

AP HOSTED CUSTOM NEWS

AP Hosted Custom News is our hosted multimedia online service. It delivers photos, audio, interactives, video and more – and links multimedia from relevant stories – so users get complete coverage of the latest breaking news.

AP Hosted Custom News is the easiest way to add AP's U.S. and international news in all formats, present online advertising and eliminate the hassle and expense of hosting dynamic news pages.



ORANGE COUNTY, Calif./Feb. 2006 | A California Division of Forestry firefighter uses a "drip torch" to ignite a backfire along State Route 241. (AP Photo/Wike Meadows)

Benefits

- > Streamlines your workflow by providing a turnkey solution
- > Quick, easy setup and maintenance
- > Reinforces your brand with breaking news on pages that look exactly like your pages
- > Builds revenue with a variety of ad opportunities
- > Keeps readers on your site longer with news to meet virtually every interest
- > Establishes your site as a destination for repeat visits throughout the day with fast coverage and updates on major stories
- > AP's worldwide coverage means your readers get expert reporting from wherever and whenever news happens, plus analysis and features.

Essentials

- > Comprehensive news coverage, categorized by topic and media format
- > Approximately 400 stories move per day around the clock.
- > Twelve headline packages with links to multimedia packages updated several times per hour.
- > Ability to target ads by category – news, sports, business, entertainment, technology, health
- > Multiple ad positions on every page, including wrap-around, sponsorships, banners and tiles
- > Complete traffic statistics help you respond to readers' interests.
- > Searchable 30-day archive of AP stories



Headlines, top photo with full caption, and links to interactive features fill out a sports section on a member page.

Essentials – Product Details

- > Headlines, stories, photos, interactives, audio and video clips
- > Categories are top news, U.S. and international news, sports, entertainment, business, finance, politics, technology, health, strange news and weather.
- > Daily and weekly photo galleries, and a weekly sports photo gallery
- > Finance section offers markets charts and stock quotes.
- > Features sidebars with related headlines and multimedia content
- > Daily podcasts deliver audio news for on-the-go listening
- > AP's global support team can activate and launch your customized site within hours, and offers ongoing help.

Advantages

- > Makes sense for member sites that want to offer updated news and multimedia on dynamic pages without ongoing maintenance costs
- > Pages rich with topical news in all formats plug into your Web site's templates, allowing you to build your brand and serve ads.
- > Advertising revenue-share helps you take advantage of the growth of online advertising.

Summary

- > This powerhouse turnkey service presents a dynamic flow of breaking news as text, photos, audio, video and graphics. AP Hosted Custom News offers innovative Flash animations, databases, interactives and video. Content appears within your templates, and you serve your own ads and control ad placement.
- > This service serves dynamic news sections on your site, with coverage of top news, U.S. and international news, sports, entertainment, business, finance, politics, technology, health, strange news and weather.



The front page of AP Hosted Custom News is continuously updated with the top 10 stories as selected by AP's online editors.

Founded in 1846, **The Associated Press** is the world's oldest and largest news and information agency, providing content to more than 15,000 news outlets reaching billions of people around the world. AP provides coverage in every format and for every media.

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Contact info:

For more information, contact your Chief of Bureau.

To view AP Hosted Custom News on member Web sites, visit <http://hosted.ap.org/>