesk.com/>

Social News Desk makes it easy for everyone in your newsroom to get the most out of social media. Manage all your social media efforts from one place and get an edge over the competition with powerful curation tools and actionable analytics. Social News Desk makes it simple to discover news and engage your audience with great content. Creative sponsorship opportunities help you attract advertisers to monetize your social reach. And, every Social News Desk client is matched with a dedicated social media expert for ongoing support, training and strategy.

## Sovrn

<https://www.sovrn.com/>

We believe that publishers - their stories, their art, their ambitions - are the lifeblood of the internet. We come to work every day to push the envelope with technology, tools and ideas that help publishers thrive.

Sovrn provides a complete suite of advertising tools for display, mobile and video. From header bidding to VPAID and VAST video, OnScroll InView ads and cross-platform content distribution, that is integrated with every major advertising buyer on the planet.

# VENDOR GUIDE (CONT.)

---

## Sprout Social

<https://sproutsocial.com/>

Sprout helps social marketers and analysts deliver more robust, useful social data.

## Survey Monkey

<https://www.surveymonkey.com>

Survey software that allows you to get access to people powered data, at scale and in real time. Discover insights and new ideas to drive your business forward.

## Taboola

<https://www.taboola.com/>

Taboola's team has been building the world's largest and most advanced discovery platform - or "search engine in reverse" - delivering personalized recommendations to over one billion users every month, on many of the web's most innovative and highly-visited websites. Thousands of leading publishers, marketers and agencies utilize Taboola's predictive technology to increase user engagement, monetize their traffic and distribute their content to engaged audiences across the web. Together, Taboola teams have pioneered a major new marketing channel alongside "search" and "social," proving that "discovery" can power successful campaigns for companies of all sizes, throughout the customer journey.

## ThriveHive

<https://thrivehive.com/>

ThriveHive helps businesses take charge of their growth by combining actual human guidance with easy-to-use technology to make marketing your business easy, effective and affordable. With ThriveHive's Guided Marketing Platform and digital marketing services, you can eliminate the guesswork, maximize your time and get back to what's really important – running your business.

## TownNews

<https://www.townnews365.com/>

Integrated digital publishing and content management solutions power some of the most distinguished media organizations in the industry. More than 1,700 newspaper, broadcast, magazine and web-native publications rely on TownNews for their web, print, mobile and social media products. Their complete solutions suite includes add-ons for data management, content exchange, business directory and more, helping you boost revenue, improve efficiency and grow your audience.

## Videolicious

<https://videolicious.com/>

Since 2007, Videolicious has been a leading provider of automatic video creation solutions, with millions of users in over 100 countries. Our patent-pending automatic video editing technology has powered the creation of videos for major media companies and Fortune 500 retailers, including editorial videos, social marketing videos, personalized sales videos, content marketing videos, ecommerce videos, training videos, video profiles and more.

The vision of Videolicious is to help our clients create the best possible videos in the shortest amount of time. Videolicious puts great video creation into the hands of everyone, from novices who need a fast and easy way to create professional-looking video to professionals who want to shoot more and edit less.

## WordPress

<https://wordpress.org/>

WordPress is software designed for everyone, emphasizing accessibility, performance, security and ease of use. We believe great software should work with minimum set up, so you can focus on sharing your story, product, or services freely. The basic WordPress software is simple and predictable, so you can easily get started. It also offers powerful features for growth and success.

## ZenDesk

<https://www.zendesk.com>

Zendesk makes better experiences for agents, admins and customers. As employees, we encourage each other to grow and innovate. As a company, we roll up our sleeves to plant roots in the communities we call home.

Our customer service and engagement platform is powerful and flexible, and scales to meet the needs of any business. Even yours.

