Schurz Feeds and API’s
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Introduction

Based in Mishawaka, Indiana, Schurz Communications, Inc. is a diversified, privately owned, nationwide communications company.

The company publishes eleven daily and eight weekly newspapers in medium and small markets with a combined circulation of nearly 225,000. It also publishes shopping publications in California, has ten television stations, owns thirteen radio stations and operates three others, owns three cable companies, a phone directory and a printing company. Geographically, Schurz Communications has a presence in Alaska, Arizona, California, Florida, Georgia, Indiana, Kansas, Kentucky, Maryland, Michigan, Missouri, Pennsylvania, South Dakota, and Virginia.

As you scroll through this list of feeds and API’s keep in mind all of this is simply samples of the data to get you started. If you wish to get access to live data please contact Ron Jasper at rjasper@schurz.com. I also encourage you to contact me if you need some type of data or feed that you are not seeing in the list, as it may be possible that a new feed could be generated.

P2P RSS Feeds

P2P is the Content Management System (CMS) that Schurz uses for all of our websites. This system maintains all of the content presented on our sites, including stories, photo galleries, videos and other related content. See below for a complete list of the RSS style feeds that can be generated from this system.

Standard RSS Feed

This is a standard RSS feed that can generate a feed from a collection of stories based on a section of the site. For instance, this can generate a feed from the local news section of our sites. Also note that in a standard RSS feed, you will only get the first 250 characters of text for the body of the story. To receive the whole story, please see the section for Full Text RSS Feeds. See sample below.

<table>
<thead>
<tr>
<th>Standard RSS Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;?xml version=&quot;1.0&quot; encoding=&quot;UTF-8&quot;?&gt;</td>
</tr>
<tr>
<td>&lt;rss version=&quot;2.0&quot; xmlns:media=&quot;http://search.yahoo.com/mrss/&quot;&gt;</td>
</tr>
<tr>
<td>&lt;channel&gt;</td>
</tr>
<tr>
<td>&lt;title&gt;News - ky3.com&lt;/title&gt;</td>
</tr>
<tr>
<td>&lt;link&gt;<a href="http://www.ky3.com/news/?track=rss">http://www.ky3.com/news/?track=rss</a>&lt;/link&gt;</td>
</tr>
<tr>
<td>&lt;description&gt;Headlines from ky3.com&lt;/description&gt;</td>
</tr>
<tr>
<td>&lt;language&gt;en&lt;/language&gt;</td>
</tr>
<tr>
<td>&lt;copyright&gt;©2012, ky3.com&lt;/copyright&gt;</td>
</tr>
<tr>
<td>&lt;lastBuildDate&gt;Tue, 14 Aug 2012 07:31:00 -0500&lt;/lastBuildDate&gt;</td>
</tr>
<tr>
<td>&lt;item&gt;</td>
</tr>
<tr>
<td>&lt;title&gt;World War II planes make landfall in Springfield; track the B-29’s progress here&lt;/title&gt;</td>
</tr>
<tr>
<td>&lt;author&gt;Lauren Matter and Chris Brewer&lt;/author&gt;</td>
</tr>
</tbody>
</table>
SPRINGFIELD, Mo. - A chance to relive history and see some World War II aircraft up close is coming up Tuesday in Springfield.

A B-29 Bomber and a P-51 Mustang will be on display at the Old Springfield Terminal Building on W. Kearney Street. Admission is $10 per person and $20 for a family. Officials say the best chance to get a tour of the aircraft will be between 11 and 3 both days.

