Quick Guide To MaintainingYour Website

This packet contains the following reference items to help make your page the most effective complement to your print version possible.

For **HELP** with TownNews.com Questions please call:
1-800-293-9576
or for **non-emergencies** e-mail us at
requests@townnews.com
Administration: marcus@townnews.com

File Labels: Quick Guide

1) Classified Files
Folder: classifieds
If you use BaseView, this folder will hold all the classified HMTL output files and index.html from your publish.
When you open the classifieds folder, you should not see the files you previously uploaded.
If you do, please contact us as there may be an error in the system. Upload the new files without deleting anything in this folder. Please contact TOWNNEWS if you have a different classified system.

**NOTE: If you change your classifications in any way, or your classified system in any way, please contact us as this may affect your classifieds on the Internet.

2) Front Page Files
Folder: front   --   Name the files as follows:
• Front page photo: photo_front.jpg
• Photo cutline: photo_front.cutline

3) News Page Files
Folder: news   --   Name the files as follows:
• Text files: news1.txt, news2.txt. etc.
• Photo for top of page: photo1.jpg
• Caption for top photo: photo1.cutline
• Ads: ad_right1.gif and ad_right1.link
• Pictures on news stories: news01.jpg and news01.cutline

4) Sports Page Files
Folder: sports   --   Name the files as follows:
• Text files: sports01.txt, sports02.txt, sports20.txt
• Photo for top of page: photo01.jpg
• Caption for top photo: photo01.cutline
• Ads: ad1.gif and ad1.txt...
• Pictures on sports stories: sports1.jpg and (for the caption) sports1.cutline...

You are able to name the stories however you want...which could better help you keep track of your news items especially if you upload a lot of your news or sports to your website. The files will line up alpha-numerically.

For the photos and cutlines that you want to show up on the story pages, use the same file name as the story plus .jpg for the photos and cutline for the cutlines.

Remember, do not use spaces to separate words. For example you may want to upload a story about a fire, you could name is as such:
        story - fire.txt   photo - fire.jpg   cutline - fire.cutline

Updating Your Website

There are three main steps:
1) Selecting the latest edited version of the stories, cutlines and photos you want.
2) Saving them in a specific format, which can include renaming these files.
3) Placing the files into your paper's ftp folder on the TownNews system.

Really, that's it.
Now for those pesky details...

Sending Stories
Let's start with stories because they are fairly simple. Each online page can have up to 20 stories, so if your paper has a news, sports, features, business and opinion page, you can have up to 20 stories per page.

1) To start, take the stories from the program in your system where they are in their final edited version.
        For example, if you layout pages in PageMaker or QuarkXpress, highlight and copy a story from a completed page in either of these programs into SimpleText (Mac) or Notepad (PC). If you are using Quark, another option is to highlight the story, go to File and Save Text. You can also take the stories from your word processing program (Microsoft Word, Microsoft Works, etc.). The goal is to create a "text only" file.

2) At the top line of the new file, type a one-line headline. If the story has a byline, it should be on the second line and should start with "By". Credit lines should be on the same line. The byline might read "By Joe Wonderful – Paper Name staff writer".
Save all stories in text only or ASCII (DOS text) format and rename them. The stories for the online news page are named news1.txt, news2.txt and so on. Stories for sports, business, features, and opinion pages follow the same format. A sports story would be named sports1.txt; a feature story would be named feature1.txt, etc.

3) Believe it or not, there's only one more step — that's transferring the text-only files to your paper's folder in TOWNNEWS. Inside your main folder (the ftp), there are folders that correspond to your web pages — front, news, sports, features, bus, and opinion. Mac users can drag the text-only files to the appropriate folders. Windows users must open the folder, go to the File menu and choose Upload to (file name) and you will get the box asking which file to upload.

That's it for stories. Now for cutlines and photos.

How To Format Directory Pages

You can use our directory scripts in many ways: business directories, medical directories, restaurant listings, calendar of events...

1) The information for your directory pages should follow this format:

PAGE TITLE (four returns)
You could put a subtitle in place of one of the blank lines.