.....  
*For more information about any of the vendors listed as an Affiliate Member, please contact the **Pennsylvania NewsMedia Association**:*

- **Mary Firestone**, Manager, Member Services & Events, [MaryF@PA-News.org](mailto:MaryF@PA-News.org)
- **Matt Caylor**, Director, Strategic Services, [MattC@PA-News.org](mailto:MattC@PA-News.org)

# GLOSSARY

---

## of Terminology

*Note: The following definitions describe terminology as it specifically relates to interactive advertising designed for websites.*

**Animation** – A programmatically generated display of sequential images, creating the illusion that objects in the image are moving. Not digital video, as it relates to this document (see the definition for “video”).

**Audio** – The audible file that may accompany ads. Advertising audio should not play without user-initiation in general. See detailed IAB New Ad Portfolio guidance for when it can be played without user initiation.

**Banner** – Also known as “display ads,” banner advertisements are a form of graphical ads embedded into a webpage, typically including a combination of static/animated images, text and/or video designed to convey a marketing message and/or cause the user to take an action. Banner dimensions are typically defined by width and height, represented in pixels.

**Between-the-page** – Also known as “interstitial” ads, between-the-page ad units display as a user navigates from one webpage to the next webpage. The ad appears after the user leaves the initial page, but before the target page displays on the user’s screen. The ad is self-contained within its own browser window and may not appear as an overlay on the target page content.

**Billboard** – An IAB Universal Brand Package ad unit template designed with options for rich interactivity to display prominently inline with Publishers’ webpage content. A distinct feature of the billboard is a close button that a user may click to collapse the ad completely if the user doesn’t want to see the ad.

**Bitrate** – The rate of bits processed per unit of time, commonly measured in bits per second (bps), kilobits per second (Kbps), or megabits per second (Mbps). The bitrate is one of the biggest factors in audio or video quality.

**Button 2** – A small rectangular standard ad unit with the size 120x60 pixels.

**Byte** – A unit of digital information in computing and telecommunications that most commonly consists of eight bits. Historically, a byte was the number of bits used to encode a single character of text in a computer and for this reason it is the basic addressable element in many computer architectures.

**Caching** – The practice of temporarily storing files on local servers for quick retrieval the next time the file is needed. Cached files supply an old copy that may not be up to date with the file stored at the original source, but are often necessary for improving page load performance.

**Campaign** – The advertising period in which an ad delivery strategy is executed.

**CDN** – An acronym for Content Distribution Network, a CDN is a system of geographically dispersed servers used to provide web content to a browser or other client. Files are strategically pulled from a server on the network based on the location of the user, the requesting server, and the delivery server of the CDN to provide the best delivery performance.

**CLEAR ad notice** – CLEAR is an acronym for “Control Links for Education and Advertising Responsibly,” a set of technical guidelines developed by the Interactive Advertising Bureau (IAB) and the Network Advertising Initiative (NAI) to empower members of the online advertising community to communicate their presence and behavioral advertising targeting practices (if any) to consumers in a simple and direct manner.

Source: [the iab](#)

## GLOSSARY OF TERMINOLOGY (CONT.)

---

**Click** – An interaction between a website visitor and the browser in which the website visitor uses a device, such as a mouse, to move the cursor (or pointer) to an active area of the screen and then deliberately interacts with that area by clicking a button on their device, triggering an event. In the case of touch-screen devices, the user “clicks” by touching the active area with their finger or a stylus.

**Close X** – A creative control that enables a user to close an ad (remove it from view) or to reduce an expanded panel back to its original size.

**Collapse** – An event where the expanded panel of an expandable ad reduces to its original size, or disappears completely.

**Compression** – The practice of packaging a digital file so that it uses less storage space.

**Controls** – Active elements of an ad that enable a user to control the advertising experience. Examples of common controls include the “Close X” button in an expandable ad or the Play/Pause/Mute buttons in a video player.

**CPU** – CPU is an acronym for Central Processing Unit, the key component of a computer system, which contains the circuitry necessary to interpret and execute program instructions.

**CPU usage %** – A guideline for the amount of central processing power used to display advertising content compared to what’s available on an individual’s computer. CPU usage percentage can be measured directly, during the execution of an online ad. In addition to file size, the complexity of drawings, gradients, slow moving animations and detailed moving elements can affect the number of calculations the CPU must make for each frame.