For more information, click here; to track the B-29's progress as it flies into the area, click here.
In this morning’s BBB Brief, we have a warning for bargain shoppers. Coupons are an easy way to save money in a tough economy, but beware of deceptive deals online. To avoid getting ripped off, check out who offering the coupon: the store or a third party? A third party might require the consumer to sign up for a service to redeem the coupon. Use extreme caution before sharing any personal information. You can check out the company for free at BBB.org. Also, be cautious of pop-up offers. Clicking on the ad could automatically sign you up for services, resulting in a monthly bill. Read the fine print. Check for the expiration date, limitations of use and whether it is an online coupon good for only online purchases or if it can also be redeemed at the store. Finally, watch out for fake deals from family and friends. Be on the lookout for coupons sent to you via the internet through your email. If they don’t have an expiration date or bar code, they are probably fake coupons. T.J. Loudis of the Better Business Bureau of Southwest Missouri said. Also, many companies do not offer anything for free. So if you get one for free merchandise, it probably a scam. And be careful if you need to call the company and give any personal information to redeem the value of the coupon.

Columnist RSS Feed
The Columnist RSS feed is just like the standard RSS feed but instead of pulling in content from stories it pulls in content from a columnist section.

Columnist RSS Sample
<?xml version="1.0" encoding="UTF-8"?>
<rss version="2.0" xmlns:media="http://search.yahoo.com/mrss/">
  <channel>
    <title>The SGF Foodie - ky3.com</title>
    <description></description>
    <language>en</language>
    <copyright>&#xA9;2012, ky3.com</copyright>
    <lastBuildDate>Fri, 3 Feb 2012 16:13:25 -0600</lastBuildDate>
    <item>
      <title>New downtown restaurant focuses on tea</title>
      <author>Teresa Blondo</author>
      <description>Herba Thea, 220 S. Campbell, Springfield, 417-866-1669
I had been hearing some buzz about a new tea house in downtown Springfield for the past couple of months. Always one who loves to try something new and different, I ventured into Herba Thea for lunch today. While noshing
on a French Dip sandwich and sipping some bubble tea, I had the chance to visit with owner Ed Strauch.

On Fri, 3 Feb 2012, 10:00:00 -0600:

Photo Gallery RSS Feed

The Photo Gallery RSS feed is just like the standard RSS feed but instead of pulling in content from stories it pulls in content from a photo gallery.

Photo Gallery RSS Sample

```xml
<?xml version="1.0" encoding="UTF-8"?>
<rss version="2.0" xmlns:media="http://search.yahoo.com/mrss/
<link>
<title>Pictures: Mom tattoos - ky3.com</title>
<link>http://www.ky3.com/galleries/sns-holiday-mom-tattoos,0,2682555.photogallery?track=rss</link>
<description>Tell her you love her -- permanently -- with ink.</description>
<language>en</language>
<copyright>&#xA9;2012, ky3.com</copyright>
<lastBuildDate>Wed, 3 Mar 2010 15:48:14 -0600</lastBuildDate>

<item>
<title>Pictures: Mom tattoos</title>
<description>Thumbnail</description>
<pubDate>Wed, 6 Apr 2011 13:16:52 -0500</pubDate>
</item>

<item>
<title>Pictures: Mom tattoos</title>
<description>Alternate Thumbnail</description>
<pubDate>Wed, 6 Apr 2011 13:16:52 -0500</pubDate>
</item>

<item>
<title>Pictures: Mom tattoos</title>
<author>Zawezome/Flickr</author>
<link>http://www.ky3.com/galleries/sns-holiday-mom-tattoos-003,0,735967.photo?track=rss</link>
<description> </description>
<pubDate>Wed, 3 Mar 2010 15:33:11 -0600</pubDate>
<enclosure url="http://snsimages.tribune.com/media/photo/2010-03/23774153047680-03134248.jpg" length="43678" type="image/*"/>
<media:content url="http://snsimages.tribune.com/media/alternatethumbnails/photo/2010-03/23774153281260-03134247.jpg"/>
</item>
</channel>
</rss>
```
Special Package RSS Feed
The Special Package RSS feed is just like the standard RSS feed but this feed can contain stories, photos, photo galleries, video, etc. A Special Package is simply a way to bundle lots of related content all together in to one piece.

