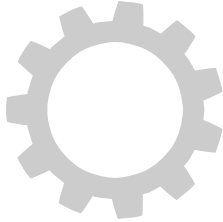


Hosted Services for News Media

Our service package combines the powerful Gryphon CMS, AdPilot Web ad manager, Fotobroker reprint sales solution, and Roost Housing Guide app in an integrated system that makes managing your website easier, faster, and smarter than ever.



- Responsive, reliable technical support is included.
- Built to meet the unique needs of student media
- Included companion applications help your publication tap into alternative online revenue streams.
- Total control over your Web advertising ... **and the revenue it generates**
- Flexible design process puts full creative ... control in your hands. Select one of our standard template options, supply your own mockups, or work with our staff to build a custom design.

CONTENT MANAGEMENT

At the core of the package is the Gryphon CMS platform. Gryphon was built from the ground up at Michigan State University's *The State News*, where its features and functionality grew from the real-world needs of a large student daily newsroom. Gryphon combines a user-friendly interface with enormous power and flexibility under the hood, resulting in a system that is both easy to learn and adaptable enough to meet the requirements of student newspapers from small weeklies to some of the largest dailies in the country.



- Batch upload text and media files via FTP. No more copy/pasting individual articles
- Automatic handling of common multimedia content types—no clumsy embed code
- Unlimited sections, pages, and blogs allow fine-grained control over content organization.
- Dedicated mobile templates optimize your site's display on phones, tablets and other mobile devices.

WEB AD MANAGEMENT

Our AdPilot Web ad management software helps you harness the revenue potential of online advertising, and with Detroit Softworks' service, that revenue remains yours alone. Manage client information, schedule ads and track changes using AdPilot's intuitive interface.



- Define any number of ad sizes and positions (Flash, image, and text ads are supported).
- Paste in HTML or Javascript code to easily display ads from an external source (including Google AdSense).
- Ad banners are stored permanently in the database. Find and re-activate any ad within seconds.
- Auto-generated public links allow clients to easily view, comment on, and approve their own ads online.

PHOTO REPRINT SALES

Sell reprints and other merchandise created from your publication's photographs or pages through a dedicated, secure ecommerce website, branded with your own logo, colors, and other styles.



- Your digital images are automatically pulled from the Gryphon system—no additional work is required to populate your reprints site.
- Direct linking from images and galleries on your editorial site facilitates a fast, simple order process.
- Extensive metadata support enables complex grouping and categorization of images.
- All aspects of sales, shipping, and (if you wish) customer support are handled by Detroit Softworks and our fulfillment partners. You receive a monthly check with your profits.
- Secure checkout system employs 256-bit high-grade encryption.



HOUSING GUIDE

Our Roost Housing Guide application is the latest addition to the suite of services included in our CMS package. The Housing Guide opens a new revenue stream for your newspaper by allowing you to charge property owners a fee to list their rental properties in an interactive and highly searchable database integrated with your website.



- Dedicated Web application allows approved property owners to sign in and manage their own listings.
- Gryphon plugin enables newspaper staff to complete all administrative tasks directly within Gryphon.
- Staff input limited to review and approval—day-to-day upkeep is performed by clients themselves.
- Robust mobile interface includes maps integration, offline storage and more.

PRAISE FOR DSW

"Detroit Softworks' Gryphon content management system is highly intuitive and easy to use, a key consideration for a high-turnover environment like ours. And we've had vast experience during the last few years working with Web developers and found their responsiveness and overall customer service experience to be vastly superior to others."

– Kevin Schwartz, general manager, *The Daily Tar Heel*, www.dailytarheel.com

"Detroit Softworks provided all the tools we needed on the backend that enabled our students to concentrate their efforts on design and content—allowing them to construct the site they really wanted."

– Jim Fisher, business manager, *New Mexico Daily Lobo*, www.dailylobo.com

"The staff at Detroit Softworks really had their finger on the pulse of what we wanted to achieve with The Echo's new site. It's easy to use on the backend. It looks great on the frontend. And the technical support is top-notch. It's the best website the paper's ever had, bar nothing."

– Danny Hopkins, editor-in-chief, *The Eastern Echo*, www.easternecho.com

"From the very beginning, the Gryphon CMS was easy to use. The combination of its user-friendly interface and the hands-on training we received made for a very easy transition from our previous site. We are constantly working to find new ways of using the different features available, which has made us very happy with the flexibility of the site overall!"

– Jenny Fischer, creative services manager, *The Rocky Mountain Collegian*, www.collegian.com

"The transition from our old CMS to the Gryphon system couldn't have been smoother. The entire team at Detroit Softworks was helpful from day one, and remain the most enthusiastic, helpful people I've ever worked with. The system itself is easy and user-friendly, meaning even people with no background in Web development can pick it up and use it."

– Jon Roost, Web team manager, *Grand Valley Lanthorn*, www.lanthorn.com

"The interface that Detroit Softworks has supplied us with is just fantastic. It is so user friendly that we can hardly believe it. This is the beginning of a long, fruitful relationship between The South End and Detroit Softworks."

– Shawn Wright, editor-in-chief, *The South End*, thesouthend.wayne.edu

