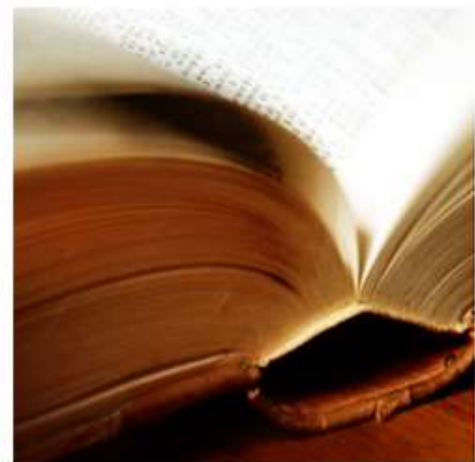




# UCF & *Orlando Business Journal* introduce: *The Digital University Subscription*

*A Partnership to Help Students*



# Quote



— **When we interview prospective employees we always ask if they read the Business Journal. If the answer is no, then they are eliminated.**

**- June DePonte, Nextel**

# Journalism That Can Help!



ORLANDO  
**BUSINESS JOURNAL**

- Need a career-path?
- Desire a competitive edge?
- Want a reliable new research tool?
- Need a good job?

# MYUCF

## Digital Student Subscription

*AmericanCity*  
**Business Journals**

&

ORLANDO  
**BUSINESS JOURNAL**



**UCF**

**Stands For Opportunity®**

- American City Business Journals is the nation's largest publisher of metropolitan **business newspapers**, owning papers in **40 U.S. cities**.
- Over 3.5 million subscribers companywide.
- 77% of Business Journal subscribers have graduated from college, and 42% have a graduate degree.

# 40 Local Business Journals



# How can we help you?



## ORLANDO BUSINESS JOURNAL

- *Orlando Business Journal* is a weekly publication dedicated **solely to business news.**
- OBJ contains **job leads, research archives** and industry news.
- 77% of OBJ readers hold top & middle management positions in the Central Florida area – **get in front of decision makers!**
- OBJ is **proprietary** information: subscribers-only advantages
  - Competitive edge - **exclusive Digital University Program**

# OBJ Research Capabilities

- Expand your research across **40 markets**
- Search **10+ years** of online business **archives**
- Access **proprietary** information:  
Google is for Dummies

# OBJ Career Planning

## Follow Industries:

Review  
Weekly  
Special  
Reports



\*2010 Editorial Calendar **ORLANDO BUSINESS JOURNAL**



# OBJ Career Planning/Job Searching

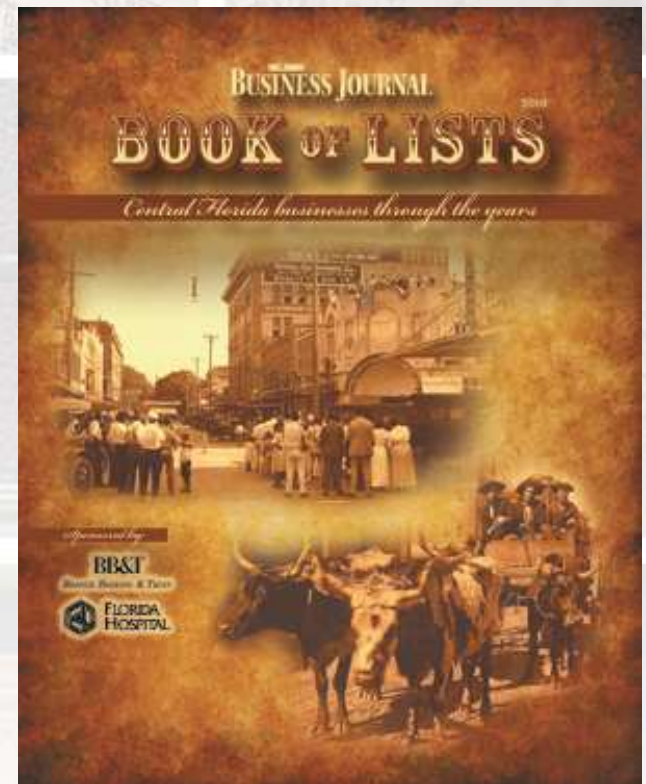
- **Learn who's the best:**  
Each annual **Book of Lists** issue includes over 2000 business contacts and company profiles.