Special Package RSS Sample
<?xml version="1.0" encoding="UTF-8"?>
<rss version="2.0" xmlns:media="http://search.yahoo.com/mrss/">
  <channel>
    <title>Republican Senate Debate: Pictures, video and reaction - ky3.com</title>
    <description>Five of the 8 Republican candidates for the U.S. Senate in Missouri participated in a forum Friday in Willard, Mo. The forum was organized by the Locke and Smith Foundation. Below is a sample of the images, videos and reaction on Twitter to the discussion.</description>
  </channel>
</rss>
nature republic.jacob  Spending my Friday night watching @BrunnerForMO debate. #MoSenEmily Hollander No rotation on who goes first #KY3Debate #MOSENMari Marantz Sign of the times: Each of the candidates has notes written on an iPad. #KY3debateDan Oshinsky Half my timeline is the brainless GOP #MoSen debate, half the damn Royals game. Shoot me.
Geoff Gerling  After the break: What specific policies would you propose to control Medicare costs? #Mosen #KY3Debate #KY3 News  Crowd heeds TV request to move to center of auditorium #mosen #ky3debate http://instagr.am/p/LEf0CUzSf-/Zach Crizer  This #mosen debate is totally worth watching! #KY3Debate #KY3istheplacetobe http://www.ky3.com/news/debate/Mark J. Zinn  Love that the sound guy at the #KY3debate has his priorities straight. http://pic.twitter.com/SyeiGNVa
Dan Oshinsky  @ToddAkin was definitely born in the wrong century. #mosen #kysenate
Katie McBreen  Speaking as someone who works in the #hcr industry and deals with compliance. Unless you work in industry, you have no idea. #ky3debate #MOSen Dan Oshinsky  Memoly has a very calming voice. Like a marriage counselor.
TheFerg  The crowd here at the #ky3debate #MOSen  Do you all support a medical savings account? Q4:

Q4: Do you all support a medical savings account? 

Date Based RSS Feed
The Date Based RSS feed is just like the standard RSS feed but it allows you to pull all stories that have been published on the site based on a set date. This feed is useful for pulling an archive of data from past dates.

Date Based RSS Sample
<?xml version="1.0" encoding="UTF-8"?>
<rss version="2.0" xmlns:media="http://search.yahoo.com/mrss/"
<channel>
<title>Pictures: Mom tattoos - ky3.com</title>
<link>http://www.ky3.com/galleries/sns-holiday-mom-tattoos,0,2682555.photogallery?track=rss</link>
<description>Tell her you love her -- permanently -- with ink.</description>
<language>en</language>
<copyright>&©2012, ky3.com</copyright>
<lastBuildDate>Wed, 3 Mar 2010 15:48:14 -0600</lastBuildDate>

<item>
<title>Pictures: Mom tattoos</title>
<description>Thumbnail</description>
<pubDate>Wed, 6 Apr 2011 13:16:52 -0600</pubDate>
</item>

<item>
<title>Pictures: Mom tattoos</title>
<description>Alternate Thumbnail</description>
<pubDate>Wed, 6 Apr 2011 13:16:52 -0600</pubDate>
</item>

<item>
<title>Pictures: Mom tattoos</title>
<description>Thumbnail</description>
<pubDate>Wed, 6 Apr 2011 13:16:52 -0600</pubDate>
</item>

<item>
<title>Pictures: Mom tattoos</title>
<description>Alternate Thumbnail</description>
<pubDate>Wed, 6 Apr 2011 13:16:52 -0600</pubDate>
</item>

<item>
<title>Pictures: Mom tattoos</title>
<author>Zawezome/Flickr</author>
<link>http://www.ky3.com/galleries/sns-holiday-mom-tattoos-003,0,735967.photogallery?track=rss</link>
<description>Thumbnail</description>
<pubDate>Wed, 6 Apr 2011 13:16:52 -0600</pubDate>
</item>

<item>
<title>Pictures: Mom tattoos</title>
<author>Zawezome/Flickr</author>
<link>http://www.ky3.com/galleries/sns-holiday-mom-tattoos-003,0,735967.photogallery?track=rss</link>
<description>Alternate Thumbnail</description>
<pubDate>Wed, 6 Apr 2011 13:16:52 -0600</pubDate>
</item>
P2P API Access

P2P also offers limited API access to the sites’ data. These API’s allow for data to be pulled based on a collection or grouping of stories, photo galleries and videos. These API’s have limits to the amount of data that can be pulled at one time and the number of times they can be pulled per hour.

