

POWERED BY
NewspapersTM
.com

by  ancestryTM

Who we are

- Business unit of Ancestry
- Subscription website that servers the family history market
- Partner with newspaper publishers to create a world class archive solution
- Digitize millions of newspaper pages from publishers every month
- 15+ years of newspaper digitization experience

Case Study Intro/Background

THE PANTAGRAPH

The Pantagraph is a daily newspaper located in Bloomington, Illinois that services more than 60 communities with more than 107,000 daily readers.

How can we turn our archive into a working asset?

Opportunities

- Rich historical value to the paper
- Leadership recognized the potential value of digitization
- Current research process with microfilm was very painful

Obstacles

- High cost of digitization
- Resources needed to build an interface and CMS
- Unclear view on the ROI of the project

Let me show you what we've created

The screenshot displays the website for 'THE PANTAGRAPH'. At the top, there are navigation links for 'Search Basics', 'Subscriptions', 'The Pantagraph', and 'New Obituaries'. Below this is a secondary navigation bar with 'Search', 'Browse', 'Papers', and 'Clippings'. A 'Bcarter' subscriber logo is visible in the top right corner.

The main header features the newspaper's name 'The Daily Pantagraph' in a large, stylized font. To the left, it indicates the time '3 AM' and the issue number '98TH YEAR.—NO. 52.'. To the right, there is a promotional message: 'Let's All . . . FOURTH WAR LOAN Back the Attack!' and a price tag 'SINGLE COPY 5 CENTS'.

A search bar is prominently displayed in the center, with the placeholder text 'Search a keyword or name' and an 'Add more info' link. Below the search bar, a map of the United States is shown with the text 'See papers by location' overlaid on it.

The main content area is filled with several article thumbnails. The largest one is titled 'Yanks Wipe Out Fourth Of Nazi Fighter Output' with a sub-headline '2,000 Plane Attack Called Biggest of War'. Other visible headlines include 'Rear Admiral Kirk to Head U. S. Invasion Task Force', 'Navy Force Destroys 201 Planes, 19 Ships at Truk', 'LEATHERNECKS TAKE SIX HOURS, FIVE MINUTES TO CAPTURE ENGEBI ISLAND', and 'U. S. Ship Damaged, 17 Aircraft Lost'. A 'Recent Clippings' section is also visible at the bottom left.

At the bottom of the page, there are several smaller notices and advertisements. One is titled 'Service to Honor Dwight Soldier' and another 'Passes Army Test'. There are also notices for 'Milton O. Head' and 'HARTSBURG'.

The Pantagraph's archive...

