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Re: Digital Archiving

Mr. Brandon DiMassa
Vice-President of Syndication
and Business Development
TVGuide.com
1800 No. Highland Avenue
Hollywood, California 90028

Dear Mr. DiMassa,

In light of the fact that *TV Guide* has been printed continually since 1953, I was wondering if any effort has been made to create a digital archive of the hundreds of thousands of articles and images that have been printed these many years? An online archive of *TV Guide* articles and pictures could only benefit TVGuide.com to the tune of a million additional unique visitors each year, attracting an entirely different demographic bringing increased ad revenue as well as an additional point to your already admirable Google page rank. Keeping in mind that media sites such as NYTimes.com and Time.com enjoy millions of back-links in addition to an astounding income from the ad space these additional pages bring; a *TV Guide* online archive is well worth considering.

Having scanned and posted online over 2,000 magazine articles, I know well what is required to transform a brittle, yellowing page of newsprint and convert it to a search engine-friendly file of relevant information. *TV Guide* not only documented the development of the television industry but it also played an important roll in that business, printing thousands of articles that today's web-surfers are looking for - I can be of service to TVGuide.com in both choosing these articles and digitizing them. I have enclosed for your review a few samples of the archived articles I have converted into PDF image files that now experience a new life on the internet, attracting thousands of viewers through the years.

I look forward to meeting with you at your earliest convenience to discuss this interesting project .

Sincerely,

Matt Jacobsen
Editor,
OldMagazineArticles.com