Collection API
This API allows for stories and Photo Galleries to be pulled based on a collection or grouping of data. For example, there could be a collection of local news stories. With the name of the collection, this API will provide an XML feed with all content items in the collection. However, this API does not allow for additional items to be pulled with each story, such as photos, videos, or audio clips.

Collection API Sample

<?xml version="1.0" encoding="UTF-8"?>
<collection>
  <collection-code>ky3-news-local</collection-code>
  <content-item>
    <slug>ky3-downtown-branson-in-store-for-4-million-makeover-20120814</slug>
    <print_pub_slug></print_pub_slug>
    <title>Downtown Branson in store for $4 million makeover</title>
    <deckhead></deckhead>
    <subhead></subhead>
    <publishdate>August 14, 2012</publishdate>
    <email></email>
    <brief>Sprigfield, Mo. -- Downtown Branson is slated for a $4 million makeover. Historic Downtown Branson is already a hot spot for tourists and locals alike, but city leaders say the area is in need of upgrades. The project will be funded over a five-year period through a half-cent transportation tax.</brief>
    <credit>Emily Wood, KY3 News</credit>
    <alternatethumbnaildetail></alternatethumbnaildetail>
    <filenameurl></filenameurl>
    <body>&lt;p&gt;Sprigfield, Mo. -- Downtown Branson is slated for a $4 million makeover.&amp;nbsp; Historic Downtown Branson is already a hot spot for tourists and locals alike, but city leaders say the area is in need of upgrades. The project will be funded over a five-year period through a half-cent transportation tax.&lt;/p&gt;
    </body>
  </content-item>
</collection>
upgrades. The project will be funded over a five-year period through a half-cent transportation tax. We have museums. We have theaters. We have an old-time five and dime. We've got just anything you could possibly want in a community within walking distance, said Cris Bohinc, director of the Branson Main Street Association. City leaders are considering plans from three different engineering firms. They said they plan to start with infrastructure issues first. Anderson said he would also like to see the streets undergo some changes. Branson Economic Development Director Garrett Anderson said he would also like to see the streets undergo some changes. A big part of the downtown plans centers on making the area more pedestrian-friendly. Area business owners said that would also be a benefit for them. Tami Roten, the co-owner of Branson Cafe, a 100-year-old establishment, said she supports the idea of connecting Branson's Famous 76 Strip and The Landing to the city's downtown. City leaders plan to select an engineering firm to head up the project sometime within the next few weeks.

Content Item API
This API allows for a single story or photo gallery to be pulled based on a unique slug or ID number. With this API one can get all the additional items included in a single story or photo gallery such as extra images, maps, videos or audio clips.

