

There's an app for that: Going mobile

Lessons from the dvm360 iPad app

**Jessica Zemler, Editor of E-media
dvm360.com and dvm360 iPad app
Advantstar Communications**

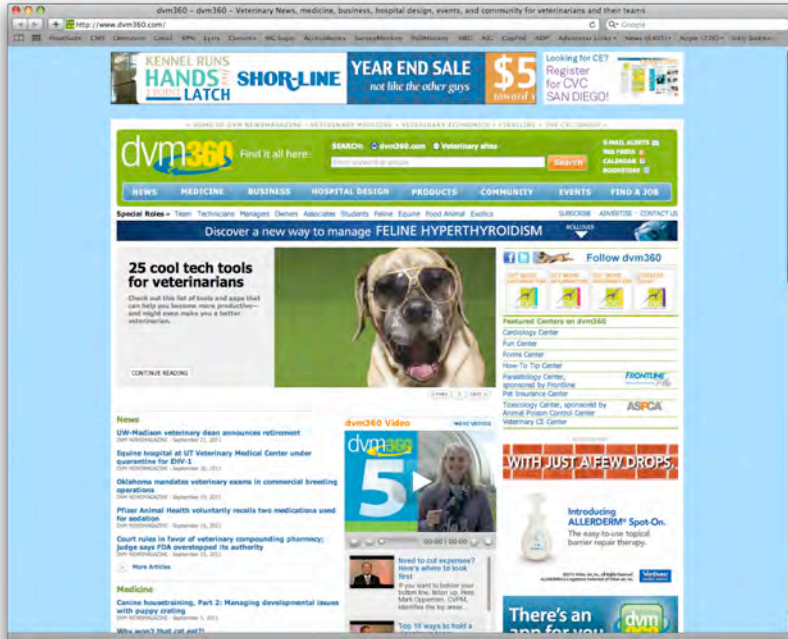




First things first: What are dvm360.com and its app?

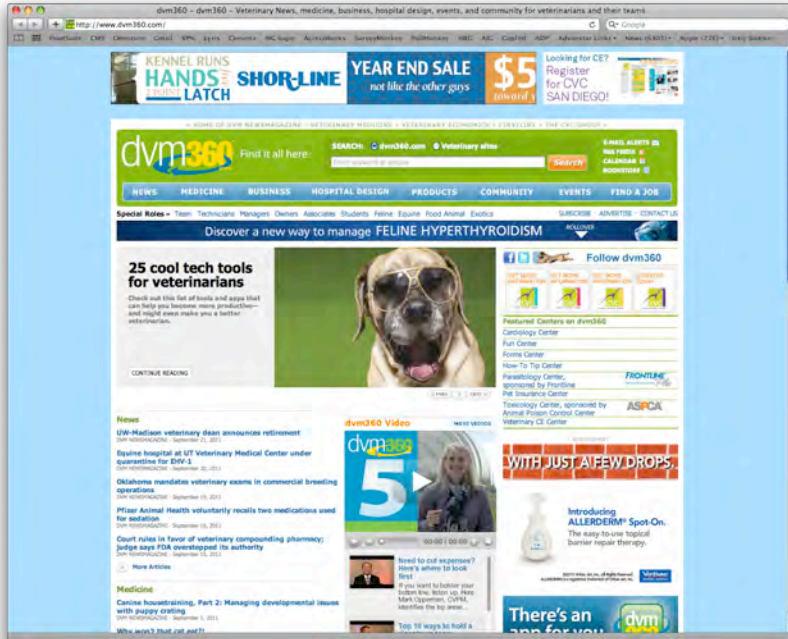
What is dvm360.com?

- An award-winning portal site presenting web-exclusive content and articles from four print brands:
 - DVM Newsmagazine
 - Veterinary Medicine
 - Veterinary Economics
 - Firstline
- Launched in July 2008



What is dvm360.com?

- Honors and awards:
 - ASBPE National Awards
 - Website of the Year: 2011
 - Top 10, Best Website: 2010
 - Silver Award, New Website: 2009
 - Jesse H. Neal National Business Journalism Awards
 - Best Website: 2012, 2011, and 2010
 - *Folio*: Eddie Awards
 - Website (b2b healthcare/medical)
 - Silver Award: 2010
 - Gold Award: 2009
 - Best Online News Coverage: 2010



What is the dvm360 app?



- An iPad app
 - Monthly digital publication (free)
 - Launched July 12, 2011
 - 7,800 app downloads
 - 28,000 issue downloads (10 issues live)
 - Search “dvm360” in the App Store to download

What is the dvm360 app?



- Promoting the app
 - New issue e-mail alert to opt-in audience
 - Monthly print magazine mentions
 - dvm360.com
 - 8 e-newsletters
 - Social media
 - Marketing e-mails to our universe
 - Convention signs  ADVANTAR

The dvm360 app team



- Primary:
 - 1 editor, 1 art director
- Secondary:
 - 1 web developer
 - Assists with development of new interactive elements
 - Editorial content pool
 - Directors: E-media director and group content director

What is the dvm360 app?



- Honors and awards
 - Won “Best Use of Mobile” in the 2012 Jesse H. Neal National Business Journalism Awards
 - Finalist for 2012 Grand Neal



Our agenda

Agenda

- Content
 - Selection and process
 - Interactive elements
- The numbers
 - App vendor
 - Statistics
 - Ad options and response
- The nitty gritty
 - Tweet button
 - HTML5
- What's next for the app



The content

Content selection



- Average 38-40 pages per issue
- Content mixes articles from all our brands:
 - News (*DVM Newsmagazine*)
 - Clinical (*Veterinary Medicine*)
 - Business (*Veterinary Economics*)
 - Team (*Firstline*)
 - Hospital design
 - CVC convention info

Content selection



- How we choose content to feature—three criteria
 - Strong graphics
 - Ties to video/audio or another interactive format
 - Concise (or able to be split into parts)