**CPU spike** – A brief increase in central processing power, sustained for no more than a few seconds, experienced while “heavy” content is loaded/executed.

**Creative** – An advertising unit created by an ad designer, in accordance with publisher specifications and guidelines, for the purpose of communicating a marketing message to that publisher’s audience. One creative may consist of multiple files in various formats, such as standard images, animation, video, execution files (.html, .js, etc.) and other files that work together for an interactive experience.

**Creative dimensions** – Measured in pixels, the width and height of an ad unit (WxH). The width is always the first dimension listed, followed by the height dimension (i.e. an ad that is 300x250 is 300 pixels wide by 250 pixels high).

**Cursor** – The graphical representation of a “pointer” on a user screen, controlled by the user’s interaction with controlling devices such as a mouse, mouse pad, stylus or other input hardware.

**Expandable ads** – Rich media ads that can be enlarged to dimensions beyond the initial dimensions of the placement they fill on the webpage. The user initiates expanding events, sometimes after the ad initially expands briefly on its own to catch the user’s attention.

**Expanded dimensions** – The secondary dimensions of an expanding ad unit (after the ad is expanded). Initial dimensions are fit to the dimensions of the placement. Then, either by auto-play or by user interaction, the ad unit expands to its secondary dimension.

**File requests** – In the context of displaying digital content, the browser loads code that contains instructions about where to retrieve files such as text, images, videos, and any other components that contribute to the display experience. Each time the browser must retrieve content from another server, a file request is made. Too many file request may reduce page load performance.

**Filmstrip** – An IAB Universal Brand Package ad unit template that is 350x3000 pixels, divided into five 350x600 pixel segments that scroll by user interaction through a 350x600 pixel placement “window.”

**Flash™** – Software and tools developed by Adobe used to build, generate, and play animated files. Also used to define the creative files generated by the program. In order for Flash files to execute in a browser, the Flash player plug-in must be installed. However, Flash development tools can also generate files in HTML5 format so that no plug-in is required for execution.

**FPS** – FPS is an acronym for Frames Per Second, the metric used to indicate the frame rate of animated or video creative content.

**Frame rate** – The rate at which video frames or animated images display as the video or animated file executes, measured as the number of frames per second (fps).

**GPU** – GPU is an acronym for Graphics Processing Unit. In modern computers, the GPU handles graphical processing, decreasing the processing burden handled by the CPU.

**Gzip** – Automatic compression of creative assets for an ad when delivering from an ad server to a web page or application. The key difference between .zip files and gzip is that zip is used for storing files, and gzip is used for compressing files that are in transmission from one server to another.

**H.264** – A video coding format that uses a block-oriented, motion-compensation-based video compression standard. H.264/MPEG-4 AVC is one of the most common formats used for recording, compressing, and distributing video content.

**HLS** – An acronym for HTTP Live Streaming is an HTTP-based media streaming communications protocol implemented by Apple Inc. It works by breaking the overall stream into a sequence of small HTTP-based file downloads, each download loading one short chunk of an overall potentially unbounded transport stream. As the stream is played, the client may select from a number of different alternate streams containing the same material encoded at a variety of data rates, allowing the streaming session to adapt to the available data rate. At the start of the streaming session, it downloads an extended M3U playlist containing the metadata for the various sub-streams [that] are available.

**Host-initiated** – Any activity that is auto-initiated.

## GLOSSARY OF TERMINOLOGY (CONT.)

---

**Host-initiated sub-load** – The additional file limit allowed that is auto-initiated after the load event is fired by the window object of the publisher page (initial web page content has been loaded) on the host computer or device. In absence of access to publisher page window object, the window object of the ad iframe can be used.