now ranges from 1838 to 2013, totaling 1.5MM



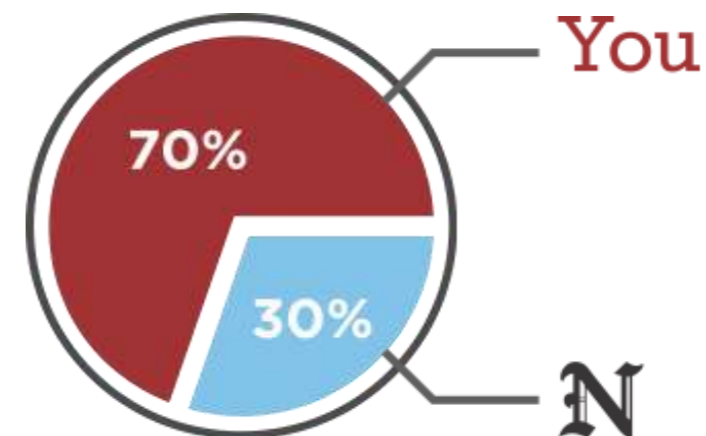
Publisher Archive Solution

1850 & Back

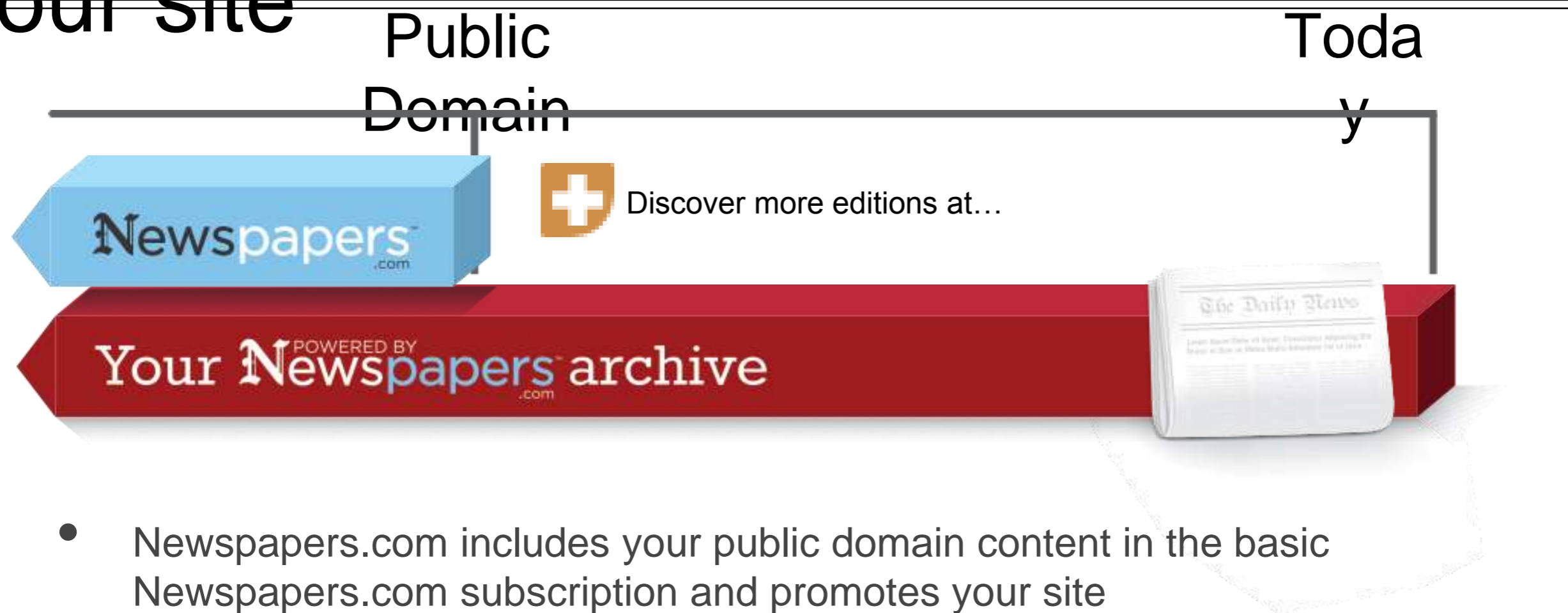
Today

Your Archive

- We digitize your entire archive from film (plus any recent digital editions) for **free**
- We deliver the full functionality of Newspapers.com for your archive on your site “Powered by Newspapers.com”
- You immediately have a new revenue stream and keep a majority of the money