Content selection



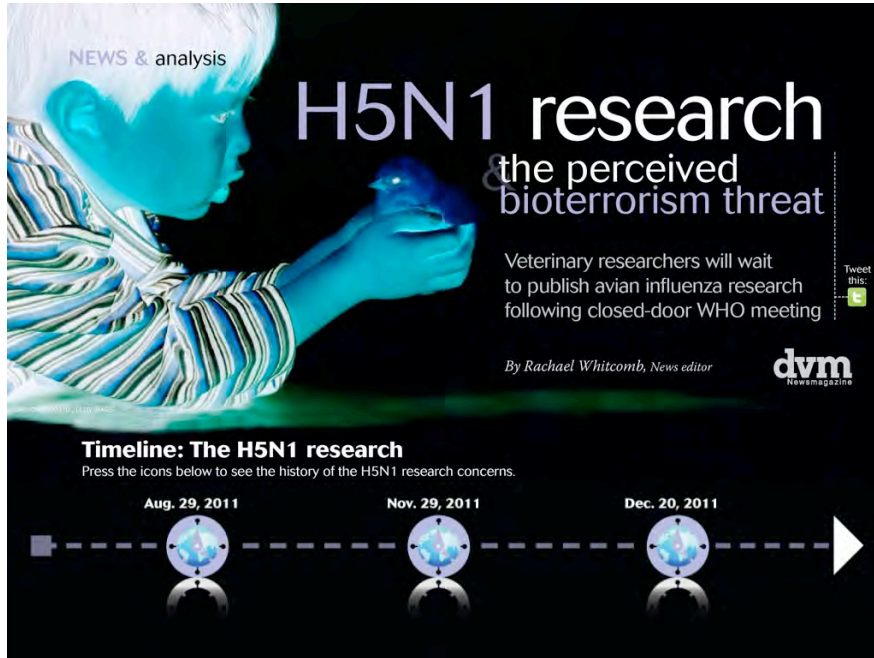
- 90% of content has appeared previously in print or online
 - But it's packaged differently
- Workflow splits off at print layouts
 - Plus HTML5 and vendor system work at end of process

Content process



- App process starts when editorial is chosen:
 - Has been edited
 - Approved by source
 - Graphics chosen (although we add art as our iPad art budget allows)

Content process



- Content changes
 - Cutting
 - Copyfitting
 - Adding new interactive elements: Video/audio, other iPad-only elements
 - Adding new sidebars

Content process

INTERACTIVE case

Why won't that cat eat?

Read through this case study and answer the questions to help Misou the cat.
By Jennifer L. Garcia, DVM, DACVIM

STEP 1

Signalment and history
Misou is an 8-year-old, spayed female domestic shorthaired cat.
Misou's owners report that she has not been eating well for two weeks and stopped eating five days ago. They have not seen any vomit or diarrhea, but they can't be sure since Misou goes out into the backyard to urinate and defecate. The owners think she has lost weight. She doesn't have any previous medical problems, is not receiving medications, and her vaccination status is current. She lives with one other cat that appears to be healthy.

Physical examination findings
• Temp = 99.8 F; Pulse = 178 beats/min;
Respiratory rate = 40 breaths/min
• Weight = 6.7 lb; you have no previous weight history; BCS = 3/9
• Misou is quiet but alert
• She is about 5% to 7% dehydrated
• Mucous membranes: Pale and jaundiced
• Sclerae and pinnae are jaundiced
• Heart and lungs sound normal
• Abdominal palpation findings are normal

Problem list
✓ Anorexia ✓ Thin body condition
✓ Dehydration ✓ Jaundice
Misou's owners are committed to finding out what is wrong and approve hospitalization to provide supportive care and initial diagnostic tests—a CBC, serum chemistry profile, urinalysis, and FeLV/FIV test. You place a peripheral intravenous catheter and start administering crystalloid fluids to replace Misou's fluid deficit.

QUESTION 1
Hyperbilirubinemia always results in clinical evidence of jaundice. True or false?

a True
b False



- Editor creates a wireframe for each article—including:
 - Styled Word doc with all main content plus sidebars
 - Hand-drawn sketch of pages with interactive elements—where to place, how they work

Content process

- Art director:
 - Layout for app utilizing InDesign layers we can toggle on and off

MEDICINE ophthalmology

Image quiz

A young Labrador with a blind, enlarged right eye

By Enry Garcia, DVM, MS
Ophthalmology Service
Department of Clinical Sciences
College of Veterinary Medicine
& Biomedical Sciences
Colorado State University
Fort Collins, Colo.



Tweet this: 

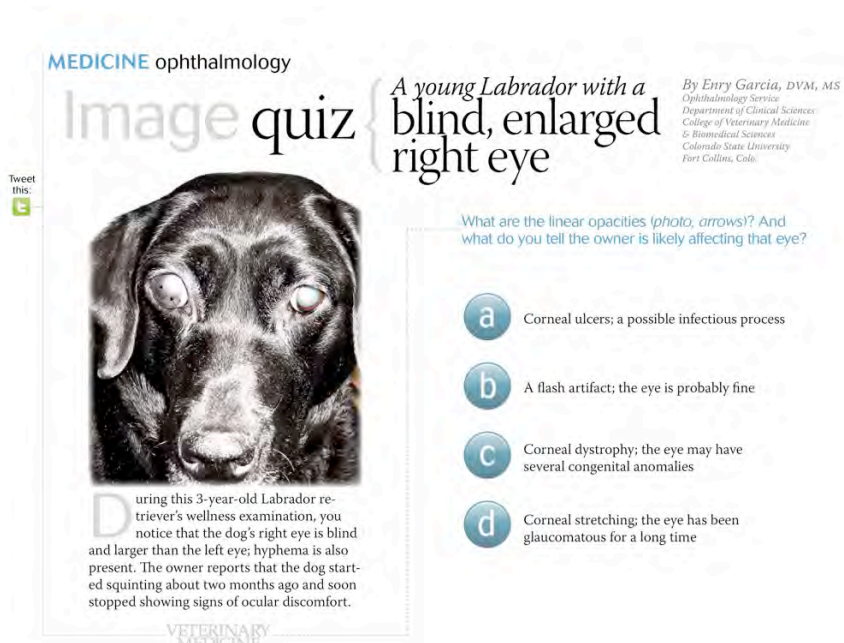
What are the linear opacities (photo, arrows)? And what do you tell the owner is likely affecting that eye?

- a Corneal ulcers; a possible infectious process
- b A flash artifact; the eye is probably fine
- c Corneal dystrophy; the eye may have several congenital anomalies
- d Corneal stretching; the eye has been glaucomatous for a long time

During this 3-year-old Labrador retriever's wellness examination, you notice that the dog's right eye is blind and larger than the left eye; hyphema is also present. The owner reports that the dog started squinting about two months ago and soon stopped showing signs of ocular discomfort.

