

# Ellington & syncACCESS

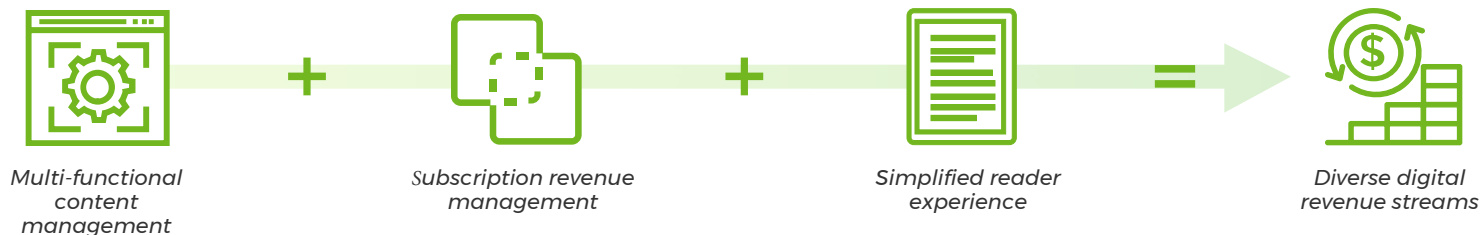
A complete publishing solution  
for  
revenue driving content publishers



## Get Your Story out There

Ellington, the enterprise SaaS publishing platform, is now integrated with Synchronex syncAccess, creating a unified platform to manage content, engage readers and increase ad and subscription revenue across web and mobile audiences.

### Ellington & SyncAccess Content Revenue Solution



### Accelerate Digital Publishing

Purpose-built for news sites local media, Ellington and syncAccess provide an integrated workflow that accelerates content publishing management and the deployment of paid content programs.

### Maximize Ad and Subscription Revenue

Manage advertising and subscriptions within a one unified CMS dashboard. Ellington is integrated with the syncAccess paid content platform to make it easy to manage subscriptions and unified account management to take advantage of all revenue opportunities.

Ellington and syncAccess combined allows publishers to manage both advertising and subscription revenue in a single, unified platform. Now diversifying and maximizing revenue can be done in one easy-to-use system.

### Simplify the Reader Experience

Synchronex's single sign-on (SSO) makes it easy for readers to purchase and manage subscriptions, comment on articles (moved) your audience to log in to or upload classifieds, local events and even upload user generated content. Now web and mobile audiences can enjoy digital content seamlessly.

# Ellington and syncAccess easily integrate with the most popular solutions across the publishing ecosystem

## Advertising

Interstitials, run of site, contextual, native, ad retargeting, classifieds

## Subscriptions

Metering, paywall integration, custom plans and offers, pay per download

## Reader account management

Single sign-on, authentication and authorization support

## CMS

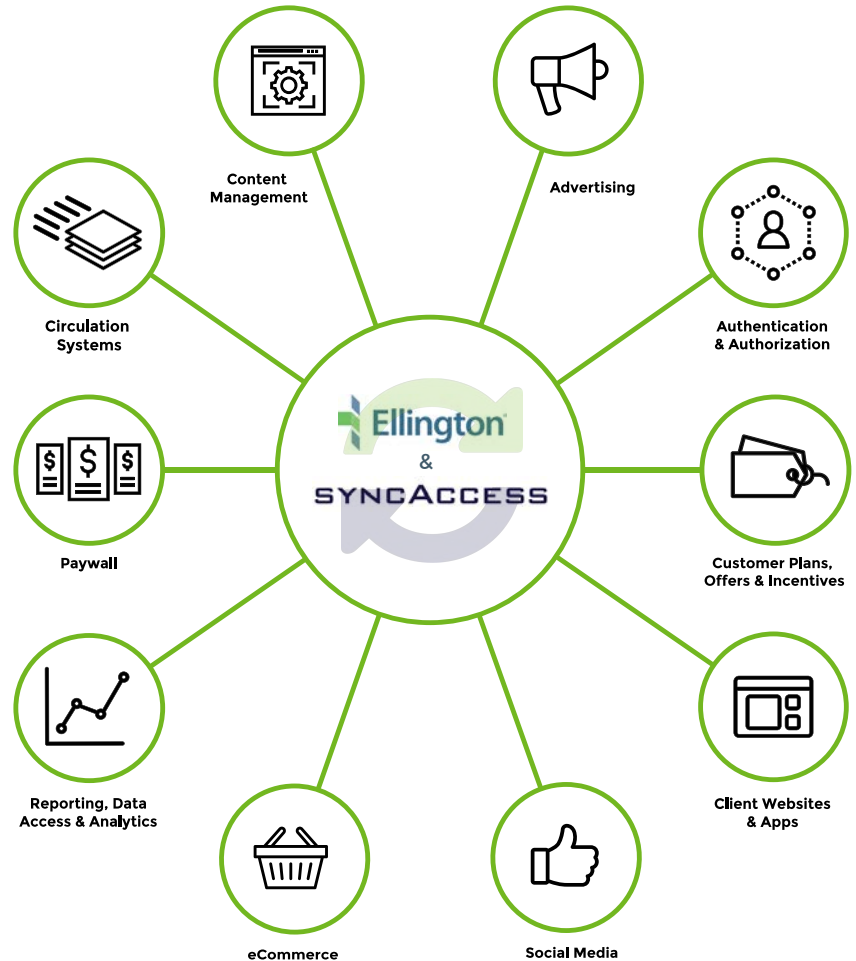
Customizable templates, lead generation forms, multimedia support, custom content formats including ebooks, podcasts, webinars

## Syndication

Built in support for the News Industry Transfer standard for XML metadata

## SEO

Content-driven SEO ensures your site ranks high in search results



## Full Service and Support

A dedicated team of experts provides full service and support for all deployments including migration, integration, and custom development if needed. Ongoing training and support are included as well as professional services.

## Ellington is the CMS Behind Open-Source Django

Not only does Ellington easily integrate with the most popular publishing tools, it's already familiar to a large base of Django developers.



## Let's Get Started

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