- **Top-25 Lists by Industry**

- Including: Accounting Firms, Banks, Biomedical, Commercial Real Estate, Digital Media, Engineering Firms, Hospitals, Law Firms, Mortgage Lenders, Retail, etc.

- **Also Includes:**

- Top-100 Privately-held Companies, Top-25 Family-Owned Businesses, Largest Orlando Employers, Top-25 Minority & Women-owned Businesses, etc.



ORLANDO  
**BUSINESS JOURNAL**

# OBJ Career Planning

## Annual Award Programs:

- **Best Places To Work**
- Outstanding Small Businesses
- Golden 100

Meet the best of the best at the award ceremonies

# OBJ Online Market Analysis

- Unparalleled coverage of local companies, business leaders and **business trends** by 600+ journalists across the country



ORLANDO  
**BUSINESS JOURNAL**

# OBJ: News You Can Use

- Let's Walk Through **the Paper...**
  - Top Stories, Page 1
    - Identify who's growing and hiring
  - Index Page (People and Companies), Page 2
    - Who the key players are
  - Executive Profile, Page 7
    - Meet Mike, Networking
  - The List, Page 10
  - Special Report, Page 11
    - Minority Business Awards

# The UCF Digital Subscription

## UCF's NEW Digital Subscription – 3 yr. program, *exclusively for universities*

### ***Subscriber-only Student Advantages:***

- Online access to daily breaking local business news, 40 weekly digital business journals, annual Book of Lists and Best Places To Work guides, and comprehensive 10+ year story archives
- Unparalleled coverage of local companies, business leaders and business trends by 600+ journalists across the country

# New Digital Subscription – How Does It Work?

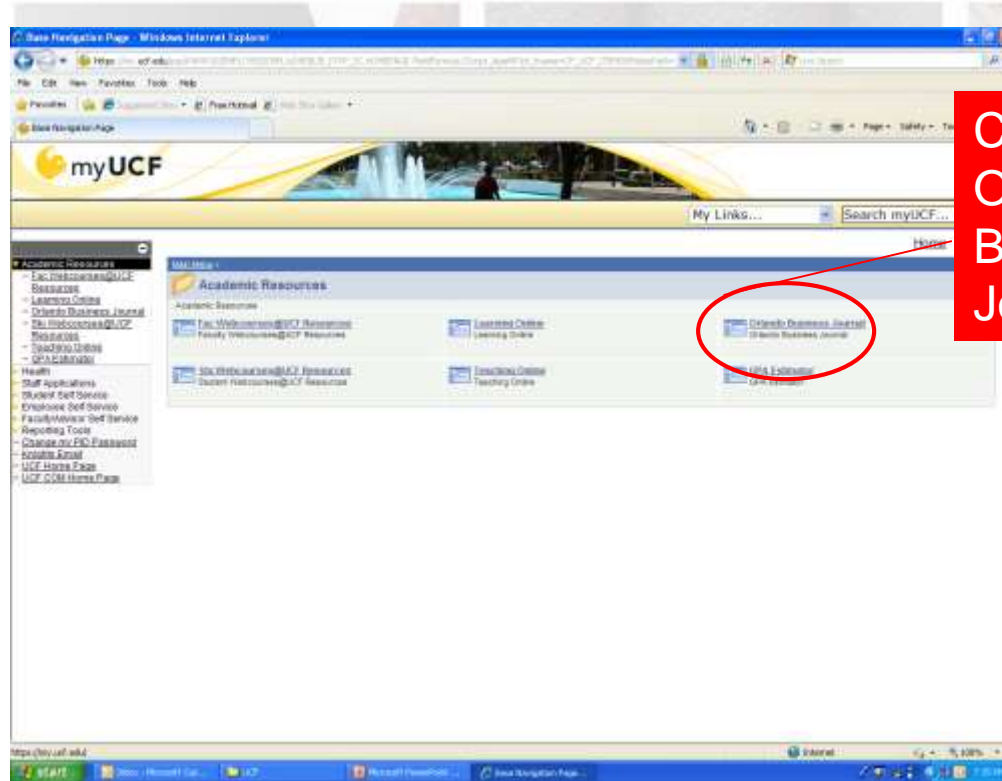
Step One: Log into **MY UCF**/ Click on **Academic Resources**:

The screenshot shows the myUCF Portal interface in a Windows Internet Explorer browser. The page features a navigation menu on the left with the following items: myUCF Home, Academic Resources (circled in red), Health, Student Self Service, Employee Self Service, Faculty/Advisor Self Service, Reporting Tools, Change my PID Password, Notify Email, UCF Home Page, and UCF.COM Home Page. The main content area includes a weather widget for Orlando, FL (64°F), a news headlines section with titles like 'UCF Report Main Stories' and 'New UCF-Led Partnership to Lower Health Care Costs for Small Businesses', and a 'UCF Libraries' section with links for 'Services for Students with Disabilities', 'Learn About the Libraries', and 'Research Tools'. A red callout box on the right contains the text 'Select Academic Resources' with a red arrow pointing to the circled link in the navigation menu.