**Hot spot** – A “hot spot” is an area of an ad unit, which when rolled-over/rolled-on by the user’s cursor, such rollover triggers an event (i.e. expand ad). The hotspot should never be larger than 1/4th the size of the original (collapsed) ad unit. The trigger event should not occur unless the user’s cursor rests in the hotspot zone for at least 1-second. Hotspots should never initiate audio (audio should only be initiated by a click). When hotspots are used, the trigger event should stop immediately upon the user’s cursor leaving the hotspot zone (i.e. ad collapses), and the ad unit should return to its original state.

**HTML5** – An acronym for Hypertext Markup Language, version 5. HTML5 extends earlier versions to include tags for processing video, audio, canvas, and other embedded audio and video items without requiring proprietary plug-ins and APIs. HTML5 has been used as an alternative to developing and executing interactions similar to those using Adobe Flash but with very different technology.

**IBA** – Interest-based advertising — which is also sometimes called “online behavioral advertising” — uses information gathered about a site user’s visits over time and across different websites or applications in order to help predict preferences and show ads that are more likely to be of interest to you. For example, a sporting goods manufacturer might work with an advertising network that collects and uses interest-based advertising information to deliver ads to the browsers of users that have recently visited sports-related sites, or an airline might direct ads to users that recently visited mobile travel apps.

**In-banner video** – A video delivered as part of (inside of) the display ad creative for a given placement rather than initiating the use of a video player.

**Initial dimension** – The original width and height (in pixels) of an expanding ad. Expanding ads are designed to expand to dimensions larger than the initial dimensions.

**Initial file load** – Includes all assets and files necessary (.html, .js, .css, .woff, images, etc.) for completing first visual display of the ad. The initial file load size of an ad is limited in order to preserve the page load performance and thus the user’s web browsing experience. For non-rich media ads, the initial file load size limit is all that’s allowed for the ad.

**Interstitial** – See ‘Between-the-Page’

**JavaScript libraries** – A collection of pre-written code used to simplify development of web-based applications.

**Kilobyte (KB)** – A multiple of the unit ‘byte’ for digital information, used to quantify computer memory or storage capacity equal to a 1,000 bytes (or technically,  $2^{10} = 1,024$  bytes). For the purposes of this document, this measure relates to creative file size. (See definition for Byte)

**Labeling requirements** – The minimal requirements for distinguishing an online advertisement from regular webpage content.

**Megabyte (MB)** – A multiple of the unit ‘byte’ for digital information, used to quantify computer memory or storage capacity equal to 1,000 kilobytes (or technically,  $2^{20} = 1,048,576$  bytes). For the purposes of this document, this measure relates to creative file size. (See definition for Byte)

**Minification** – The practice of removing unnecessary characters from code to reduce its size, removing unnecessary spacing, and optimizing the CSS code; thus improving load times.

**Moov atom** – A video data object in a media file used to execute the video. The moov (or movie) atom should be placed at the beginning of a video file to ensure proper execution.

**Mouse-off** – The act of a user moving the cursor away (off) from the hot spot of an ad. Mouse-off by a user may trigger an event, such as collapsing an expanding panel or stopping any animation in progress.

**Mouse-over** – The act of a user moving the cursor and resting it on the hot spot of an ad for at least one second. Mouse-over may trigger an event such as expanding the ad or initiating an animated sequence within the ad. Mouse-over may NOT initiate audio play.

**MP4** – A digital multimedia format used to store video and audio, but may also include features such as subtitles, chapter details, and other data related to the video or audio file. The filename extension for MPEG-4 files is .mp4.

**MPEG** – A set of standards for audio and video compression and transmission established by the moving picture experts group.

**MPEG-DASH** – An acronym for MPEG Dynamic Adaptive Streaming over HTTP. This adaptive streaming technique allows for a streaming experience using progressive download of several small chunks of video at different bitrates. An HTTP-connected video player (the client) detects the bandwidth at each chunk of time (about 3-5 seconds) and determines which quality level to download and play for the small duration allotted.

**MRAID** – An acronym for Mobile Rich Media Ad Interface Definition. MRAID is a protocol that enables communication between an ad and a mobile application in order to execute interactions such as geolocation, ad resizing, and accelerometer functions among others.

