What is All Access?

<u>http://readingeagle.com</u> now requires a subscription to access portions of our online content.

All home delivery subscribers are eligible to convert to an All Access subscription at no additional charge until their existing subscription expires. Subscribers who activate All Access may read *Reading Eagle* content anywhere, anytime; whether in print, on your computer, using your smartphone, or a tablet.

All Access includes:

- home delivery of the newspaper
- unlimited access to readingeagle.com
- unlimited access to the mobile version of readingeagle.com (optimized for smart phones and tablets)
- an electronic replica edition (e-edition) of the print edition of Reading Eagle
- unlimited access to Reading Eagle archives
- membership in our online Readers Rewards club

You can find information on all of the above features in our *Fast*Find menu on the top left of http://readingeagle.com.

If you no longer want the print edition, but want online access, you may convert to a digital-only package and enjoy everything above, minus home delivery of the print edition.

Haven't activated All Access yet? Click Here

How do I get started with All Access?

If you are a current print subscriber, <u>click here</u> to activate your account. If you are not a current subscriber, <u>click here</u> to create an account and start a new All Access (print+digital or digital only) subscription.

What will continue to be free on readingeagle.com?

- Breaking News
- Home Page
- Section Fronts News, Money, Sports, Life, Weekend, Voices, Business Weekly, Berks Country, and more...
- All Associated Press (AP) articles that appear on our site.
- Event Calendars
- Blogs
- Classifieds
- Obituaries
- Traffic
- Weather

How will I know what stories will require a subscription?

When you click on a link to a story that requires a subscription, and you are not logged in, you will be prompted to log in. At that time you either log in or activate your All Access subscription.

Does this mean I'll be paying a fee to use your website? How much does an All Access membership cost? Why is the company increasing the cost of subscription packages? If you are a current subscriber, you will not incur an increase until your renewal date.

It has been 18 years since Reading Eagle Company raised its daily home delivery rate. The cost to continue to produce a quality daily publication has increased over the years and we need to pass on some of these costs to our subscribers. We know your daily news and information is important to you. We strive to keep improving the quality and distribution of all our products and services that we have to offer.

With your All Access subscription, you have the opportunity to access your news anytime and anywhere via our newspaper, our website and our electronic edition, 24 hours a day. We also want to give you additional features and benefits with your subscription, such as unlimited access to our archive system, membership to our online Readers Rewards discount program, and invitations to our Subscriber Loyalty Events.

When it is time to renew your subscription, you will receive price information on our subscription packages. You can simply renew your All Access plan or you may change your subscription at that time. If you are not interested in having digital access, you may sign up for print-only, which still includes membership to our online Readers Rewards Club and invitations to our Subscriber Loyalty events.

Why should I pay for news online?

It takes more than 100 reporters, editors, designers, artists, photographers and other professionals to produce the newspaper and website each day. Online ad revenue does not yet cover these costs. Charging a fee for full access to our digital content will enable us to continue delivering high-quality journalism. If you are a regular reader of our online products, we hope you'll consider upgrading to All Access. Our All Access subscribers receive the newspaper as well as unlimited access to all our digital content including features not available in print – such as continuously updated breaking news, blog posts, video, photo galleries, databases and other interactive elements.

What if I am already a print subscriber?

As a home delivery subscriber to the *Reading Eagle*, you simply have to activate All Access, which includes unlimited access to readingeagle.com on the web and your tablet and smartphone devices. If you haven't activated your All Access, please <u>click</u> <u>here</u>.

Am I required to be an All Access customer? What if I don't want digital access?

Subscribers do not have to activate All Access, but we encourage you to give it a try.

What if I only want digital access?

You can purchase a digital-only subscription. <u>Click here</u> to go to our subscription page to review pricing on all package options.

What is the Reader Rewards program and how do I access it?

<u>Click here</u> for details and to sign up for our online Readers Rewards program. You also can access Reader Rewards using our *Fast*Find menu on the top left of our website.