Content Item API Sample
<?xml version="1.0" encoding="UTF-8" ?>
<content-item>
  <slug>ky3-downtown-branson-in-store-for-4-million-makeover-20120814</slug>
  <print_pub_slug></print_pub_slug>
  <title>Downtown Branson in store for $4 million makeover</title>
  <deckhead></deckhead>
  <subhead></subhead>
  <publishdate>August 14, 2012</publishdate>
  <email></email>
  <brief>Sprigfield, Mo. -- Downtown Branson is slated for a $4 million makeover. Historic Downtown Branson is already a hot spot for tourists and locals alike, but city leaders say the area is in need of upgrades. The project will be funded over a five-year period through a half-cent transportation tax. Historic Downtown Branson is already a hot spot for tourists and locals alike, but city leaders say the area is in need of upgrades. The project will be funded over a five-year period through a half-cent transportation tax.</brief>
  <credit>Emily Wood, KY3 News</credit>
  <filenameurl></filenameurl>
  <body>&lt;p&gt;Sprigfield, Mo. -- Downtown Branson is slated for a $4 million makeover.&amp;nbsp; Historic Downtown Branson is already a hot spot for tourists and locals alike, but city leaders say the area is in need of upgrades. The project will be funded over a five-year period through a half-cent transportation tax.&amp;nbsp; Historic Downtown Branson is already a hot spot for tourists and locals alike, but city leaders say the area is in need of upgrades. The project will be funded over a five-year period through a half-cent transportation tax.&lt;/p&gt;</body>
</content-item>
Downtown Branson is already a hot spot for tourists and locals alike, but city leaders say the area is in need of upgrades. The project will be funded over a five-year period through a half-cent transportation tax. We have got museums; We have theaters; We have an old-time five and dime; We've got just anything you could possibly want in a community within walking distance; said Cris Bohinc, director of the Branson Main Street Association. City leaders are considering plans from three different engineering firms; They said they plan to start with infrastructure issues first. There are parts of the drainage here that were installed 80 to 90 years ago. We believe some of this is still on wooden pipes; said Branson Economic Development Director Garrett Anderson. Anderson said he would also like to see the streets undergo some changes. The actual beautification, like the trees and the street hardware, like benches and trash cans, Anderson said. A big part of the downtown plans centers on making the area more pedestrian-friendly. Area business owners said that would also be a benefit for them. I think any improvement is going to benefit all the owners down here, said Tami Roten, the co-owner of Branson Cafe, a 100-year-old establishment. Roten said she supports the idea of connecting Branson's Famous 76 Strip and The Landing to the city's downtown. City leaders plan to select an engineering firm to head up the project sometime within the next few weeks.
Search Results API
This API allows for stories and Photo Galleries to be pulled based on a keyword search of the sites. For example, you could do a search for “lake” and any stories with that keyword in the content would be returned in an XML feed with all info about the story itself. However, this API does not allow for additional items to be pulled with each story, such as photos, videos, or audio clips.

Search Results API Sample
<?xml version="1.0" encoding="UTF-8"?>
<collection>
  <collection-code>ky3-news-local</collection-code>
  <content-item>
    <slug>ky3-downtown-branson-in-store-for-4-million-makeover-20120814</slug>
    <title>Downtown Branson in store for $4 million makeover</title>
    <publishdate>August 14, 2012</publishdate>
    <brief>Springfield, Mo. -- Downtown Branson is slated for a $4 million makeover. Historic Downtown Branson is already a hot spot for tourists and locals alike, but city leaders say the area is in need of upgrades. The project will be funded over a five-year period through a half-cent transportation tax.</brief>
    <credit>Emily Wood, KY3 News</credit>
    <body>&lt;p&gt;Springfield, Mo. -- Downtown Branson is slated for a $4 million makeover. Historic Downtown Branson is already a hot spot for tourists and locals alike, but city leaders say the area is in need of upgrades. The project will be funded over a five-year period through a half-cent transportation tax.&lt;/p&gt;
    &lt;p&gt;We have got museums. We have theaters. We have an old-time five and dime. We've got just anything you could possibly want in a community within walking distance,&lt;/p&gt; said Cris Bohinc, director of the Branson Main Street Association.&lt;/p&gt;
    &lt;p&gt;City leaders are considering plans from three different engineering firms. They said they plan to start with infrastructure issues first. &lt;/p&gt;&lt;p&gt;There are parts of the drainage here that were installed 80 to 90 years ago. We believe some of this is still on wooden pipes,&lt;/p&gt; said Branson Economic Development Director Garrett Anderson.&lt;/p&gt;&lt;p&gt;Anderson said he would also like to see the streets undergo some changes.&lt;/p&gt;&lt;br /&gt;&lt;quot;The actual beautification, like the trees and the street hardware, like benches and trash cans,&quot; Anderson said.&lt;/br /&gt;&lt;br /&gt;A big part of the downtown plans centers on making the area more pedestrian-friendly.&lt;/amp;nbsp; Area business owners said that would also be a benefit for them.&lt;/br /&gt;&lt;br /&gt;&lt;quot;I think any improvement is going to benefit all the owners down here,&quot; said Tami Roten, the co-owner of Branson Cafe, a 100-year-old establishment.&lt;/br /&gt;&lt;br /&gt;&lt;br /&gt;Roten said she supports the idea of connecting Branson's Famous 76 Strip and The Landing to the city.&quot;&lt;/amp;nbsp;&lt;quot; downtown.&lt;/p&gt;&lt;p&gt;&lt;/p&gt;&lt;p&gt;City leaders plan to select an engineering firm to head up the project sometime within the next few weeks.&lt;/p&gt;&lt;/body&gt;
  </content-item>
</collection>
<metadata>
  &lt;metadescription&gt;</metadata>
Premium Video API
This API allows for videos to be pulled based on a collection or grouping of videos for the sites. For example, there could be a collection of local news video. With the name of the collection, this API will provide an XML feed with all info about the videos. This will include two types of video formats, FLV and MP4. Both types are in several different video sizes.