Select Academic Resources

# New Digital Subscription – How Does It Work?

Step Two: Click on **Orlando Business Journal** icon:



Click on  
Orlando  
Business  
Journal

# New Digital Subscription – How Does It Work?

Access  
Print  
Publication

Access  
Book of  
Lists

The screenshot shows a web browser window displaying the UCF Business Journals website. The page features the University of Central Florida logo and a 'WELCOME' banner for students and faculty. Below the banner, a section titled 'UCF has currently licensed subscriptions for the following publications:' lists various business journals. The 'Featured Local Publication' is the 'Orlando Business Journal - Orlando', which is circled in red. Below it, the link 'View Book Of Lists' is also circled in red. A list of other publications follows, including 'The Business Review - Albany', 'San Antonio Business Journal - San Antonio', 'New Mexico Business Weekly - Albuquerque', 'Atlanta Business Chronicle - Atlanta', 'Austin Business Journal - Austin', 'Baltimore Business Journal - Baltimore', 'Birmingham Business Journal - Birmingham', 'Boston Business Journal - Boston', 'Business First - Buffalo', and 'Charlotte Business Journal - Charlotte'. To the right, there is a 'Search National Archive' section with a search bar and a 'Search Archive' button. Below that, a section titled 'Your Access Includes-' lists three items: '1. Digital Editions', '2. Digital Book of Lists', and '3. Unlimited Access to the Online Story Archive'. At the bottom, there is a section titled 'How Can This Benefit You?' with a sub-section 'Exclusive Job Prospecting'.



# New Digital Subscription – How Does It Work?

Easily  
Navigate

Welcome to the digital reader

To navigate through this digital Edition, you can either use the

**navigation buttons**

Previous Next

Alternatively, you can use your keyboard's

**cursor keys**

You can zoom in by

**clicking on the page**

or by using the **Ctrl** key

**Print** **Download PDF**

**BUSINESS JOURNAL**  
**BOOK OF LISTS**  
*Central Florida businesses through the years*

Table of Contents

Done

start | Internet | 100%

Access Book of Lists:

- Print
- Download PDF

# New Digital Subscription – How Does It Work?

The screenshot shows a web browser window displaying a grid of digital content thumbnails. The browser's address bar shows the URL: <http://bizjournals.com/orlando>. The page title is "Orlando Business Journal - Book of Lists digital edition".

At the top of the content area, there is a "Download a PDF" section with buttons for "Download All", "Download Selected", "Select none", and "Select all". Below this is a copyright notice: "Under Copyright Law, printouts from the Digital Edition are for the exclusive use of the subscriber and may not be reproduced for commercial or promotional purposes. Downloaded PDFs from the Digital Edition may not be posted on any Web sites or distributed through any other electronic medium."

The main content is a grid of thumbnails. A red box labeled "Print Index" points to a thumbnail in the second row, fourth column. Another red box labeled "Access Lists" points to a thumbnail in the third row, sixth column. The thumbnails include various images, text, and graphics related to business and local news.

The browser's taskbar at the bottom shows several open applications: "start", "Inbox - Microsoft Out...", "Base navigation Page...", "bizjournals - Subscrip...", "Orlando Business Jour...", "UCF", "Microsoft PowerPoint...", and the system clock shows "12:28 PM".