**OBA** – See “IBA”

**OBA self-regulation** – See “IBA”

## GLOSSARY OF TERMINOLOGY (CONT.)

---

**Overlay** – An ad unit that displays over the webpage content briefly when initiated.

**Pause** – A video, animation or audio control that enables users to stop the video, animation, or audio from playing until the user is ready to resume play.

**Pixel (as a unit of measure)** – The smallest unit of measure for graphical elements in digital imagery, used as the standard unit of measure for ad creative (i.e. 300x250 pixels). Pixels may also represent x/y coordinates relevant to a given space, such as the browser window, an application workspace or the user's computer screen. (See also "Tracking Pixel")

**Pixel density** – The number of pixels displayed on the screen within an inch (pixels per inch or PPI) or within a centimeter (pixels per centimeter or PPCM). Screen pixel density varies by device with older monitors displaying 67 – 130 PPI. Mobile devices often exceed that at 300+ PPI. Pixel density of 163 PPI is referred to as pixel density of 1 in this document.

**Play** – A video, animation or audio control that enables a user to initiate (or avoid initiating) the video, animation or audio of an ad.

**Polite file load** – Withholding a portion of the total ad creative file size (besides any initial file load size) from loading on a page until publisher content has loaded. With the release of the Display Creative Guidelines in 2015, polite file load has been replaced "host-initiated subload."

**Pop-up ad** – Any advertising experience where visiting a website in an initial browser window initiates a secondary browser window to deliver an ad impression directly above the initial browser window.

**Portrait** – An IAB Rising Star ad unit template that uses up to three interactive modules chosen (by the ad designer) from a variety of modular application options in a 350x1050 pixel space.

**Progress bar** – A video or animation control that shows users the progression of the video or animation in relation to its total duration.

**Progressive load video** – A distribution method for serving video files in which the video file downloads progressively into the cache of a user's computer, much the same way images and other content elements are downloaded. HTML5 files use progressive download for video files, but streaming methods can be simulated using adaptive bit streaming technologies such as HLS and MPEG-DASH.

**Pushdown** – An IAB Rising Star ad unit template designed for rich interaction in a space similar to, but larger than, an expanding leaderboard, with initial dimensions of 970x90 pixels and expanded dimensions of 970x415 pixels. When the ad is expanded, it "pushes" page content down rather than displaying over the top of page content as most expandable ads do.

**Resolution** – The quality of an image or video file often determined by the number of pixels displayed on the screen and usually annotated as a pixel width and height dimension. However, resolution can be measured in a number of ways and takes into account pixel aspect ratio, pixel density, and other factors that determine the viewing quality of the file.

**Retraction** – An event programmed into an expandable ad that causes the ad to be reduced to its original dimensions (i.e. the expanded portion of the ad retracts).

**Rising Stars display ad units** – IAB invited companies and individuals to submit ad templates designed to drive brand equity. Six templates were chosen to be validated by the market. Universal Brand Package Display Ad Units are designed to be the only ad on a page. Their file load limits are larger than for other ads, so not only would a Universal Brand Package Ad Unit overshadow any other ads on the page but they would also compromise the performance of the page should other rich media ads be allowed to load simultaneously. The Rising Stars are in transition. They are under evaluation and will be delisted soon. Publishers should transition to the aspect ratio ad units with flexible ad sizing listed in the new ad portfolio.

**Rollover** – The willful pause of the user's cursor on the target portion of the creative (the "hot spot"), such pause lasting at least one second in duration, before an action may be initiated by the ad (i.e. trigger an expand event, etc.). This one-second pause/delay requirement prevents unwanted, user-initiated actions and false reporting of user engagement. Rollover may NOT initiate audio.

**Shared libraries** – In digital advertising, shared libraries are collections of pre-written code and resources that are used for implementing features and functions for an HTML5 ad. Instances of such resources that are downloaded to the browser from a specific server, like a CDN, are cached on the browser. Once cached, shared libraries can be shared with other ads that reference the library and the host server.