VETERINARY MEDICINE

Content process



- Art director:
 - InDesign template is 1024x768 pixels
 - We're still investigating iPad 3 resolution changes
 - All images are high-res JPGs with RGB color

Content process



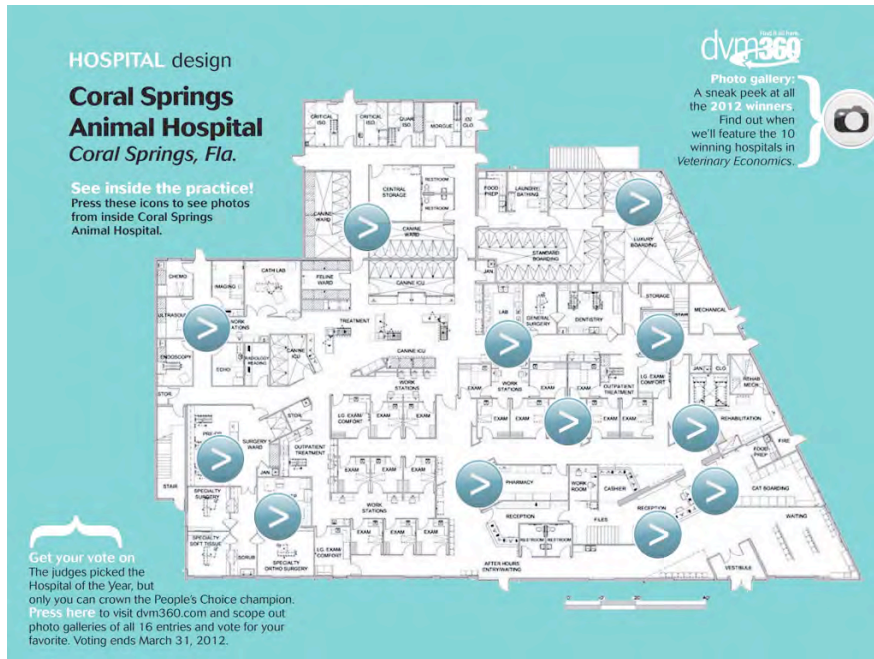
- Layouts utilize icons to identify different types of interactivities
 - These icons are placed via vendor's system—layered on top of the app pages
 - InDesign layouts only feature WiFi required icon

Content process



- Final steps of work:
 - Editor review and final proofs
 - Creation of issue PDF to upload into system
 - Page links, web links, overlay regions
 - Implement Google Analytics
 - Final testing

Types of interactive content



- Interactive content
 - Video clips
 - Audio clips
 - Quizzes
 - Photo galleries
 - Step-by-step toggles
 - Pop-up boxes
 - Calculators
- ***The sky is the limit...***

Types of interactive content



- Look at other iPad apps for ideas
 - The Daily
 - *Wired*
 - *Martha Stewart*
 - *Everyday Food*
- Don't just look at editorial—look at ads for ideas as well

App demo

- Stand by as I switch the display...



The numbers

App vendor

- Vendor is PixelMags
 - Chose based on price point
 - Our corporate contract:
 - \$25,000 one-time setup fee
 - \$325/month plus \$0.14/issue download
 - Other vendors, such as Adobe, cost significantly more
 - Adobe Enterprise: \$50,000/year, \$4,000/month, and \$0.22/issue download
 - Adobe would make workflow much easier in CS5; we wouldn't have to hand-code HTML5