# New Digital Subscription – How Does It Work?

Access  
Print  
Publication

Book of  
Lists

The screenshot shows a web browser window displaying the 'bizjournals - Subscription Licensing Program' page. The page features the University of Central Florida logo and a 'WELCOME' banner for students and faculty. Below the banner, it states 'UCF has currently licensed subscriptions for the following publications:'. A 'Featured Local Publication' section highlights the 'BUSINESS JOURNAL' with a link to 'Orlando Business Journal - Orlando'. Two red circles highlight the 'Orlando Business Journal - Orlando' link and the 'View Book Of Lists' button. A list of other publications follows, including 'The Business Review - Albany', 'San Antonio Business Journal - San Antonio', 'New Mexico Business Weekly - Albuquerque', 'Atlanta Business Chronicle - Atlanta', 'Austin Business Journal - Austin', 'Baltimore Business Journal - Baltimore', 'Birmingham Business Journal - Birmingham', 'Boston Business Journal - Boston', 'Business First - Buffalo', and 'Charlotte Business Journal - Charlotte'. On the right side, there is a 'Search National Archive' section with a search bar and a 'Search Archive' button. Below this, it describes the access included: '1. Digital Editions', '2. Digital Book of Lists', and '3. Unlimited Access to the Online Story Archive'. At the bottom, there is a 'How Can This Benefit You?' section with a sub-section for 'Exclusive Job Prospecting'.

# View This Week's Newspaper Online

The screenshot shows a Windows Internet Explorer browser window displaying the Orlando Business Journal website. The browser's address bar shows the URL: <http://www.bizjournals.com/orlando>. The website header features the University of Central Florida logo and a "WELCOME" message for students and faculty. Below the header, there is a search bar for the "Orlando Business Journal Archive" and a "Search Archive" button. The main content area is titled "Orlando Business Journal - Orlando" and includes a link to "View 2009 Book of Lists". Two issue listings are visible: one for 10/16/09 and another for 10/09/09. Each listing has a "DOWNLOAD THIS ISSUE" button (with a PDF icon) and a "VIEW ONLINE" button (with a Signal Paper icon). The "VIEW ONLINE" button for the 10/16/09 issue is circled in red. To the right of the issue listings, there are "Top 3 Stories" and a list of "Other subscriptions licensed by UCF", including links to various regional business journals like "The Business Review - Albany" and "San Antonio Business Journal - San Antonio". The browser's taskbar at the bottom shows the Start button, several open applications, and the system tray with the date and time (7:38 PM).

# View Online

Orlando Business Journal - 2009-10-16 digital edition - Windows Internet Explorer

http://digi1.bicjournals.com/launch.aspx?ref=orlbusjournal&refid=1210101640MCD=ca00048c-2a76-403e-93ab-9ec9cd071108&log=

File Edit View Favorites Tools Help

Orlando Business Journal - 2009-10-16 digital edition

1748 First Previous Menu Next Last

View archive

Welcome to the digital reader

To navigate through this Digital Edition, you can use the navigation buttons

Previous Next

Alternatively, you can use your keyboard cursor keys

You can zoom in by clicking on the page or by using the Ctrl key

Click to zoom in

ORLANDO BUSINESS JOURNAL

EXECUTIVE PROFILE | 14  
Roy Atwood, president and CEO  
Salary: \$400,000

NEW STEINBERG LISTINGS | 1  
The latest data on contacts for bid

Unhealthy reform?  
Medicaid enrollment, costs could rise, dent state budget

Growing burden

Florida's Medicaid rolls grew by 200,000 people in the past two years, and the state's budget is stretched thin. How can the state afford to pay for the rising costs of Medicaid?

Florida economy pushes toward a rebound

Leading indicator of the state's economic health is showing signs of improvement, according to a report from the Florida Department of Economic Development.

Local group bids for control of Riverside Bank

The Riverside Bank is a local institution that has been a part of the community for over 100 years. A local group is bidding for control of the bank.

POWER PLAYERS | 13  
2009 Most Influential Business Leaders

ENTREPRENEURS | 20  
Local entrepreneurs to watch

1984-2009  
25 YEARS

- Download PDF
- Print
- Navigate
- View Archives

# Download This Issue

Download a PDF

Download All Download Selected Select none

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Go back

- Download All
- Download Selected Pages
- Go Back

# View Online

Orlando Business Journal - 2009-10-16 digital edition - Windows Internet Explorer

http://digital.bicjournals.com/launch.aspx?ref=awc091016&fresh=12101016&MID=4000&C=2&N=40&P=73&B=sec000711&B=0&g=

File Edit View Favorites Tools Help

Orlando Business Journal - 2009-10-16 digital edition

1748

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ORLANDO BUSINESS JOURNAL

EXECUTIVE PROFILE | 14  
Ray Aronoff, president and CEO  
Salary: \$400,000

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The latest data on contacts for bid

UNHEALTHY REFORM?  
Medicaid enrollment, costs could rise, dent state budget

Growing burden

Florida's Medicaid rolls grew by 200,000 people in the past two years, and the state's budget is stretched thin. The state's Medicaid program is facing a budget crisis, and the state's budget is stretched thin.