CATEGORY #1 (single return)
Ad #1 (single return)
Ad #2 (single return)
Continue ads in this category (double return)

CATEGORY #2 (single return)
Ad #1 (single return)
Ad #2 (single return)
Continue ads in this category (double return)

CONTINUING CATEGORIES

Sample Directory Script File

TownNews

Mailing Address
Townnews/INN
1541 47th Avenue
Moline, IL 61265

Contact Us
Toll free: 1-800-293-9576
Direct: 309-743-0800
Non Emergency requests: requests@townnews.com

Employee Information
Employee information goes here. Employee information goes here.
Employee information goes here. Employee information goes here.
Employee information goes here. Employee information goes here.

2) You can add a live URL link by
typing the whole address.
For example, if you type
http://townnews.com in your ad,
you will have a live link to International
Newspaper Network. For an email link
type in mailto: before the address like
so...**mailto:townnews@townnews.com** and you'll have a live email link in your text.
These will also work in your news stories as well. Remember, you can only have
one live link per line.

3) Save the file as text only.

4) Label the file and send to appropriate web folder according to your File Labels: Quick Guide.

Formatting Photos & Graphics

You'll need Adobe Photoshop or a comparable imaging program to format your photos and graphics for the Internet.

1) Make a copy of your photos in the RGB format and make sure the resolution is 72 dpi. If the resolution is higher, the photo will be proportionally larger on your web page. Save the photo file as a jpg or gif. Photos are usually saved in the jpg format and graphics in the gif format. If using Adobe Photoshop 5.5 or higher use the save for web option under the file menu. Use jpeg medium setting of 3 or 4 for photos or a gif setting for graphics.

2) The front page photo is simply labeled photo.jpg and the cutline is a text-only file called photo.cutline. Both go in the front folder of your ftp. Try to limit the size of the front page photo to between 300 and 350 pixels wide, depending on your space available.

3) In addition to the front page photo, you can have a photo at the top of each of your site's sections — news, sports, features, etc. You can also put photos with the individual stories.

4) A stand alone photo running at the top of any index page, whether it's sports, features or news, is labeled photo.jpg and its cutline is photo1.cutline. The important thing to remember is that photo1.jpg and photo.cutline for the sports index goes in the sports folder of your ftp. The photo.jpg for the feature index page goes in the feature folder, etc.

5) Labeling a photo that runs with a story is a little different. The photo that goes with the story called news1.txt is named news1.jpg. Similarly, a photo that goes with sports2.txt is named sports2.jpg, and the photo that goes with feature4.txt is labeled feature4.jpg, etc.

6) Cutlines that appear with any news photos are named the same as the photo except with a '.cutline' instead of a '.jpg'. For example, the cutline that goes with news1.jpg is called news1.cutline. The cutline that goes with sports2.jpg is sports2.cutline.

7) Now, gather your story and photo files in a folder. You're going to put them on your web site.

Remember: when you upload any new content into your ftp folders, you'll want to 'publish' your website so that the new content is displayed. Refer to the bottom of the previous page for instructions on how to 'publish' your site.

How To Format GIFs

1) Ads must be formatted as GIFs (graphic interchange files) and follow naming conventions (ad1.gif, ad2.gif, etc.). The ads are then dropped in the appropriate folder in the ftp account: news, sports, features, etc.

2) Most recent versions of layout software make GIFs. Some software (for example, AdCreator 4.0) allows you to save files as gifs. QuarkXpress offers an extension that converts files to gifs.

3) If you don't have this software or extensions, you can usually save files in EPS (encapsulated Postscript) format, then import the EPS file into Photoshop and make a GIF. Quark, later versions of PageMaker and AdCreator all allow you to make EPS files.

4) If you have older software that won't allow you to save an EPS file and you have a Mac, you can save files as PICT files simply by hitting shift, option and 3 on your keyboard simultaneously. This makes a PICT file that can be imported into Photoshop, cropped and saved as a GIF file.

Also, it's a good idea to colorize your ads for the Internet. Black and white R.O.P. ads can easily be colorized in almost all layout software.

TOWNNEWS has software available that can be customized to allow papers to convert many forms of files (EPS, PICT, PDF and others). Contact Townnews at 1-800-293-9576 for details.

Standard Banner Ad Sizes

The following information shows the eight most commonly accepted sizes of banner ads on the Web, based on information from the Standards and Practices Committee of the Internet Advertising Bureau (IAB) with input from the Coalition for Advertising Supported Information and Entertainment (CASIE).

