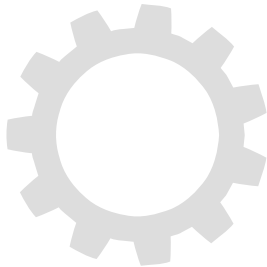


## Hosted Services for News Media

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Our hosted software package combines a powerful CMS, Web ad manager, and photo reprint vendor in an integrated system that makes managing your website—and profiting from it—easier, faster, and smarter than ever. The service offers unprecedented control over your site's design and advertising, hosting on state-of-the-art Macintosh server architecture, and ecommerce-grade security. You can rest easy in the knowledge that: **It. Just. Works.**



- Seamless integration of reprint sales and editorial components means you upload your digital media files **once** for immediate use across all facets of the service.
- Our software is under continuous development to keep pace with emerging technologies, and to keep your publication ahead of the curve.
- You have the option to fully control the look and feel of your sites.
- Unlimited, responsive tech support is included in your subscription fee.
- Retain total control over your web advertising ... **and all the revenue it generates.**

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### CONTENT MANAGEMENT

Your editorial website is powered by the Gryphon content management system, created by expert developers at Michigan State University's *The State News* to address the specific needs of college newspapers. Our system was built from Day One to handle the formidable task of running a 24-hour news site, with functionality extending far beyond what standard blogging software has to offer.



- Batch upload text and media files via FTP. No more copy/pasting individual articles.
- Dedicated media adapters handle many common multimedia content types, with additional adapters actively developed as new formats emerge. Your media is displayed exactly as you choose, with no workarounds or pasting of clumsy embed code.
- Native support for unlimited sections, pages and blogs gives you fine-grained control over the organization and presentation of your content.
- Customizable mobile templates optimize your site's display on iPhones and other mobile devices.
- An ever-expanding set of plugins extends Gryphon's functionality, providing solutions for integration with newsroom workflow systems and social networks like Facebook and Twitter.
- Tested and proven for years in a real-world college daily newsroom.

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### 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 browser-based interface. Even with just a few Web ad sales each month, you can easily earn back the full cost of your subscription.

**AdPilot**

- 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.
- Receive regular reports with statistics on impressions and clickthroughs for each banner.
- Supports commenting on ads for internal communication.
- All changes to an ad's status are automatically recorded and stamped with the time of the update and name of the user responsible.
- Auto-generated public links allow clients to easily view, comment on, and approve their own ads online.



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## PHOTO REPRINT SALES

Sell reprints and other merchandise created from your publication's photographs or pages through a dedicated, secure ecommerce Web site. The look and feel of your reprints site can be integrated completely with your editorial site, with no co-branding.



- Powered by our proven Fotobroker software.
- 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.

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## CREATIVE CONTROL

With our flexible design process, you choose the level of involvement that best fits your resources and needs. There are three distinct options, ranging from hands off to total control:

1. Choose from a range of predesigned template options, customizable to fit your needs.
2. We will work with you to build a custom design from the ground up, to your specifications.
3. Use your own design. We will generate templates based on the code you supply.

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## PRAISE FOR DSW

"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](http://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 Web site the paper's ever had, bar nothing."

– Danny Hopkins, editor-in-chief, *The Eastern Echo*, [www.easternecho.com](http://www.easternecho.com)