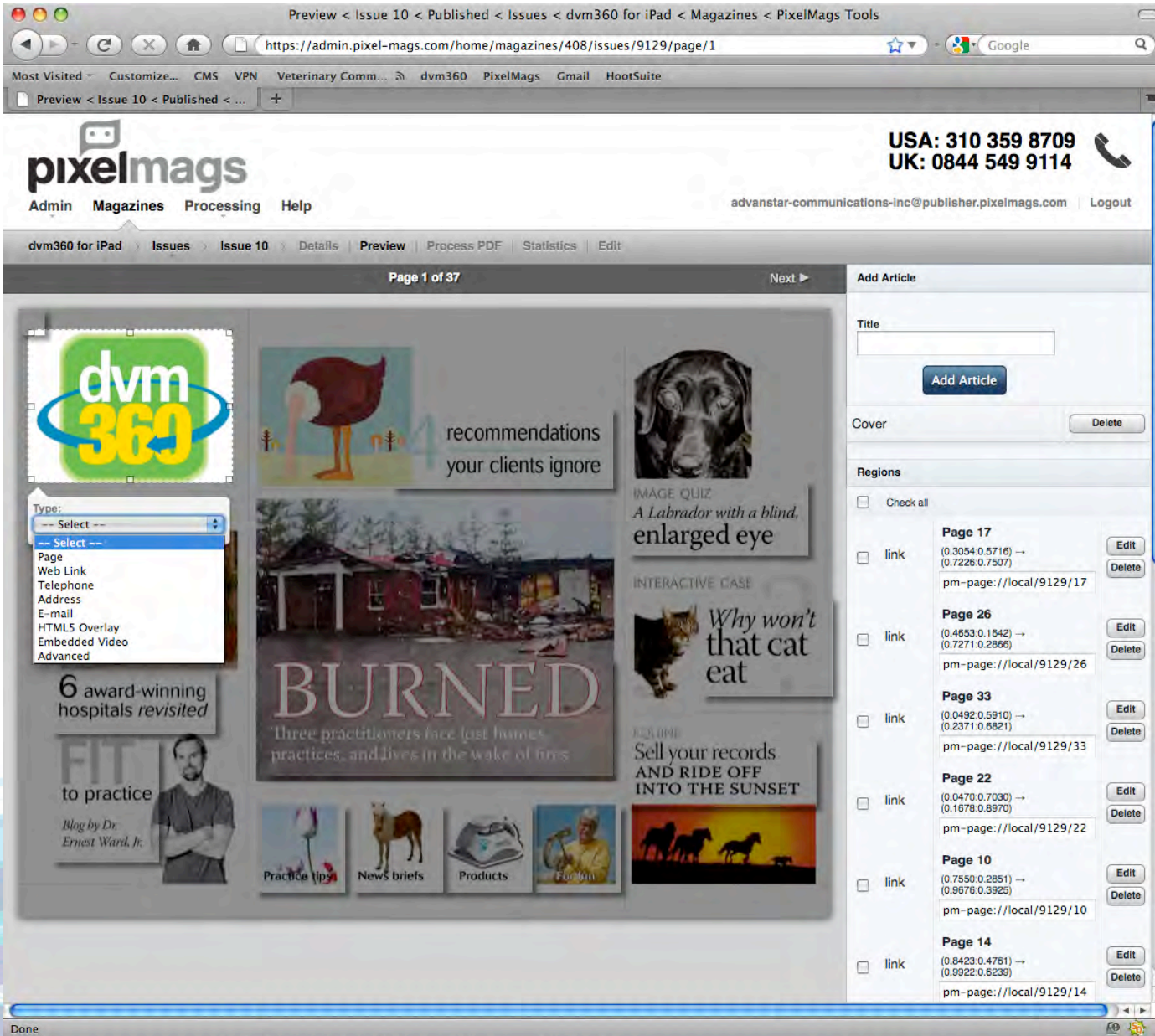
Biggest challenges

- Biggest challenge in releasing the app
 - Apple software and hardware updates are difficult for any app vendor
 - Apple also changes its mind on political decisions—we might have to release an entirely new app
 - Natural pain of being on the cutting edge
 - We would have had challenges with ANY vendor we used

App vendor

- First step: Upload PDF pages
- Built-in features inside vendor's system
 - Links to pages inside the issue
 - Links to website
 - Videos (YouTube or another hosting service)
 - Embedded on-screen or pop-up
 - Must be .mp4 video files
 - HTML5 overlays—display on top of pages similar to an iFrame
 - E-mail, telephone, address

App vendor: Create region



- Select --
- Page
- Web Link
- Telephone**
- Address
- E-mail
- HTML5 Overlay
- Embedded Video
- Advanced

App vendor: Edit region

Preview < Issue 10 < Published < Issues < dvm360 for iPad < Magazines < PixelMags Tools

https://admin.pixel-mags.com/home/magazines/408/issues/9129/page/3#

Most Visited ~ Customize... CMS VPN Veterinary Comm... dvm360 PixelMags Gmail HootSuite

Admin Magazines Processing Help

advanstar-communications-inc@publisher.pixelmags.com

dvm360 for iPad Issues Issue 10 Details Preview Process PDF Statistics Edit

Previous Page 3 of 37 Next

Subscribe to the iPad app
Press here to sign up for e-mail alerts when new issues are available.

EDITOR'S letter

The convenience of compliance

I'm a fairly compliant pet owner. My dogs receive yearly wellness exams, I brush their teeth (occasionally), and I follow my veterinarian's advice for helping my overweight pup lose pounds. I trust my veterinarian is the expert. When service providers I work with do not offer recommendations, I always ask for them. I love asking servers for their favorite dish on the menu. And every year, I ask my CPA what I could adjust to save on next year's taxes. But I'm frustrated by individuals who don't offer their expert recommendations, even after I ask. When I put my home on the market, I signed a six-month contract with a Realtor. And then I asked for his home staging tips. His response: "Nah, it's fine." A few months later, I asked again and received the same response. Fast-forward six months and only 10 showings later. We met with a new Realtor who had received glowing reviews from friends. When we interviewed her, she stressed the importance of home staging and walked us through our home, room by room, telling us what she'd recommend we pack away or rearrange. And that was all *before* she asked us to sign a contract. Clients might not follow your advice every time, all the time, but it's always better to offer your best recommendations—even for your more reluctant clients. [Press here](#) to read tips for getting your clients on board with the four recommendations your clients ignore the most.

P.S.: We sold our home the very first weekend it was on the market with the new Realtor! It's packing time.

Jessica Zemler
Jessica Zemler, Editor, dvm360@advanstar.com

GET social

Like dvm360: www.facebook.com/dvm360
Follow dvm360: www.twitter.com/dvm360

dvm360.com 10/20/10
If humane societies were your mother: "You don't know WHERE that horse meat has been!" bit.ly/HQp8ep *Feature Veterinary*

dvm360.com 10/20/10
Have you seen the 2012 Hospital of the Year: Coral Springs Animal Hospital in Coral Springs, Fla.? This hospital may be the practice model of the future. Click here to find out why and see tons of pics: <http://bit.ly/HQvxtU>

2012 Hospital of the Year Hospital of the Future - Hospital Design
10/17/10
Merging practice models and giving independently owned, specialty vets, their Spring Break. (Hospitals of the Year) bit.ly/HQvxtU *Feature Veterinary*

dvm360.com 10/20/10
What if YOUR state switched to triennial rabies vaccinations? bit.ly/HQvxtU *Feature Veterinary*

dvm360.com 10/20/10
It's not always possible or medically advisable, but it's worth a shot. Doesn't reconstruction sound better than DESTRUCTION?

Don't assume that soft reconstruction is the best option for defects of the jaw in dogs - Veterinary
10/17/10
When your horse is old, please please (of your horse's) bit.ly/HQvxtU *Feature Veterinary*

dvm360.com 10/20/10
Good news: *Veterinary* sales trends are heading upward! Check out this economy update—exclusive to dvm360: bit.ly/HQvxtU *Feature Veterinary*

