



Historical photos from the AP illustrated a group-wide inauguration supplement for the Journal Register Company.

Photo finish for historical events

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The Journal Register Co. created an inauguration section aimed at school-aged children and used "a ton of historical photos" from AP to illustrate a timeline it produced. The group took advantage of one of Member Choice's well-received features for PhotoStream subscribers, free access to AP's photo archive. Group publications could sell strip ads along the bottom of each page, and with the collaboration, the company made \$200,000 in advertising from the keepsake supplement.

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"We wouldn't have had this artwork without the access AP has provided."

Jonathan Cooper
Corporate Multimedia Editor
Journal Register Company

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