**Sidekick** – An IAB Rising Star ad unit template initially displayed as one of three standard ad unit dimensions, but upon user initiation, "pushes" publisher content to the left to display a canvas of up to 970x550 pixels full of rich interaction.

**Skyscraper** – A standard ad unit with dimensions of 160x600 pixels.

**Slider** – An IAB Rising Star Ad Unit template designed with an overlay "slider" (90 pixels high) that rests at the bottom of a publisher's page and when prompted by user interaction, slides page content to the left for a canvas of 970x550 pixels full of rich interaction possibilities for user engagement.

**Standard ad units** – A set of ad specifications for standard image or animated in-page ad units that establish a framework for advertising inventory and webpage design.

## GLOSSARY OF TERMINOLOGY (CONT.)

---

**Streaming video** – A distribution method for serving video files such that the video is played over a persistent connection between the browser and the ad server. Versions of the file at different levels of compression (quality) can be served based on detection of the user’s Internet bandwidth. HTML5 files cannot be streamed and rely on adaptive bitrate streaming technologies such as HLS and MPEG-DASH.

**Submission lead time** – The number of business days (non-weekend/non-holiday days) prior to a campaign going live in which a publisher needs to validate advertiser submitted creative(s) for a campaign.

**Supporting files** – In the context of HTML file loads, supporting files are files that the browser needs to reference in order to execute display of file contents and any interactions. Examples of supporting files include JavaScript libraries, font libraries, CSS files, and others.

**SWF** – Acronym for Shockwave Flash™. “.swf” is the file naming extension used for animated files compiled using Adobe Flash™ software. HTML cannot execute .swf files without the browser-installed Flash player plug-in. For this reason, many content and ad providers are moving to the HTML5 format for more efficient execution of interactive media files.

**Tracking pixel** – A 1×1 pixel-sized transparent image that provides information about an ad’s placement. In many cases, a tracking pixel is used to notify an ad tracking system that either an ad has been served (or not served, in some cases) or that a specific webpage has been accessed. Also known as: beacon, web beacon, action tag, redirect, etc.

**Universal ad package (UAP)** – A set of four ad units (728×90, 300×250, 160×600 and 180×150 pixels) offered by UAP-compliant publishers as a ‘package’ where ads in these four formats are used collectively across the publisher’s site, enabling advertisers to reach more of the publisher’s audience. Those UAP ad units are no longer recommended nor supported by IAB. They are now replaced by the IAB New Ad Portfolio Universal Brand Package (UBP) display ad units.

**User** – An anonymous person who uses a web browser to access Internet web content.

**User initiation** – The willful act of a user to engage with an ad. Detailed guidance is provided in the IAB New Ad Portfolio document. Users may interact by a discrete device action like clicking on the ad, and/or tapping over an ad (or a portion of an ad). Rollover is not a valid user initiation action.

**Video (aka “digital video”)** – In online advertising, the digital recording of a physical event or animated files that have been transcribed into a digital video format.

**Volume** – A control that enables users to adjust the audio output of ad creative. Volume controls should always allow adjustment down to zero (0) output.

**VP8** – A video compression format owned by Google and created by ON2 Technologies. Latest version is VP9.

**WebM** – WebM is a video file format. It is primarily intended to offer a royalty-free alternative to use in the HTML5 video tag. The development of the format is sponsored by Google, and the corresponding software is distributed under a BSD license.

**Z-index** – Enumerated layers of elements and content on a publisher’s webpage. Consideration of the z-element in page content design such as navigation, imagery, and ads is important for providing a seamless experience when page content overlaps (i.e. an expanding ad with a z-index that is lower [on the z-index scale] than navigational elements may give the appearance that page navigational elements are showing through the expanded portions of the ad).





**Pennsylvania NewsMedia Association**  
3899 North Front St., Harrisburg, PA 17110  
phone: 717.703.3000 • fax: 717.703.3001

[www.panewsmedia.org](http://www.panewsmedia.org)