Add Article

Title

Add Article

Editor's letter

Live Facebook & Twitter feeds

Regions

☐ Check all

☐ link

Alert
(0.0000:0.0000) →
(0.4944:0.0642)
pm-webdetail://www.dv

Title

Get social

URL

<http://www.dvm360storage>

Poster Image

Location

X1: 0.5080
Y1: 0.0000
X2: 1.0000
Y2: 1.0000

Type

Embedded Overlay

Save

Cancel

Page 26
(0.3153:0.7327) →
(0.3964:0.7688)
pm-page://local/9129/26

Edit
Delete

Done

Title

Get social

URL

<http://www.dvm360storage>

Poster Image

X1: 0.5080
Y1: 0.0000
X2: 1.0000
Y2: 1.0000

Location

Type

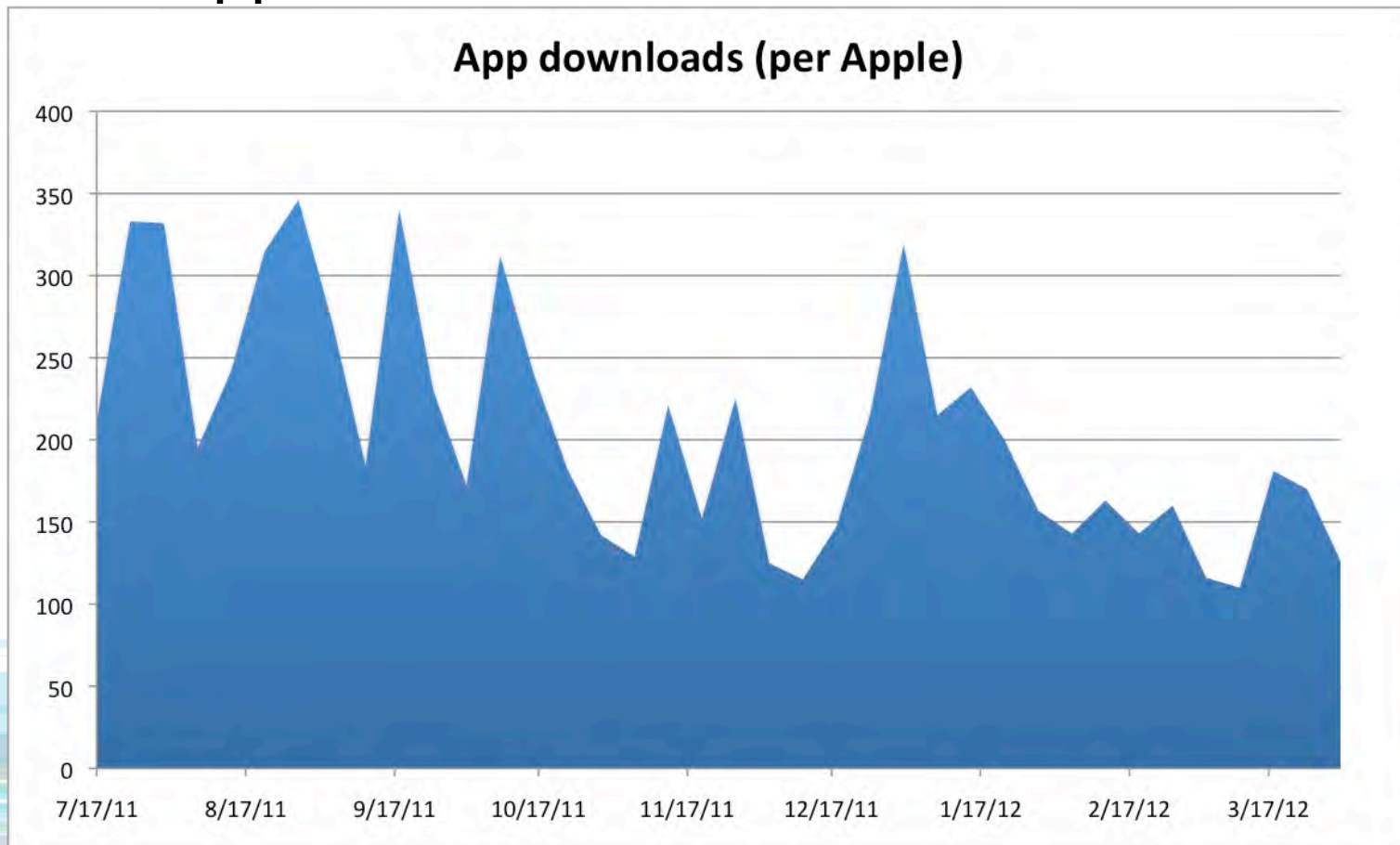
Embedded Overlay

Save

Cancel

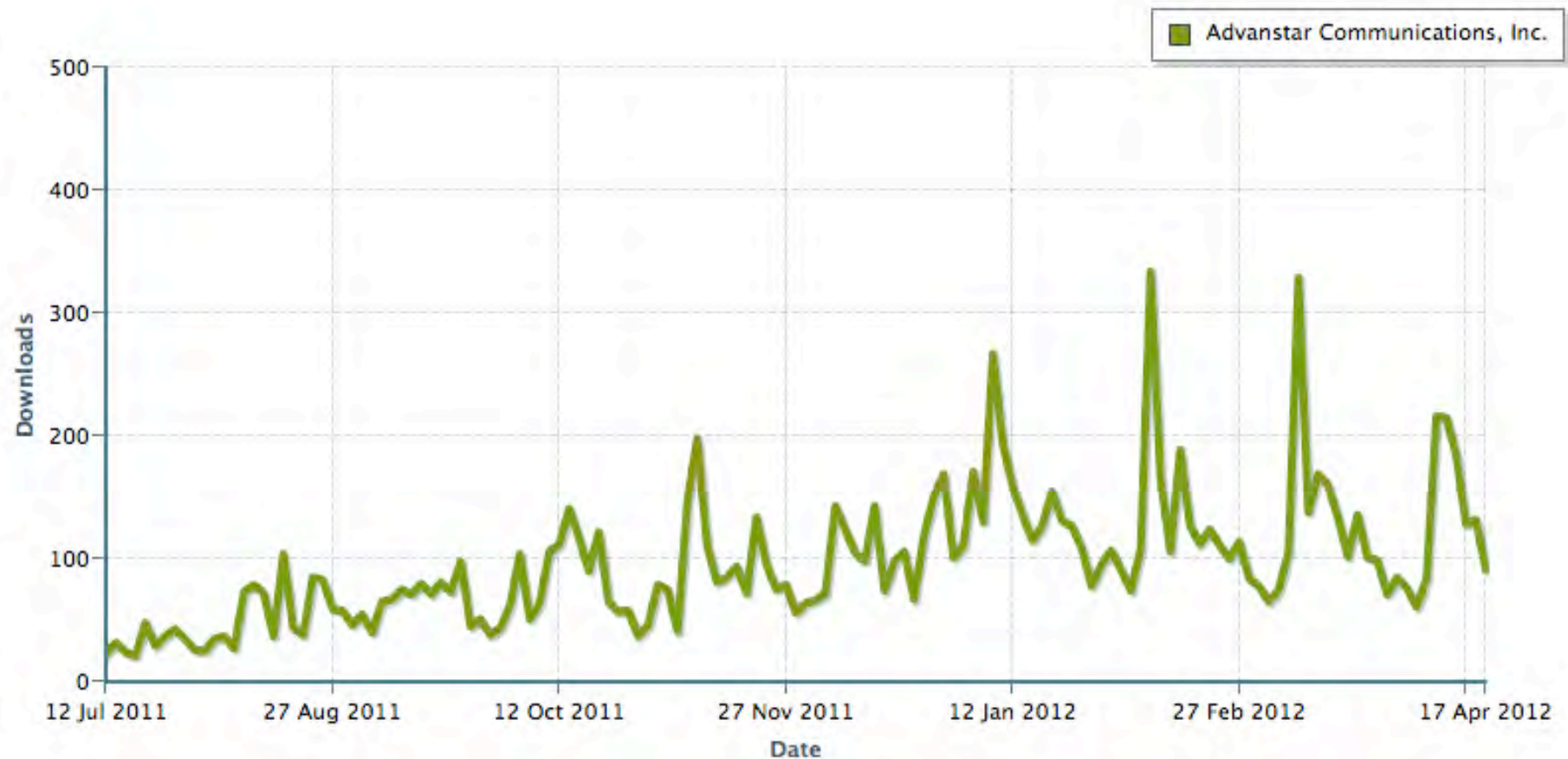
App statistics

- Since launch on July 12, 2011:
7,800+ app downloads



App statistics

- Since launch on July 12, 2011:
28,000+ issue downloads across 10 issues



Ad options



Introducing the
eyeD™ Equine
Identification System

See what Equine Practitioners are saying about eyeD

We tapped the expertise of today's leading equine practitioners to help develop eyeD. See why they are excited about its potential.

WATCH THE VIDEO

eyeD
know positively

WWW.VETEYED.COM

- Sell inventory similar to print
- Size options: Full, half, or quarter screen
- Upcharges: Video, photo gallery, or other HTML5 interactivity

Ad options

YOUR SUPPORT
GIVES US A REASON TO
CELEBRATE

85
years

Press for more photos

Jason, Fabrication
Supervisor, 11 years
of craftsmanship

K9-W8 SCALE
\$870

{RECEPTION AREA PACKAGE}

- K9-W8 Scale, Wall Mount A NAVC 2012 New Product Gallery product.
- Feline Scale
- Laminate Client Seating Bench with Storage

\$1,979

SHOR-LINE

877.455.8190

f t

- We also custom bid ad creation
 - Most commonly fully interactive HTML5 ads
 - Many companies we work with don't have the resources to build these

HTML5 interactive ad



PROJECT:
pet slim down
FROM 

