

Saving money the new-fashioned way

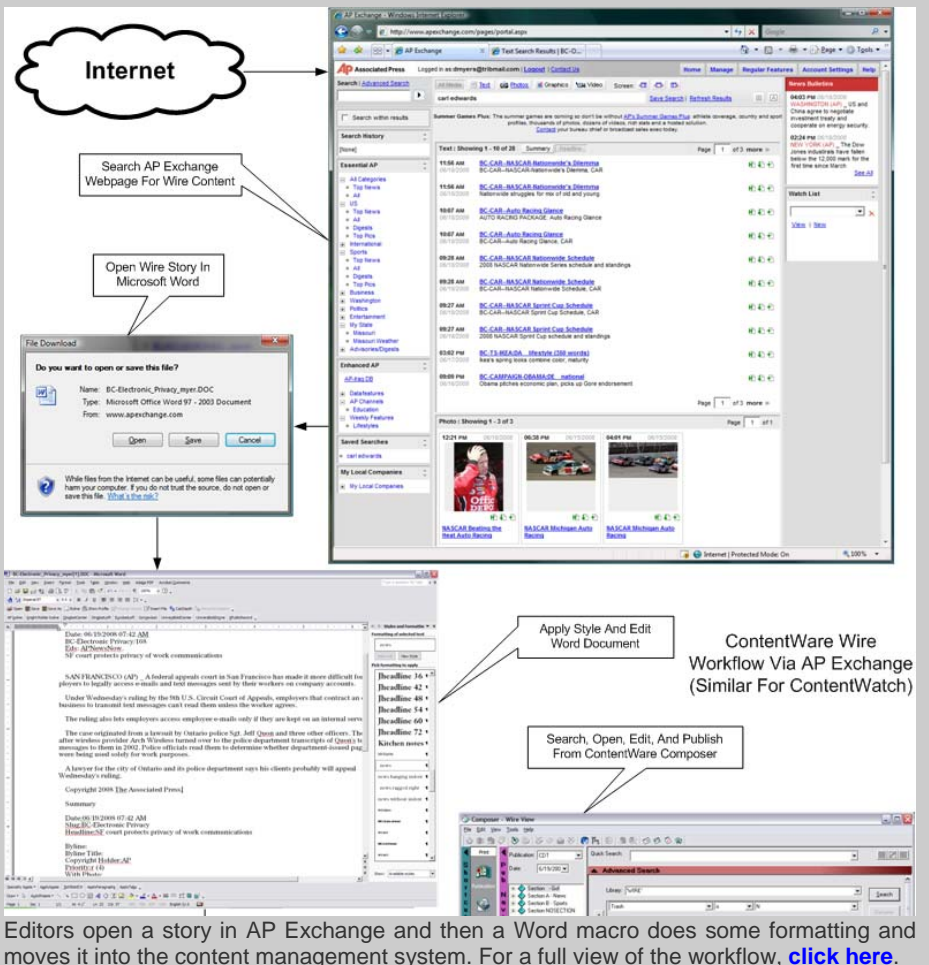
> **AP Exchange** can help you lower your technology costs

The Columbia (Mo.) Tribune bought a new content management system and discovered that the purchase price did not include software to capture wire service content. A third-party solution would cost an additional \$30,000.

"These handshakes between applications are always a stinker," said Jack Waters, president and general manager of Tribune Publishing Co. Instead of holding his nose, Waters and crew turned to AP Exchange and some macros in Word. They were able to create an easy-to-use process that efficiently sent stories from a copy editor's screen into the new CMS.

"It works great," Waters said. So good, in fact, that the Tribune packed up the equipment it used to capture AP via satellite and called their local bureau chief asking to have the satellite dish removed.

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"We liked the searchability in AP Exchange and didn't want to go backwards. We're happy we had this option."

Jack Waters
President and General Manager
Columbia (Mo.) Daily Tribune

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
- > **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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