...and we will drive subscribers to ~~your site~~



The Daily Pantagraph

EX-CROWN PRINCE HAS BEEN SHOT IN REPORT IN LONDON

PEACE CONFERENCE WILL BE FACED BY COMPLEX PROBLEMS

Pantagraph+

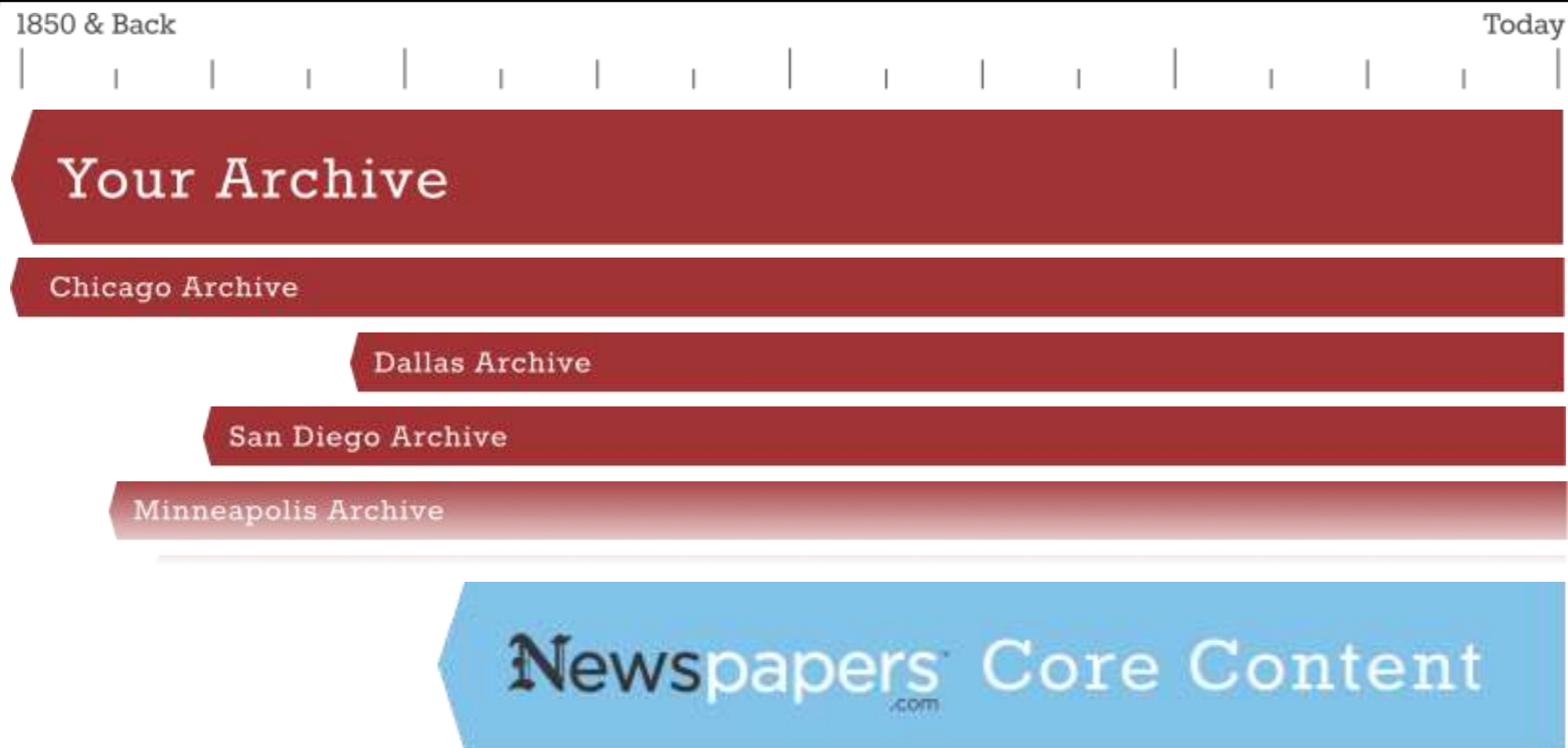
Bloomington, Illinois

1857 - 1983 1,538,757 pages

Access more recent years, **1985-2013**, by subscribing to The **Pantagraph** archive.

1847 1924 1992

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- Newspapers.com EXTRA subscription (coming soon – on your website and Newspapers.com)
- All Basic subscription content, plus
- All in-copyright content from EXTRA publishers*

Some Pantagraph Marketing Examples

THE PANTAGRAPH

Pantagraph.com | Archives | Historical Records | Latest Obituaries



What will you
DISCOVER?




Search names in historical papers just like searching on a website

Pantagraph launches new historical database

Recommend 130 Tweet 2 g+1 Pinit Share 8 Print Email

September 21, 2014 6:45 am · Mark Pickering mpickering@pantagraph.com (15) Comments

BLOOMINGTON — It'll be much easier to trace your family roots, do historical research or just find a story you remember seeing a long time ago because of a new



THE DAILY PANTAGRAPH

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