

Ad Revenue Down / Costs Up?    Subscription Base Shrinking?    Competitors Looking Better?

## A Quick Guide to Digital Publications

- FACT:** Advertisers and readers are moving from print to internet-accessible information
- FACT:** Readers want to search for information, save information, and be environmentally friendly

### Why a Digital Publication is Important to Your Company's Future

*Increased revenue opportunities*  
*Respond to your reader's needs*  
*On-demand real-time marketing*  
*Increase circulation at a lower cost*

*Be better than the competition*  
*Unlimited circulation potential*  
*Being green is good for business*  
*Be your advertiser's marketing partner*



### Benefits for the Reader

- Word search entire edition quickly for what you need
- Active links to web sites, video, audio, other features
- Pass along an article to friends - viral marketing
- Great for travelers - offline reading anytime / anywhere
- Replicates the reading experience, easy to use interface
- Online forms replace BRC and reader response cards
- Immediate access to current and past issues
- Environmentally-friendly - no magazine waste
- Readers submit pages to Digg and del.icio.us for exposure
- Other features - add bookmarks, add notes, printing, archive edition search, many page view methods, article reprints

### Benefits for the Publisher

- Increased revenue opportunities from subscribers / advertisers
- 100% digital = lower production and distribution costs
- Provide sample issue for increasing subscription base
- Control access to paid content, and provide advanced copies
- Current information / changes / corrections made quickly
- Environmentally-friendly - no print magazine waste
- No new pages - use existing 300 dpi PDF pages
- Provide publications in print, digital, or both
- Split editions, reprints, reissues easily accommodated
- Multi-language and special editions accommodated
- International distribution cost / delivery delay eliminated

### Benefits for the Advertiser and Publisher

- All printed magazine ad spaces available – inserts, gatefolds, bellybands, reader service cards, blow-ins / bind-ins
- Rapid publication – article + photos uploaded, emailed to subscribers within hours instead of weeks with print
- 88%\* High satisfaction with digital media and 65%\* of readers follow through to website for more information
- 30%\* Pass along an article with a personal note attached to friends by email – viral marketing, added exposure
- Track how readers view magazine – what they look at, how long they look, what they click on, etc.
- Dual content – add new online content in addition to print
- Lead generation immediate with online BRC
- Search engines can index and search articles and advertising
- Repurpose your television / radio ads – link or embed into ad
- Archived copies – ad exposure beyond current issue
- ABC and / or BPA compliant distribution through email
- Readers submit pages to Digg or del.icio.us to increase ad and search engine exposure
- Features not available in print – online surveys, Flash ads, pop-up sponsor ads, links to web site or email information request, RSS feeds, active links in Table of Contents, active links in List of Advertisers, read on PDA / cell phone
- New marketing and distribution methods – mail a DVD, memory stick give-aways, download with partner ads, etc.

\* Source: Textery – Business and Consumer Digital Magazine Reader Survey May 2007



### Improve Business with Digital Publications

#### For Your Readers or Clients

- Interactive presentations / proposals
- Periodical publications
- Sales literature
- Catalogs
- Trade show brochures
- Annual reports

#### For Within Your Company

- Web site information presentation
- Procedure manuals
- Technical manuals
- Monthly reports
- Employee benefits report
- Archiving key documents

### Level of Features and Pricing Methods

#### Levels of Features

- Simulated – PDF and page slide shows
- Low – basic navigation, few features
- Medium – full navigation, hyperlinks, more features
- High – premium features, archives, administration

#### Pricing Methods – Self Administration

- Boxed / downloaded software purchase
- Enterprise software – upfront cost, annual license
- Monthly fee with maximum page limit

#### Pricing Methods – Provider Administration

- Monthly fee only – static documents
- Monthly hosting fee, monthly per page processing fee
- Monthly hosting fee, monthly processing fee max. pages

**Act Now! Call AdsValue for more information. Don't let the competition pass you by.**

*Note: Features offered varies significantly and no single provider offers all features mentioned in this guide.*

**AdsValue**

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