Florida economy pushes toward a rebound

Loading indicators for fourth straight month

Local group bids for control of Riverside Bank

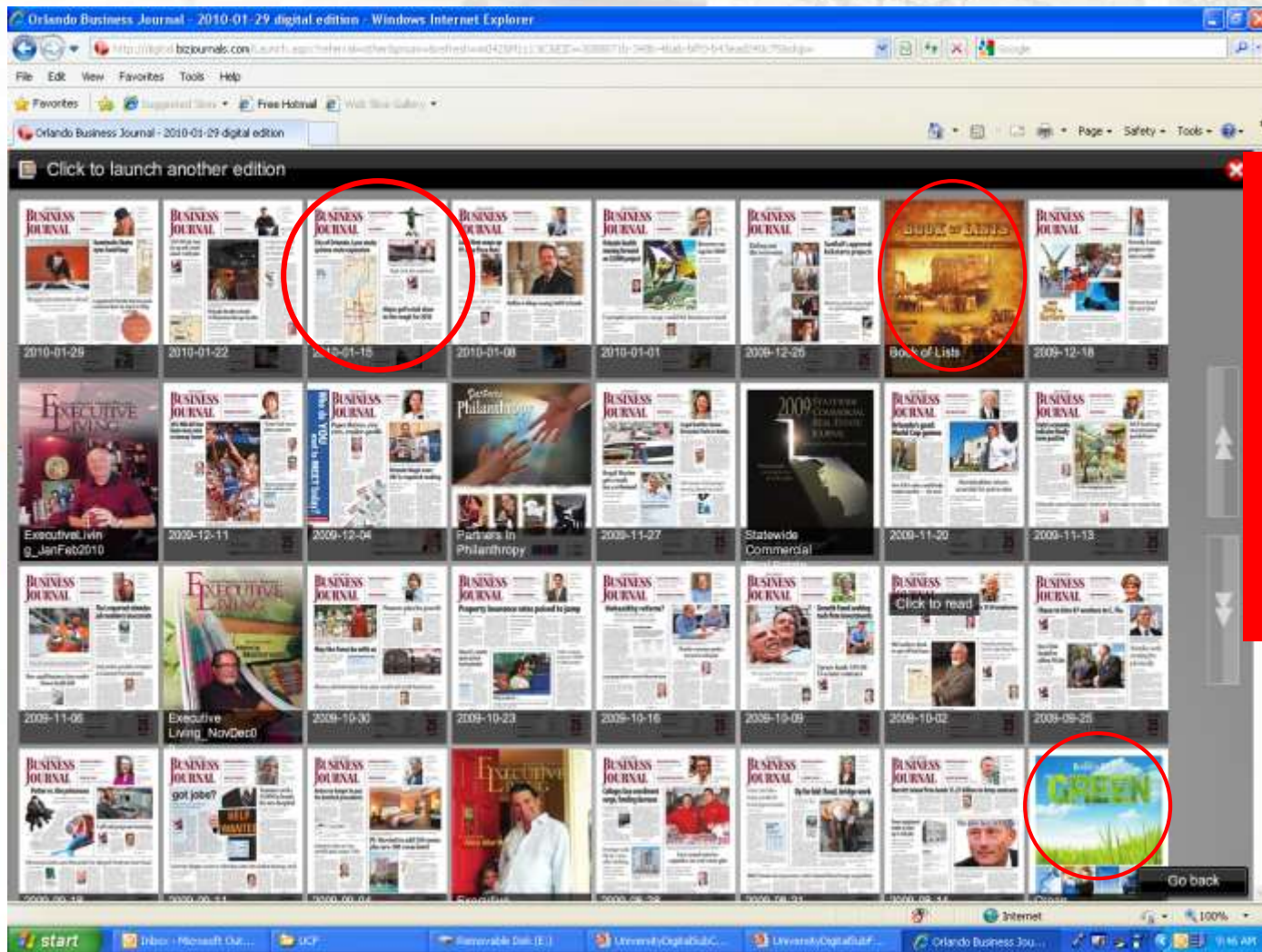
POWER PLAYERS | 13  
2009 Most Influential Business Leaders

ENTREPRENEURS | 20  
Local entrepreneurs to watch

1984-2008  
25 YEARS

- Select View Archives

# View Archives



- Download All
- Archives June 2009 -
- Includes Special Publications: BOL, etc.



