

AP STATE NEWS ONLINE

AP State News Online gives your Web site the full range of AP's state news reports: politics, legislative and government news, business, sports, features and more. It is reported and written by AP's experienced news staff in your state, a staff that includes specialty writers ranging from business reporters to political writers and sports-beat reporters.

AP knows your state, and this knowledge helps keep your readers on top of the latest news of your area. The hosted version of this service offers the easiest way to create an updated online news section for any state.



LODI, Calif./Aug. 2005 | Craig Rous, Director of Operations & Planning for the Bear Creek Winery, inspects 50-foot tall grape fermenters at the vineyard. (AP Photo/Ben Margot)

Benefits

- > Broadens your local news reach with essential coverage of stories around the state that are important to your readers
- > Keeps your site fresh continually, with updates 24/7
- > Takes full advantage of AP's expertise in breaking news to provide your readers with urgent updates round the clock
- > Available through XML feeds to give you more control, or as fully hosted services that give you a rich site with minimal resources or staffing from you, freeing your staff for other tasks key to your newspaper's mission
- > Builds revenue with simple tools to present high-quality AP content within your site's templates carrying your ads

Essentials

- > Breaking news from your state appears as it happens, and is updated quickly and accurately 24/7.
- > Includes the entire range of AP's state news reports - spot news, enterprise close to the news, politics, sports, business coverage, features and more.
- > Feeds are available for your choice of one or more states
- > Headlines are updated six times an hour to provide readers with the most up-to-date news at a glance.
- > Includes a headline package with up to 10 top items linked to a state's top stories
- > AP's global support team can activate and launch your customized site within hours, and offers ongoing help.



AP State News Online in Action



A continuous stream of top state stories appears on a page that matches your site.

Advantages

- > AP's strength in breaking news ensures that urgent stories in your state are immediately available to your online audience.
- > AP State News Online is only sold to our newspaper members. It is not licensed to our commercial customers.
- > No one else can provide you with the wide-ranging and deep local news report that has the credibility and accuracy of The Associated Press.

Summary

- > AP State News Online is the quickest, most accurate and most comprehensive package of local news for your readers. From headlines to breaking news to the latest trends in your state, AP is there for you 24/7.
- > This service provides an easy way to create an updated news section for any state. The turnkey option eliminates the need for you to develop and host active Web pages, and serves content within templates that match your Web site's look and feel and carry your ads.



Each headline links to a full story, written by an AP writer who knows your state.

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.

For a demonstration of AP State News Online and other related services, visit <http://www.ap.org/demos/index.html>