Place Your Ad Here
468x60 pixels   or   6.5x0.833 inches

Place Your Ad Here
392x72 pixels   or   5.444x1 inches

Ad spot
234x60 pixels or 3.25x0.833 inches

Ad spot
120x60 pixels
or 1.667x0.833 inches

Vertical Banner

120x240 pixels

or

1.667x3.333 inches

Ad spot

125x125 pixels
or
1.736x1.736 inches

88x31 pixels or
1.222x0.431 inches

Ad spot
120x90 pixels
or
1.667x1.25 inches

Managing Your Guestbook

If a guestbook is part of your package, you will enjoy reading the entries as much as your readers enjoy using it. Your guestbook is set up to accept up to 150 entries, so occasionally, you will want to delete some entries and keep your guestbook fresh. There may also be times when someone has posted an entry you want to remove immediately.

Pre-Approval Guestbook:
The newest guestbook allows you to preapprove guestbook entries before they appear on your website. To approve guestbook entries you will want to go to the following URL to approve or delete entries.

http://www.yourdomaTownNewsame.com/?guestbook
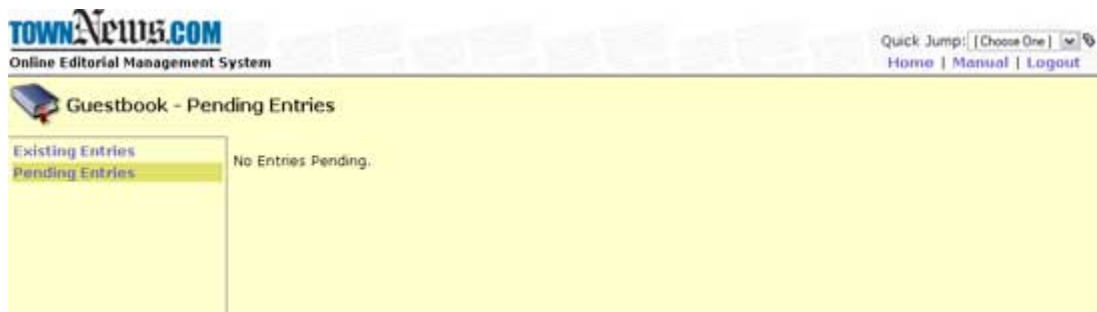
Once you have entered the Guestbook Administrative page you will be able to click on the tabs next to Pending and choose Approve or Delete. You will then click on the Updating Guestbook Button. Once you have completed this all of the approved guestbook submissions will appear on the Guestbook page of your website.

Automatic posting Guestbook:
This guestbook allows readers to automatically submit guestbook entries directly onto the website without having to wait for approval from the newspaper.

To delete any entries off of the guestbook go to the following URL and check the box next to the guestbook entry you are wanting to delete. Then click the delete selected button at the bottom of the page.
http://www.yourdomaTownNewsame.com/?guestbook

Adsys Instructions

Log in using the following URL: http://www.yourdomain.com/?admin
There is a **drop down menu** on the right hand side of the screen **Choose Adsys**

Click on Ad Manager This page shows you all of your ads that have been uploaded.

To Create a new ad – Click the Create a new ad located above the ads.

Enter Description: name of the advertiser

Enter Origin: SWAT – our *SWAT* team helped sell the ad - *Non-SWAT* – we did not help sell the ad

Upload Image – browse for the image on your desktop (GIF, JPG, PNG, and SWF files are acceptable)

Link URL – if your ad is to link off to the advertiser's website enter the full URL here.
Ex: http://www.townnews.com

Status: Choose Enabled or Disabled.

Schedule by: No limit (TFN) – will stay active until you disable
                        Date Range – stays active during the date range you choose
                        Impressions – is active until the number of page views is reached
                        Click thrus - is active until the number of clicks has been reached.

Assign position: these are the pages that you want the ad to appear on.

Extra Notes: these are for your use only – these will not be seen by others.

Create this ad: Saves all changes

After you have uploaded all ads or made changes to any ad you will then want to click Publish My Ads. This takes you to a page with another link. Click Publish My Ads and these new ads or changes will be made live on your site.