**Premium Video API Sample**
```xml
<?xml version="1.0" encoding="UTF-8"?>
<playlist>
  <playlist-reference-id>69873526</playlist-reference-id>
  <player-id>782523705001</player-id>
  <player-key>AQ~~%2CAAAAtkVbw%2C5Rx45u37p7CYKhw5F9hPvchs6Fnk7</player-key>
  <id type="integer">1618131748001</id>
  <referenceId type="string">69873526</referenceId>
  <name type="string">Abilene: One of a Kind Kansas</name>
  <shortDescription nil="true"/>
  <videoIds type="array">
    <videoId type="integer">1634549849001</videoId>
    <videoId type="integer">1632819024001</videoId>
  </videoIds>
  <videos type="array">
    <video>
      <id type="integer">1634549849001</id>
      <name type="string">Mike, Merril and Jenn take a ghost tour in Abilene</name>
      <shortDescription type="string">Paranormal activity has been reported in the historic town</shortDescription>
      <longDescription nil="true"/>
      <creationDate type="string">1336775630685</creationDate>
      <publishedDate type="string">1336775630685</publishedDate>
      <lastModifiedDate type="string">1336775788410</lastModifiedDate>
      <linkURL nil="true"/>
      <linkText nil="true"/>
      <tags type="array">
        <tag type="string">kwch</tag>
        <tag type="string">home</tag>
      </tags>
      <videoStillURL type="string">http://pvp.trb.com/782847669001/2012/05/782847669001_1634557164001_vs-1634556446001.jpg?pubId=782847669001</videoStillURL>
      <thumbnailURL type="string">http://pvp.trb.com/782847669001/2012/05/782847669001_1634557165001_th-1634556446001.jpg?pubId=782847669001</thumbnailURL>
      <referenceId type="string">69898429</referenceId>
      <length type="integer">47950</length>
      <economics type="string">AD_SUPPORTED</economics>
      <playsTotal type="integer">163</playsTotal>
    </video>
  </videos>
</playlist>
```
Custom Created Products

Over the years Schurz has developed several products that help our properties with features and functions that would otherwise be provided by an outside vendor. These products include things like coupons, daily deals, Classifieds, and custom twitter widgets.

Coupon Sites API
This API allows for a complete list of coupons to be pulled into a JSON feed. Not all properties of Schurz use the coupon site, so this will only be available for certain properties.

Coupon Site API Sample
{|"name":"Indiana University Golf Course","lat":"39.1655330000","lon":"-86.4990352000","address":"45V46 Bypass|
Classifieds Sites API
This API allows for a complete list of classifieds to be pulled into an XML feed. Not all properties of Schurz use the classifieds site, so this will only be available for certain properties.

