

SHERIDAN MAGAZINE SERVICES'

register

UNITED LITHO, INC.

DARTMOUTH PRINTING COMPANY

v. 2.1

special
excerpt

boosting ad revenue through digital editions

Interested in energizing online advertising, increasing revenue and brand awareness, and enhancing the readership experience? Sheridan Dynamic Editions™ is a full-featured online solution that optimizes the same files you've already prepared for print, while adding functionality not available in an ink-on-paper format: embedded audio and video, flash animation and drop-down menus, as well as advertisement and TOC article links. (See a sample issue [here](#).) Other features include entry-level iPhone and Kindle compatibility, search engine optimization, robust analytics for tracking reader involvement, and a subscription management function.

Sheridan Magazine Services President and COO Paul Bozuwa notes, "Sheridan Dynamic Editions™ are a great way to supplement your printed issues, extending and augmenting your brand. In addition to providing great value as issue archives, digital editions allow you to dynamically and economically introduce rich media into

your content and create new venues for your advertisers. They'll value the additional opportunities, as well as the analytics that define your online viewing audience."

Sheridan Magazine Services is also actively engaged with the development of web content management systems. The next step in digital publishing, such systems allow your content to stream easily into managed displays on your web sites.

With Sheridan as your online technology partner, you can easily enter the mission-critical market of online editions, enhance your current online presence and offer both your readers and your advertisers a fully interactive, technologically sophisticated digital platform.