

**AP**

# AP DIGITAL NEWS EXPERIENCES

Earn new revenue from  
AP content your readers will enjoy

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## WHAT ARE AP DIGITAL NEWS EXPERIENCES?

The Digital News Experiences are ready-to-publish Web content packages that can extend your coverage of major sports and generate new advertising revenue. The packages are free of charge. In fact, they return revenue to you from the advertising sold on AP's behalf nationally. Sign up for a complete year and you'll get the best of AP sports delivered in HTML5 microsites, branded by you and tightly integrated with your site. The microsites are built in "responsive design," so they provide great display of AP's coverage across the full spectrum of PC, tablet and smartphone screens.

Sports consumers on your site can move easily from your local coverage to the expanded AP package and back again, without feeling the need to jump out to some deeper source of content. All the action and results will be just a click away, and you'll keep users engaged longer and coming back to your site more frequently. Most important, you'll earn revenue from the ads placed on the microsites and the widgets that connect to them from your site. We also offer an option for you, if you'd like to sell your own local advertising on the microsites.







## HOW DO I GENERATE REVENUE?

Subscribe to an annual series of ad-supported packages at no cost and you'll get the latest editions, ready to integrate into your own website. A revenue share is included—at no risk and with no investment necessary. (You can also choose to license these packages if you'd like to sell your own ads and keep all the revenue.)

Here's how it works—customers who subscribe to the Digital News Experiences create new audiences of sports enthusiasts across the country. These highly engaged audiences are just the ones national advertisers want to reach through premium ad placements across the microsites. While viewers are checking out scores, viewing photos from last night's game or catching up on their favorite team, advertisers are serving relevant ads and generating revenue for you.



# WHAT CONTENT IS AVAILABLE?

## COLLEGE FOOTBALL

The College Football edition is built around the marquee AP Top 25 Poll, a collaboration between AP editors and member sports writers that has been a standard bearer for college athletics since the 1930s. It includes AP coverage for all Division 1 football games, plus previews, breaking news, photo galleries, Twitter feeds and user commenting. Some sections of the site can be localized to cover the teams in your market, and your own content can be incorporated into a section of the site via RSS feeds. The edition also provides full access to the AP Top 25 poll, including a look at all the voters and how they've voted each week. Widgets will include sections of the poll and key headlines.

## NCAA MEN'S BASKETBALL

The NCAA Men's College Basketball package includes text and photo coverage for all men's games with a heavy emphasis on the NCAA Tournament. AP sports editors hand-pick key articles and photo galleries. You'll be able to localize some parts of the package with RSS feeds, local team listings and filtered news from AP. Other engaging features include a behind-the-scenes look at the AP Top 25 Poll and an exclusive "Tournament Journal" blog. Several widgets with poll information, headlines and a tournament bracket will be included.

## PRO32: HEAD TO HEAD

According to a 2011 poll by Harris Interactive, fans voted pro football America's favorite sport for the ninth consecutive year. An average of 17.9 million fans tuned in to every regular season game last year and their interest shows no signs of slowing for the 2012–2013 season. AP Pro32 helps you reach these passionate fans with engrossing coverage that includes AP's new Pro32 power ranking. This edition focuses on key matchups every week from both conferences, providing analysis, special coverage and insights from the best sports reporting in the country. Like the college football and basketball DNEs, you can localize the Pro32 package to make it even more engaging for your readers.