Classifieds Site API Sample
<?xml version="1.0" encoding="UTF-8"?>
<rss version="2.0" xmlns:dc="http://purl.org/dc/elements/1.1/">
  <channel>
    <title>Classifieds</title>
    <link>http://class.sellitsd.com</link>
    <description>Classified ads</description>
    <language>en-us</language>
    <copyright>AberdeenNews.com</copyright>
    <managingEditor>davidson@schurzdigital.com</managingEditor>
    <webMaster>davidson@schurzdigital.com</webMaster>
    <lastBuildDate>Tue, 14 Aug 2012 23:00:40 -0400</lastBuildDate>
    <pubDate>Tue, 14 Aug 2012 23:00:40 -0400</pubDate>
    <docs>http://backend.userland.com/rss</docs>
    <category>Newspapers</category>
    <generator>sellitsd.com</generator>
    <ttl>60</ttl>

    <item>
      <description>Large Round Bales Bright Clean Wheat Straw. Will Load or Delivery Available. Priced by the Ton. Located SE North Dakota. 701-678-3528</description>
      <title>Large Round Bales Bright Clean Wheat Straw</title>
      <category>563</category>
      <link>http://class.sellitsd.com/?get=adbyid&amp;i=1425135</link>
      <pubDate>Tue, 14 Aug 2012 23:00:40 -0400</pubDate>
    </item>

    <item>
      <description>Used Chief Grain Bin, 31'x38', 14 Rings High, 25,000 bushel, outside stiffeners, $8,000. 605-467-1597</description>
      <title>Used Chief Grain Bin, 31'x38', 14 Rings Hi</title>
      <category>558</category>
      <link>http://class.sellitsd.com/?get=adbyid&amp;i=1425132</link>
      <pubDate>Tue, 14 Aug 2012 23:00:40 -0400</pubDate>
    </item>
  </channel>
</rss>
Deals Sites API
This API allows for a complete list of deals to be pulled into an XML feed. Not all properties of Schurz use the deals site, so this will only be available for certain properties.

Deals Site API Sample
<?xml version="1.0" encoding="utf-8" ?>
<page>
  <site>
    <siteid>57944</siteid>
    <sitename><![CDATA[Half Price Hook Up]]></sitename>
    <timezone><![CDATA[Eastern Time]]></timezone>
    <javascriptlinkcountdownclock><![CDATA[<script type="text/javascript" src="http://halfpricehookup.upickem.net/shared/assets/legacy/affiliates/engine/includes/CountdownClock.js?r=3"></script>]]></javascriptlinkcountdownclock>
    <javascriptlinkphotomouseover><![CDATA[<script type="text/javascript" src="http://halfpricehookup.upickem.net/Shared/Assets/Javascript/MouseOver/Mouseover.5.31.js"></script>]]></javascriptlinkphotomouseover>
  </site>
  <groups>
    <enablefeaturedgroup>OFF</enablefeaturedgroup>
    <group>
      <groupid>1294344</groupid>
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It is our belief that an exhilarating array of fine cuisine paired with a hand selected wine list and an extraordinary assortment of fine cocktails will set the stage for an unparalleled dining and socialization experience.

Avidity is nestled in the heart of Lafayette’s Historic Riverfront Downtown area. With the address of 133 North 4th Street we are conveniently located to the courthouse and business district. Avidity serves cuisine that features both a global and traditional fare.

It is our belief that an exhilarating array of fine cuisine paired with a hand selected wine list and an extraordinary assortment of fine cocktails will set the stage for an unparalleled dining and socialization experience...
Sale Opens Fri, Aug 17 2012 9:00 AM
Fri, Aug 17 2012 9:00 AM
Fri, Aug 17 2012 9:00 AM
Fri, Aug 17 2012 9:00 AM

Valid until 08/17/2013 09:00 AM,

MUST BE 21 TO USE & ENTER

No Cash Back for unused portion.
No cash value.

May be used on alcohol.
Gratuity not included.

May not be used with any other specials, offers, or discounts.
No refunds.

WASK Radio Group is not responsible for lost/stolen certificates or for businesses that discontinue operations.

Valid until 08/17/2013 09:00 AM,

MUST BE 21 TO USE & ENTER

No Cash Back for unused portion.
No cash value.

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May not be used with any other specials, offers, or discounts.
No refunds.