**JOIN THE NATIONWIDE
MOVEMENT TO HELP REVERSE
THE TREND OF PET OBESITY.**

MEET OSKI

When Oski started Project: Pet Slim Down™ he was at a very unhealthy weight. After four months of proper nutrition and exercise, he lost an amazing 22 pounds.

 **WATCH OSKI'S FULL WEIGHT LOSS JOURNEY**



Day 120: 91.8 lbs.

BEFORE **AFTER**

Project: Pet Slim Down™ helps you connect with your clients in a new way — by showing how healthy pet weight loss can be achieved. Join the movement today and get your in-clinic kit with tools and materials to start helping your patients get to a healthier, happier weight.

Get your in-clinic kit at PurinaVeterinaryDiets.com/kit.



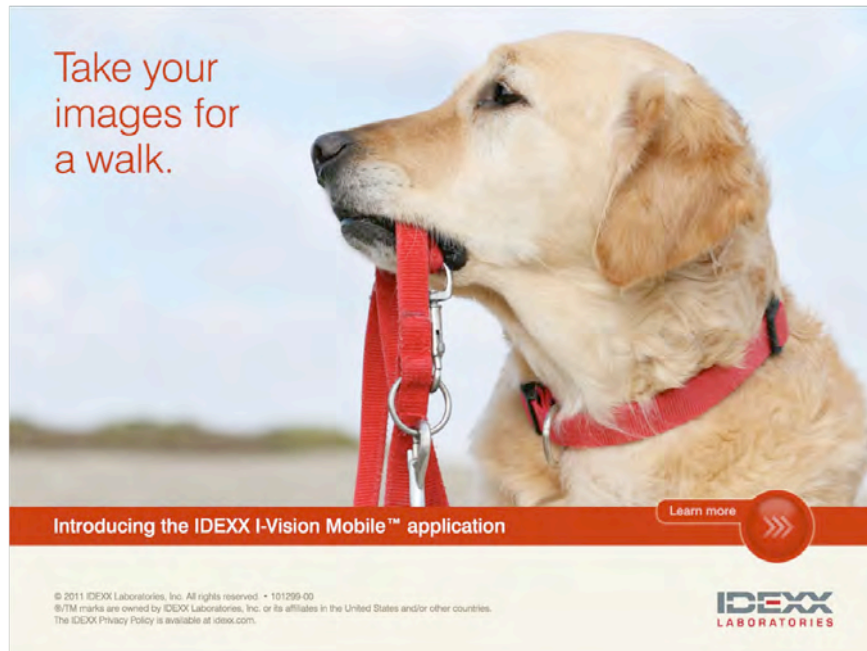
**PURINA
VETERINARY
DIETS**



Shown: Project: Pet Slim Down™ participant Oski with owner, Kevin. Trademarks owned by Société des Produits Nestlé S.A., Vevey, Switzerland.


AN STAR

Ad pricing



- Sell in 3-, 6-, and 12-month packages
- Monthly fee \$1,000-\$1,500
 - Print audience: 60k veterinarians and 40k team members
 - Prices will vary by market
- Low entry price

Ad response



Reward Theory

{ Education rewards everyone it touches }

CE should reward not only you, but your patients, clients and practice. So the IDEXX Learning Center provides a comprehensive curriculum. And learning options that'll have every member of your team wagging their tail: the veterinarian who wants to learn from experts face-to-face, techs who love the convenience of online courses, and the practice manager who's eager to have protocols communicated consistently across the practice — and with clients. **To turn theory into reality, visit idexxlearningcenter.com.**

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- Slow start in 2011
- April '12 issue:
 - 9 total ads: 3 full, 5 half, 1 quarter screen
 - Upcharges:
 - 2 with photo gallery
 - 1 with video
 - 2 with HTML5



