

Clean Ticket's 2-page intro

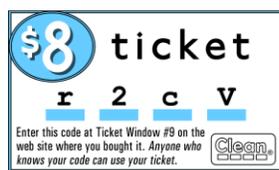


Understand the Basics

The Clean Ticket Company creates value for periodicals by selling individual stories, or whole editions, for small amounts. Ticket holders can also enjoy free content. Our "CLEAN TICKETS" are like gift cards. They have a short code, and a monetary balance (debit or credit). The publisher sets the price and retains all rights deriving from the content. Customers log in just once, and gain access to any site displaying the Clean Ticket Logo. Customers without a ticket can still enjoy the previews.



Purchase by clicking the price tag. Prices are: two cents, a nickel, a dime, a quarter, a half-dollar, a dollar, or \$2.00. Publishers offer their content in "TICKET WINDOWS", which "PREVIEW" the content. The weekly publisher's cost for this is from \$1 to \$6, depending on the sales price, or 50¢ if free. For example, the weekly charge for a two-cent ticket is \$1, for a ten-cent ticket is \$2, or for a \$2.00 ticket, is \$6. Charges are based on the highest price shown during the week.



All of a publication's ticket windows appear on its "Start Page" as rotating previews. "Stand-alone" previews appear on any web site. Customers select content with a click and receive it in a new browser window. Click its line in the TICKET REPORT to obtain previously acquired content.



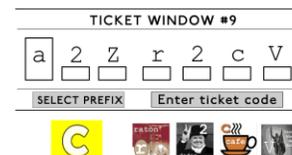
Reporters have a freer hand when their publishers are not wholly dependent on advertising. And anyway, the audience for paid editorial is more valuable to advertisers than for free editorial. Our innovative program presents advertising in a way that is immune to ad blockers.

Bureaus

If it sells Clean Tickets, a newspaper, magazine, any type of periodical publication, a publisher of catalogues or academic subjects, or an individual person, is called a "bureau". A bureau has a three-character PREFIX recognized by the Clean Ticket Company, and each ticket it creates has that prefix. Each ticket has a monetary balance. Bureau participation is by invitation only.

After the prefix, tickets have a random 4-character TICKET CODE. To help you remember it, little pictures appear when you buy or log in your ticket. And each bureau has its ICON. There are also "\$1" tickets, which start with a one dollar balance. These are logged in by selecting the prefix with three "\$1" buttons.

Use TICKET WINDOW #1 to buy a new ticket, or add money to one. Prices of items for sale start at two cents. Logging in costs one cent. The highest price is \$2, but whole editions can be sold for any price. Use TICKET WINDOW #9 to check your funds remaining, view the Ticket Report, or logout.



Gratuities and Comments

When inspired to do so, those with an active ticket can leave a tip for the reporters, artists, and musicians who make it all possible. Solicitations, if any, can exist as paywalls, which prevent further access, or as simple suggestions, which do not. Capabilities for text, audio and video.

100% of the funds you donate are transferred from your Clean Ticket to the designated bureau, on a one-time basis. You can also make comments.

Syndication

Bureaus have the ability to SYNDICATE their content, which means to sell the use of it to other bureaus. Using syndication is an easy way to increase story count and variety of content. And selling to other bureaus is a path to new revenue from your own original content. Syndication is also a way of distributing free samples.

Podcasts

With a Clean Ticket Podcast, miscellaneous things relevant to the main show can appear on or beside it, and play when clicked. These extra content items, called "Pods", are easy for editors to add later, as time and circumstance allow.

For example, a Podcast of a vacation can have maps, recordings, snapshots . . . all manner of useful and entertaining souvenirs and practical tips. Another example: As the speaker in an interview refers to a document, a download button for that document appears beside the video (or text).

Favored Publications

Syndication has a group of bureaus, the "FAVORED PUBLICATIONS", that jump to another bureau from the drop-down menu at Start Page top. Having arrived at a new bureau this way, customers may decide to explore it in turn, and use its drop-down menu.

The same bureau can belong to more than one Favored Publication Group, or to none. Participation is by invitation only. Members are expected to help each other with the task of censorship, as may be needed to uphold the standards they share.

In the cloud

We think the user ID and password routine is a real bore. For us, you are identified only by the 7-character code. Or if you sign in where you bought the Clean Ticket, you only need four characters. With a Clean Ticket, you can enjoy the feeling of shopping in absolute privacy. And you only need to sign in once to access any part of our network.

Our program works on any Internet device, You don't have to download and maintain any software. Just go to our home page, CleanTicketCompany.com, or directly to any site on our network. Set your browser to allow popups and cookies.



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