



TAPinto

Your Neighborhood News Online

TAP into Your Community: Start an Online Newspaper in Your Town

What is TAP into?

- ✓ a network of locally owned and operated, objective local online newspaper franchises
- ✓ now includes over 30 franchises in New Jersey and several in Pennsylvania
- ✓ readership is growing exponentially with over 2 million annual readers
- ✓ has no agenda, no editorial page and no anonymous comments
- ✓ is award-winning for journalistic integrity, news credibility and community spirit
- ✓ is accredited by the New Jersey Press Association and the Pennsylvania Press Association

What does TAP into provide?

- ✓ your site, social media accounts, hosting, email accounts, ad serving, and technical support
- ✓ a network of sites to share content with and to sell advertising within
- ✓ thorough training - sales, editorial, social media
- ✓ full-time support to assist you with editorial, sales, and technical issues and questions
- ✓ invoicing/billing and credit card processing of your advertisers
- ✓ media kit, introductory marketing kit, branded advertiser contracts and paperwork
- ✓ graphic design for advertisements
- ✓ a Customer Relationship Management system for tracking sales leads
- ✓ access to low cost media liability and business insurance

Your Responsibilities

- ✓ reporting the news in your town
- ✓ selling advertising in your town and providing customer service for those advertisers
- ✓ posting content to the site and the social media accounts we create for you
- ✓ building relationships with prominent community members
- ✓ building site traffic through your growing network of contacts in the town

Time Commitment:

- ✓ approximately 15 hours per week if you partner with a friend (about 30 hours per week if you do it yourself)

For more information, contact Michael Shapiro at mshapiro@tapinto.net or 908-370-1158