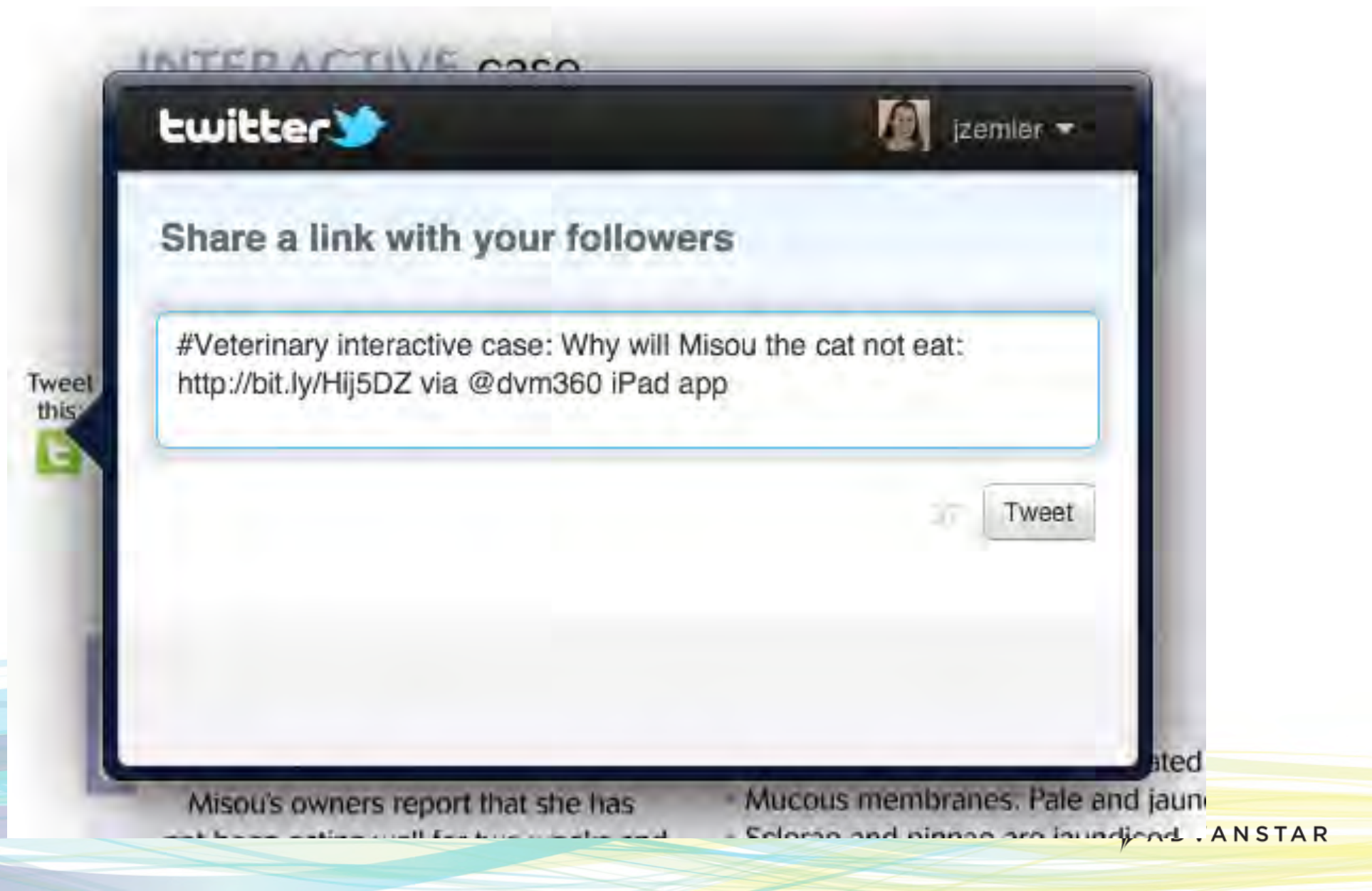
The nitty-gritty: Tweet button and HTML5 code

Tweet button



- Allows readers to share an article (the dvm360.com version) on Twitter
- We include pre-written Tweet or the reader can delete and write their own
- We add #, @ as appropriate
- We use bit.ly to track clicks

Tweet button: What it looks like



Tweet button: How to code



- It's only a link
- Looks like this:

[http://twitter.com/intent/tweet?
siteURL&source=tweetbutton
&text=**Tweet+text+goes+here**
&url=**bit.lyURL**&via=**dvm360+
iPad+app**](http://twitter.com/intent/tweet?siteURL&source=tweetbutton&text=Tweet+text+goes+here&url=bit.lyURL&via=dvm360+iPad+app)

Tweet button: How to code



- Let's break it down
- Items you'll need:
 - URL of your main site
 - Tweet text
 - Bit.ly URL to article
 - Via info (optional)
 - E.g., “via @dvm360 iPad app”
 - Helpful for brand recognition
 - Significantly cuts into your 140 characters!

Tweet button: How to code



- The catch: All symbols must be converted to be interpreted correctly in the URL
 - Spaces, @, #, /, “, :, etc.
 - See key included in your handout
- I write a Word doc with the Tweets and then do a find/replace based on the key

Tweet button: How to code



- Ends up looking like this:

[http://twitter.com/intent/tweet?
original_referer=http%3A%2F
%2F**www.**
dvm360.com&source=tweetbutton
&text=**Need+a+team+pick-me-**
up%3F+Try+this+morale+
booster+and+celebrate+your+
%23veterinary+superstars%3A
&url=**http%3A%2F%2Fbit.ly%2F**
qfvxAt&via=**dvm360+iPad+app**](http://twitter.com/intent/tweet?original_referer=http%3A%2F%2Fwww.dvm360.com&source=tweetbutton&text=Need+a+team+pick-me-up%3F+Try+this+morale+booster+and+celebrate+your+%23veterinary+superstars%3A&url=http%3A%2F%2Fbit.ly%2FqfvxAt&via=dvm360+iPad+app)

HTML5 overview



Veterinarians, if your Twitter account isn't gaining any new followers, it could be what you're tweeting in those 140-characters-or-less updates. The world doesn't need another Inane Brain or Happy Clapper—and neither do your clients and potential clients. Here are the most annoying types of tweeters. [Press the icons below to see examples and learn each type's effect if overused:](#)

- | | |
|----------------------|----------------------|
| 1 The Inane Brain | 4 The Salesman |
| 2 The Robo-Retweeter | 5 The Reply Merchant |
| 3 The Happy Clapper | |

- All interactive elements (except for video) are achieved with hand-coded HTML5
- HTML5 is a new version of HTML that is still under development
- Adds new syntax, e.g.:
 - `<video>`
 - `<audio>`
 - `<canvas>`