What's the difference between readingeagle.com and the e-edition?

Readingeagle.com is our website, while the e-edition is a replica of our print edition you can page through, rather than accessing individual articles on web pages. Access to both readingeagle.com and the e-edition is included with your All Access subscription.

How can I read the e-edition?

Log on by clicking <u>here</u>. You can read the e-edition on your computer, your tablet or your smartphone. You also can access the e-edition using our *Fast*Find menu on the top left of our website.

I'm currently an e-edition subscriber. Is digital access included with my subscription?

Yes. Digital access is included with your current e-edition subscription, but you will need to convert it from the old e-edition subscription to a new All Access or digital-only subscription. Please contact our customer service center at 610-371-5122 from 8 a.m. to 5 p.m. Monday through Friday, 8 a.m. to noon Saturday and Sunday, or email your questions to customerservice@readingeagle.com for more information.

What time does new content appear on readingeagle.com and in the e-edition?

Content on readingeagle.com is updated 24 hours a day, 7 days a week, as news events require. The e-edition, our digital replica of the *Reading Eagle* in print, will be available by 6 a.m. every day.

When are you getting an app for tablets and smartphones?

Reading Eagle smartphone and tablet apps are in development for iOS and Android. We will announce when the apps are available for download.

Can other members of my household get online access with my All Access subscription?

Currently, your family must share a single login for each "All Access" subscription. Multiple family members may log in concurrently on separate devices.

Will I be able to comment on readingeagle.com?

Comments will be returning to readingeagle.com in a few weeks. When comments are re-enabled, an All Access or digital subscription will be required to be able to comment. All users will be able to read comments if an article is freely accessible on readingeagle.com.

How do I change my subscription package?

Please contact our Customer Service department at 610-371-5122 from 8 a.m. to 5 p.m. Monday through Friday, or 8 a.m. to noon Saturday and Sunday, or email <u>customerservice@readingeagle.com</u> any time.

Why can't I log on to readingeagle.com?

Please contact our Customer Service department at 610-371-5122 from 8 a.m. to 5 p.m. Monday through Friday, or 8 a.m. to noon Saturday and Sunday, or email your questions to <u>customerservice@readingeagle.com</u> any time.

What is the cancellation policy?

You may cancel your subscription at any time. When you cancel, we will prorate your account based on the days used of your current subscription and issue you a credit for the balance. If you are a print subscriber, our carriers will stop delivery. If you are an All Access subscriber, you will no longer be able to access the areas of readingeagle.com that require a subscription.

Will I still get an invoice when my subscription is up for renewal?

Yes, you will still receive an invoice, unless you are an autopay customer. You may renew your subscription by paying with a check via mail, or by using a credit card and calling our customer service center at 610-371-5122, or going on our website, readingeagle.com.

If I am not interested in having access to the digital products (the website, the electronic edition, and the archive system) and just want to continue to receive the newspaper, do I need to do anything?

Yes. You can call our customer service center at 610-371-5122 to request a newspaperonly subscription.

What happens if your system is down and I cannot log onto the website or the eedition? Will you give me credit?

Yes. If it is down for a minimum of 8 hours, you will receive full credit automatically.

How do I access the archive system?

<u>Click here</u> to access Reading Eagle Archives or go to <u>http://readingeaglearchives.com</u>. You also can access the archives using our *Fast*Find menu on the top left of our website.

How do I know about the Subscribers Loyalty Events?

Click here to access our Subscriber Loyalty events page.

If I go away and temporarily stop home delivery of my newspaper, how does that affect my access to the digital products?

You may have your subscription changed to digital-only for the time you'll be away by calling our customer service center at 610-371-5122.

My question was not answered here. How can I get more information?

Call customer service at customer service center at 610-371-5122 from 8 a.m. to 5 p.m. Monday through Friday; 8 a.m. to noon Saturday and Sunday; or email your questions to customerservice@readingeagle.com for more information.