

Newspapers:

Interactive event calendars draw readers

Trumba Case Study

The New York Times

CASE STUDY:

New York Times Online

INDUSTRY:

Newspapers

IMPLEMENTATION:

www.nytimes.com/ref/automobiles/event_calendar.html

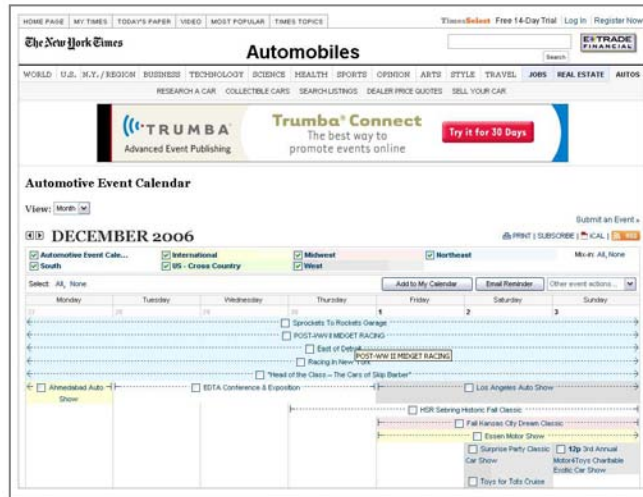
GOALS AT A GLANCE:

- ☞ A dynamic website calendar that lists world-wide automotive events
- ☞ Access to events from the Automobiles home page
- ☞ Integrating a car club directory and events into the calendar

When NYTimes.com decided to turn its Automobiles section into a high-traffic destination site, representatives contacted Trumba Corporation about providing a website calendar.

NYTimes.com's requirements included:

- A dynamic website calendar that lists world-wide automotive events.
- Access to events from the Automobiles home page.
- Integrating a car club directory and events into the calendar.



Because Trumba Connect satisfied all of the NYTimes.com requirements for the Automobiles section, the newspaper recently added a Trumba calendar to its Jobs section. You can visit that calendar at <http://jobmarket.nytimes.com/pages/jobs/>.

Goal: A dynamic website calendar that lists automotive events worldwide

Just like every Trumba Connect calendar, the NYTimes.com Automotive Events calendar is interactive. Auto enthusiasts can add events to their personal calendars, set email and text message reminders, subscribe to RSS feeds or email updates, and more.



In addition, to encourage car club members and others to publicize their activities on the Automotive Events calendar, NYTimes.com included a Trumba event submission form on the site. Submitters specify the geographic region where the event occurs and whether or not the event is car club-related. NYTimes.com editors approve all events before they go live.

Submit an Event

Submitter Information

Name:

Email:

Phone #:

Event Information

Event title:

Category: [Choose an event category] ▼ *

Location:

Affiliated Car Club:

Event Type:

Start date: December ▼ 4 ▼ 2006 ▼ Mon

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Customer Quote

"We're pleased to work with Trumba Connect in providing this valuable online resource for automotive and career event information. The event calendars powered by Trumba Connect enhance our Auto and Job sites with more dynamic, interactive content that provides additional value to our readers."

— Vivian Schiller

Vice President and General Manager, NYTimes.com

Additional questions?

- Contact Sales at **1.800.925.0388.**
- Watch an online demonstration. Visit www.trumba.com to learn more.

Goal: Access to events from the home page

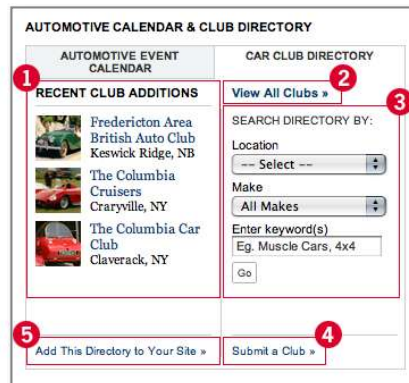
After working with Trumba to customize one of the interactive event promotion widgets automatically created during the Trumba calendar publishing process, NYTimes.com added the widget to the Automobiles home page. The widget alerts site visitors to upcoming events and directs traffic to the full calendar. The numbered bullets below describe sections in the widget on the left.



1. Browse details for the next three upcoming events.
2. Learn about events occurring on a specific date.
3. Jump to the full calendar, with the option of limiting events by location.
4. Submit events for inclusion in the Automotive Events calendar (subject to approval by NYTimes.com).
5. Find code that you can copy and paste to add this widget to your own website.
6. Browse the car club directory.

Goal: Integrate a car club directory and events into the calendar

Car clubs are both important contributors to and consumers of information and events listed on the NYTimes.com Automobiles website. That's why, in addition to encouraging car club members to submit events to the Automotive Events calendar, NYTimes.com included a Car Club Directory tab in the Trumba widget on the Automobiles home page. The numbered bullets below describe sections in the widget on the left.



1. View information about new car clubs.
2. See a list of all the car clubs.
3. Search for clubs by location, car make, and keyword.
4. Submit a club to be included in the directory.
5. Find code that you can copy and paste to add this widget to your own website.



When a visitor clicks a car club description under Recent Club Additions in the widget, a Car Club Directory page opens with a more detailed description of the club. In addition to the description, NYTimes.com also included a Trumba upcoming events widget on each page of the Directory. The widget, which automatically gives priority to car club-related events, provides links to event details and the full Automotive Events calendar.