HTML5 process



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- 1 The Inane Brain
- 2 The Robo-Retweeter
- 3 The Happy Clapper
- 4 The Salesman
- 5 The Reply Merchant

- Copy selected layers from InDesign into new Photoshop document
 - Repeat for all layers
- Export from Photoshop either JPGs or PNGs
- Insert base layer image into Dreamweaver
 - Use AP div regions and Swap Image CSS
 - Then replace AP Div pixel positions/dimensions with %s instead of pixels

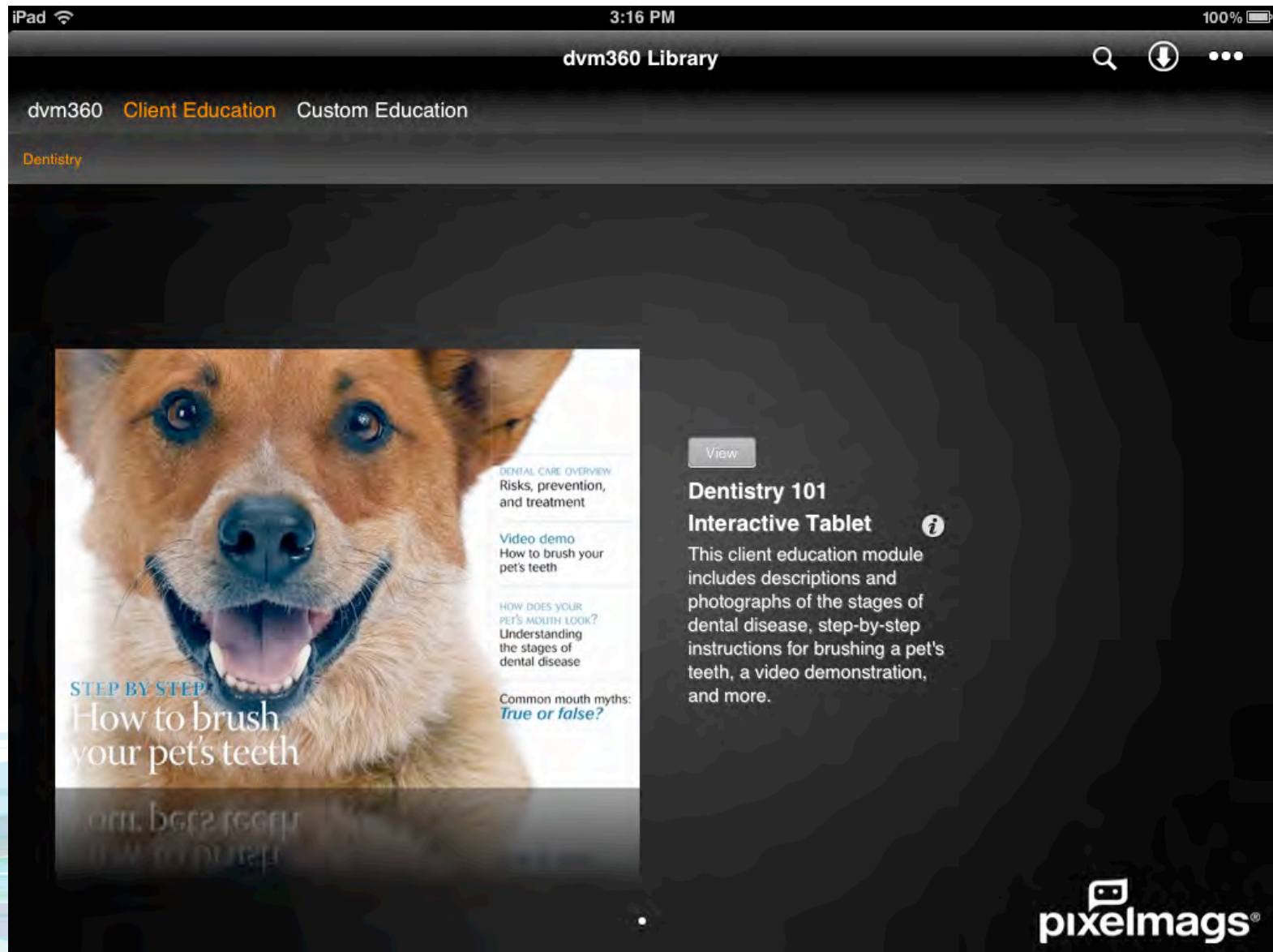
HTML5 resources

- Great websites for HTML5 help:
 - Lynda.com (paid subscription)
 - w3schools.com (free)
- Books:
 - *Sams Teach Yourself HTML5 in 10 Minutes* by Steven Holzner
 - *HTML5 & CSS3 for the Real World* by Alexis Goldstein

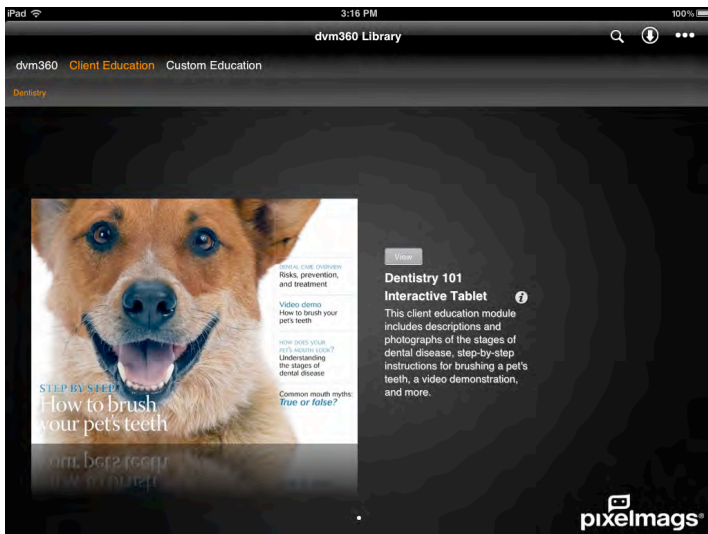


Where we're going next

Where we're going next



Where we're going next



- Multi-tab library with main-level tabs and subcategory tabs
 - Tab 1: Our main app issues
 - Tab 2: Client Education (single-sponsored; we control editorial)
 - Tab 3: Custom Education (sponsor-provided content)

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VETERINARY
MEDICINE



VETERINARY ECONOMICS™

firstline