To edit an ad go to Ad Manager and click the edit link next to the appropriate ad.

Make sure to publish your ads after any changes are made to make it live on the site.

Statistics – this is where you can view the stats for each ad.

The **Position Manager** is used to activate or deactivate ad spots. All of your ad spots are activated and can be used anytime.

                                        That's it!

How to use Top Ads III

Getting Started:
1. Log into the ?admin for your website.
2. Click Top Ads
3. Click Create Module
   - You must have the modules created before you can create a top ad.
4. Assign the stereotype for the type of Top Ad it will be.
   - You will define the module name and how many ads will be shown in the module
   - Note: The number of ads in a module is randomly generated from all the ads loaded into the module.
5. Click Continue.
6. Click Create Module.

Creating a New Top Ad:
7. Click on the module that you are creating ads for.
8. Click Create
9. Fill in all valid fields for your top ad.
   - You do not have to fill in all the fields.
   - Leave the remote URL blank, unless you want to bypass the popup window and direct customers directly to that website.
   - You must click Save Ad after all information is inputed.
10. Next click Manage Media.
   - This is where you will upload all pictures for the top ad.
   - You may upload multiple photos.
   - The thumbnail will be automatically generated.
   - These must be in .jpg format.
11. Click Close Window. The screen will refresh and show your new ad.
12. Repeat steps 6-9 until all ads are created.
13. Click Publish Ads.
   - Ads will not show on site until you publish them in Top Ads.

Importing Display Ads from PDF Converter:

14. For instructions on PDF Converter please refer to the PDF Manual located at:
15. Click on the module that you are creating ads for.
   - A module has to be setup called TopDisplay.
16. Click Import.
   - This will show all ads currently in the PDF Converter
   - You will then choose the ads that you would like to import.
17. Click Ad Converter.
18. Place a check mark next to each .PDF to import.
   - You will now be able to preview the imported thumbnails.
   - After you preview them, click Close Window.
   - This will update the TopAds and then show the imported Ads.
19. Click Edit on the right to enter the information about the .PDF.
20. Repeat steps 7-11.

(For a separate manual with graphics go to http://www.townnews.com/software.)

Changing Passwords

A change in personnel is probably the biggest reason you may need to have your ftp account's password changed. You can change your password by going to http://systems.townnews.com and simply clicking on Change your FTP password. If you can not remember your current password you will need to contact us to make this change. A few other utilities you now have access to are subscribing to our maillist, reporting email or service abuse, checking to see if your being blocked, as well as a few other features.

> Customer & Vendor Utilities:
> - Change your FTP password
> - Subscribe to our maillist
> - Report email or service abuse
> - Blocked IP address testing
> - Webmail interface
> - E-Mail administration software
> - TownNews software demonstration site
> - TownNews Acceptable Use Policy
>
> http://systems.townnews.com/

Do you seem to call us every 60 days because someone else has been prompted to change your ?admin password and forgot to inform you of the new password? If you have several people updating the website during various times of the day or night this can be a problem.

A simple solution to this is to setup separate user accounts with different usernames and passwords for the people updating the website. By doing this you will no longer have to track down the last person who access the ?admin area of your site and try to get the password from them. This will also help prevent multiple people from calling in and resetting the password multiple times for the same account.

Using your administrative user name and password log into your ?admin account and select the user account icon. (TownNews by default will create an administrative account for you before or during the training process.) In this window you can create a user account by clicking on Create an Account. Once in here you can choose your new username and password for your employee by entering in a new username and password. Remember we require a mixture of numbers and text when creating passwords.

Next you will want to choose the Type of User. By default User is selected in the drop down menu. If this account only needs access to Adsys then keep the Type of User as user and then select the box next to Adsys. Finally click create user. This person now only has the ability to update your ads located under the Adsys icon. The same can be done for publishing or keeping too many users from having access to your Ad Owl or Registration features. This is very important to remember since Ad Owl has your customer's credit card information. Keeping this module restricted by all users with the exception of the administrator and the person needing access is very important.

If you are uncomfortable with creating these please feel free to continue contacting us so that we may make these changes for you or if you have any questions about the new customer and vendor utilities please feel free to call us at 1-800-293-9576