# Search All 40 Markets

The screenshot shows the website for the University of Central Florida's Business Journals. The page features a "WELCOME" banner with the university logo and a photo of students. Below the banner, it states "UCF has currently licensed subscriptions for the following publications:" and lists "Featured Local Publication: BUSINESS JOURNAL" with a link to the "Orlando Business Journal - Orlando". A red circle highlights a list of 40 markets, including:

- [The Business Review - Albany](#)
- [San Antonio Business Journal - San Antonio](#)
- [New Mexico Business Weekly - Albuquerque](#)
- [Atlanta Business Chronicle - Atlanta](#)
- [Austin Business Journal - Austin](#)
- [Baltimore Business Journal - Baltimore](#)
- [Birmingham Business Journal - Birmingham](#)
- [Boston Business Journal - Boston](#)
- [Business First - Buffalo](#)
- [Charlotte Business Journal - Charlotte](#)

Other sections on the page include "Search National Archive" with a search button, "Access the most comprehensive coverage of local business news and information from major metropolitan cities across the country with American City Business Journals.", "Your Access Includes-" with three bullet points: "1. Digital Editions", "2. Digital Book of Lists", and "3. Unlimited Access to the Online Story Archive". A "How Can This Benefit You?" section mentions "Exclusive Job Prospecting".

# Research / Career Planning

The screenshot shows the Orlando Business Journal website. At the top, there is a 'WELCOME' banner for the University of Central Florida Students and Faculty. Below the banner, there is a search bar for the 'Orlando Business Journal Archive' and a 'Search Archive' button. To the right of the search bar, there is a list of links: 'Purchase a subscription - 4 FREE issues', 'Visit Orlando Business Journal Homepage', 'Orlando Business Journal Editorial Calendar', and 'Find A Job In the Orlando market'. Below this list, there is a section titled 'Other subscriptions licensed by UCF:' with links to various business journals from other cities like Albany, San Antonio, Albuquerque, Atlanta, Austin, Baltimore, Birmingham, and Boston. The website also features sections for 'Issue Published: 10/16/09' and '10/09/09' with 'DOWNLOAD THIS ISSUE' and 'VIEW ONLINE' buttons.

1. Search 10+ years of archives
2. Find a Job

# Job Hunting with Orlando Business Journal

## Click on Careers tab:

ORLANDO BUSINESS JOURNAL

HOME NEWS SMALL BUSINESS SALES & MKTG REAL ESTATE EVENTS COMMUNITY **CAREERS** TRAVEL MORE TOPICS

ORLANDO INTERNET & E-COMMERCE JOBS

Job Search

START OVER

by Keyword

View jobs in other markets: Orlando

View jobs in 27 different categories: Internet & E-commerce

EMPLOYERS

Date Posted	Job Title	Employer	Location
07/06/2009	View Open Opportunities	AT&T	Local Opportunities
06/04/2009	Instructional Systems Designer	TECHSOFT	Pensacola, FL

1. Click on Career tab

1. Sort By City

2. Choose From 27 Different Job Categories

# Digital Subscription Features

- **Quick Access** – No special usernames or passwords; Single sign-on for all faculty and students via your current web portal to all 40 business journals
- **Easy To Use** – Navigate through each paper quickly with a mouse or keyboard, zoom in and out of your favorite stories
- **Print What You Need** – Print hi-resolution pages directly from the Digital Edition
- **Save for Later** – Download full issues or individual pages as PDF files from any digital publication
- **Speed** – No USPS deliverability delays – new issues available every Friday morning on-time, every time
- **Eco-friendly** – No paper = No waste

# FREE Daily Email Updates

- Different news content than paper
- Include job posting and featured events
- Arrives at 3 p.m. each week day



Go to [orlandobusinessjournal.com/dailyupdate](http://orlandobusinessjournal.com/dailyupdate)  
to subscribe  
or click on [my.ucf.edu](http://my.ucf.edu) “create an account”

# More Tools: **Special Publications**

- Executive Living
- GREEN
- Partners In Philanthropy
- Book of Law
- And More!

# Any Questions?

- Q & A
- Cheat Sheet

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Thank You  
For Your Time Tonight

ORLANDO  
**BUSINESS JOURNAL**