WASK Radio Group is not responsible for lost/stolen certificates or for businesses that discontinue operations.
DART – DART For Publisher (DFP)
DFP is the product that Schurz uses for all of its ad delivery to our sites, including ad tags on some of our mobile products. The DART API for Java provides a programmatic means of accessing and managing elements in DART for Publishers. It is intended to replicate user interface functionality so that you can:
- Perform batch DART operations without direct user action
- Provide appropriate access to DART for your external applications.

Applications that use the DART API can run with any JRE 1.2 or higher, and can operate in a multi-threaded environment.

IMPORTANT NOTE: When working with the DART API, it is critically important - for your own sake and for the sake of other DoubleClick customers - that you do not use the API for non-standard functions that take excessive amounts of time to complete and slow the DART network. If you have needs which are outside of the definition of API usage, please let Ron know so that he may speak with our DoubleClick representatives and they will work with us to determine how best to meet those needs.

All requests for API usage must be logged as a case through DoubleClick’s standard escalation procedures. At this time, they will ask us questions to help you understand and determine your
usage of the API. This will ensure that your use of DART will be beneficial to you and to the system.

For example, you cannot make DART go through the entire API, object by object, and enumerate all advertisers, orders and ads in your system and then output them to a CSV file. Such an action would be extremely harmful to the DART system, and it would also take so long to complete that it would be of no real use to your organization. There are far more efficient means of getting this information, within DART’s Query Tool or through the data warehouse.

Follow the common-sense rules listed below when creating API-based applications:

- Do not attempt to fill in “gaps” in user interface functionality through an API workaround.
- Any data reports that you create should take no more than one hour to complete, including Availability Forecasts. API processes cannot run 24/7.
- Multithreading of API applications is intended for short-term tasks. It is not intended to provide you with larger bandwidth into the DART system (for example, shortening an 8 hour process to 2 hours by creating four separate instances).
- We must get approval from our DoubleClick Account Director before using the DART API to deploy an application that is intended to create exponentially large sets of ads, click commands, or other DART objects. This allows DoubleClick to ensure that the DART system has the capacity to handle your request.

Please note also that DoubleClick is implementing limits per minute on requests to DART. With this limit implemented, your API program will receive an error if it exceeds this limit.

**Omniture**

Omniture is used to track page views and traffic stats for all of our sites. This data can not be accessed via an API or feed, but reports can be setup on an automated system to be either emailed or sent to an FTP account on a daily basis. These reports can be in the form of HTML Pages, PDF or in some cases CSV files. There is a 24 hour delay on all data collected, so any automated reports will have to be for the previous day or earlier.

**Weather Vendors**

With so many properties at Schurz, we work with several weather vendors, therefore, we have access to many different feeds and API’s. Each of these vendors will have different types of feeds and data that can be returned. If there is any need for weather type content please let us know and we can work with you on what is available.

**Social Media Feeds**

Social media plays such a large role in today’s media companies and we have spent a lot of time looking in to the different ways to obtain access to this information. Listed below are a few of the features we have worked with.

**Twitter Feeds**
Twitter is a very important part of our sites. Twitter allows for a quick way to get live updates of what people are talking about. In addition to the standard RSS feeds that we can get directly from Twitter, we have also created a widget that is able to monitor several Twitter feeds at once and combine them into one simple-to-use API.

**Facebook Feeds**
Facebook is another important social media tool that everyone uses. Facebook offers API’s and RSS feeds that can used to pull data into sites or other programs.

**Other Social Media Feeds**
Over the years there have been dozens of other social media tools that have been launched on the internet. Some of the more popular are Facebook and Twitter, but others do exist and are always a possibility to use. Other systems like Foursquare, YouTube, Digg, Flickr, among many others all provide some type of RSS feed or API to access their data.

**Google API’s**
With Google being one of the largest search engines on the internet, Google also provides dozens of API’s for most of their featured pieces, such as Google Maps, Local Street Traffic and even Calendar and Search. With so many options, Google is able to offer most any type of API that might be needed.