

Make your site an entertainment destination

> Use **Extended Licensing** and **AP Custom News Searches** to create a constantly updating entertainment Web site

The Palm Beach Post wanted to take a fresh approach to providing entertainment news beyond the decade-old section on its main domain. Digital Manager Clay Clifton said pbpulse.com was created with its own name and url to appeal to a younger demographic and provide readers with information on local events, dining and celebrity buzz. The platform allows reporters to post reviews and essays, while custom AP searches, such as one on Michael Jackson, provide up-to-the-minute feeds of news. The site also uses AP Images and Celebrity Extra Video to round out the presentation. The Palm Beach Post has a variety of advertising sponsors interspersed among stories on the hottest movies, music and celebrity headlines.

> View latest Member Choice news: www.ap.org/choice



The Palm Beach Post created pbpulse.com to give readers a hipper take on dining and entertainment.

"A site like this has a local focus but to really cover entertainment it needs to work as a national site too."

Clay Clifton
Digital Manager
The Palm Beach Post

Member Choice is AP's comprehensive content, technology and licensing solution. In addition to all of the English-language text, photos, agate and graphics the AP produces each day, it also offers:

- > **AP Exchange**, a browser-based application that helps organize and find the content most important to your market
- > **AP WebFeeds/WebFeeds Manager**, integrates with front-end systems the locally relevant AP Exchange searches you build, as well as additional Member Choice content
- > **Marketplace**, the easiest way to share your content with other news organizations
- > **Extended Licensing**, which gives you the ability to use AP stories in niche and weekly publications within your market
- > **Money & Markets**, the AP's insightful personal finance and investing package of graphics and data

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