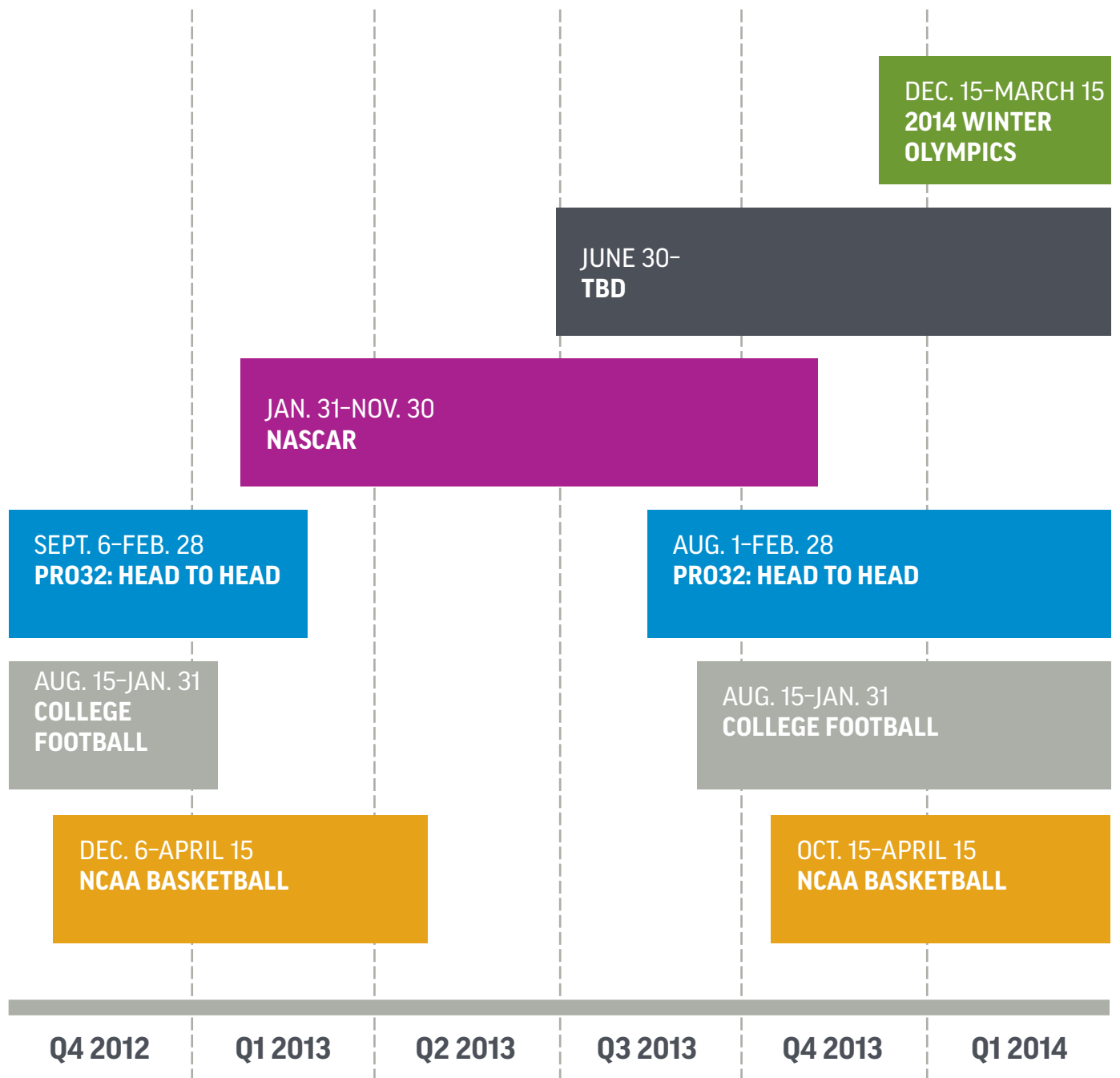
## NASCAR/MOTORSPORTS

NASCAR and other motorsports have loyal and captivated fans. Throughout the racing season, this edition will help you reach and keep them with news from NASCAR and other racing series. The package includes race-day coverage in text and photos, industry news and features, schedules and results and driver profiles. The site will also include four embeddable widgets, including the NASCAR news, photo galleries, driver rankings and race schedules/results.

## 2014 WINTER OLYMPIC GAMES

The Winter Games Digital News Experience will bring colorful, detailed coverage of the Sochi games to your website. Drawing on AP's extensive Winter Games reporting, this special section will cover events, breaking news and schedules. Special features on teams, athletes and countries will be included, as well as a Web-exclusive live blog of Sochi happenings. There will also be a medals table, listings of live and televised events, photo galleries by AP's award-winning photographers and special interactive graphics. The package comes with widgets that will include snippets of the medals table, events schedule and featured headlines.

# 2013 DIGITAL NEWS EXPERIENCE SCHEDULE







## TALK TO US

For more information about AP Digital News Experiences,  
contact your bureau chief or AP sales representative.