UCF & Orlando Business Journal introduce: The Digital University Subscription

A Partnership to Help Students
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!

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

- Expand your research across 40 markets
- Search 10+ years of online business archives
- Access proprietary information: Google is for Dummies
Follow Industries:
Review
Weekly
Special
Reports

*2010 Editorial Calendar
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.
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
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:

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
New Digital Subscription – How Does It Work?

Easily Navigate

Access Book of Lists:
- Print
- Download PDF
New Digital Subscription – How Does It Work?
New Digital Subscription – How Does It Work?

Access Print Publication

Book of Lists
View This Week’s Newspaper Online
Download This Issue

- Download All
- Download Selected Pages
- Go Back
View Online

- Select View Archives
View Archives

- Download All
- Archives June 2009 -
- Includes Special Publications: BOL, etc.
Search All 40 Markets
Research / Career Planning

1. Search 10+ years of archives
2. Find a Job
Job Hunting with *Orlando Business Journal*

Click on Careers tab:

1. Click on Career tab
2. 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

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- Arrives at 3 p.m. each week day

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- Partners In Philanthropy
- Book of Law
- And More!
Any Questions?

• Q & A
• Cheat Sheet
Thank You
For Your Time Tonight