

InsideNoVa

Virginia, USA



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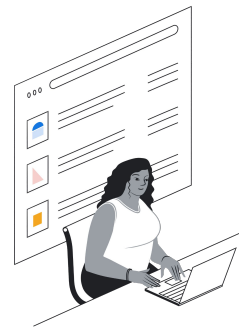
Satisfaction level with
"Reader Revenue Manager"
contribution feature

+540

Active contributors
since launch

"Reader Revenue Manager is relatively easy to implement and creates an attractive interface that makes it very easy for our readers to support our journalism. The Google team has been very responsive and great to work with as the product continues to evolve."

- Bruce Potter, Chief Operating Officer, Rappahannock Media LLC



The project

InsideNoVa participated in the [News Consumer Insights \(NCI\)](#) Shift Program where they received actionable recommendations to grow engagement and revenue through our data framework.

The results

InsideNova created a membership program on InsideNoVa.com using the contribution functionality. This allows readers to voluntarily support them, access exclusive newsletters and events. The feature is also a great opportunity to deepen their relationship with their audience.

Google News Initiative

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