

What is an Old Home Town Image Archive and why would I want one?

An Old Home Town Image Archive is simply the best way to get your local community involved in gathering pictures, memories and other local history before it's lost forever.

With an easy-to-use built-in management system, an Image Archive web site offers a really exciting and cost-effective way of getting lots of your local history photos and other media online where it is accessible to your whole community and beyond. It then lets users quickly add their comments about these files, as well as easily contributing their own photos and reminiscences about locations, people and events. In this way you can very quickly build up a growing, dynamic and interactive online local history resource. It's also a great way to involve people who have moved away or emigrated and get them to add their memories too.

Case Study - The Cromarty Archive

www.thecromartyarchive.org

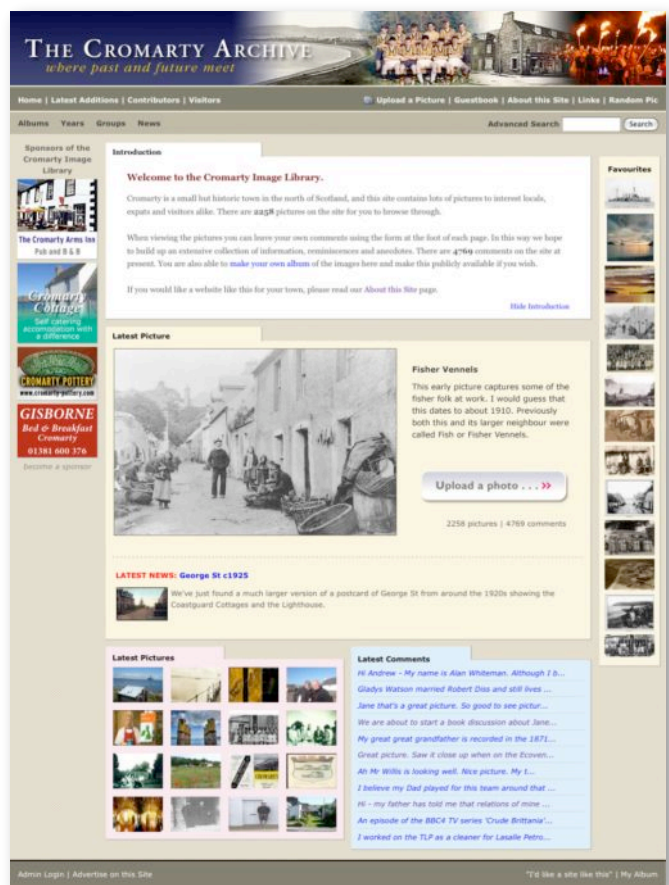
This was the very first site we set up with our Image Archive software, since joined by many more.

The site has already . . .

- collected more than 2250 images
- received more than 4700 user comments about people, places and events
- involved people from all round the world - friends, ex-pats and descendants of Cromarty people
- encouraged many contributors to visit the town itself, boosting local businesses

Not bad for a town of just 730 people.

Think what you could achieve for your community!



“I want a site like this!”

We hope you enjoy browsing through the Cromarty Archive, and seeing for yourself what an invaluable tool it is for gathering the history of places, people and events, and the opinions and recollections of the community.

We've also made the Archive's administration system really easy to use and manage - no web site building experience or programming is required.

“How much does it cost?”

We charge an inclusive annual fee of £25 (or local equivalent) for an Old Home Town Image Archive. ***But add more than 250 images complete with titles and descriptions in your first year, and second and subsequent years are free!***

Many of our customers recoup their annual fee through sponsorship. Getting local businesses to pay for small banner ads on a site's Home page can even make a profit. We use this extra income from our own Cromarty Archive to buy old postcards of the town which we then scan and add to the site.

If this sounds good to you, and you'd like a site like this, please email us at info@theoldhometown.com, and tell us a little about the project you are planning.

“What do I get for my money?”

- a professionally formatted Web Image Archive site hosted by us, and branded with your preferred colours to complement your existing web site
- a powerful, but easy to use, online site admin system which lets you add images, monitor and manage other contributors' photos and comments, and organise content into Albums and Groups
- Your own web domain for the Image Archive complete with email address
- the ability to place sponsor's adverts on your archive's home page so you can earn some revenue to support your site. Some of our users not only cover their site costs in this way, but also make a profit. You can charge what you like for these adverts
- free hosting of the site no matter how big it gets. Add as much media as you like, there won't be any extra charges
- Free upgrades as we improve the system over the years. And we're happy to incorporate your suggestions for improvements if we feel these will benefit all of our other users

“What does Plexus get out of this?”

- we get £25 from you each year to cover hosting and domain costs - ***but second and subsequent years are free if you add more than 250 images with proper titles and descriptions in your first year!***
- we place relevant adverts (usually Google Ads) on all of the pages of your site, except your home page, so we can earn a little revenue when they are clicked on.
- we get to use your site’s content to promote The Old Home Town™ Image Archive system through search engines and other marketing media. *You still own the content you’ve added to it, of course, as well as the comments that your users post on the site.*
- we get to include your content in a centralised search portal so that ultimately all Old Home Town Image Archives can be searched from one convenient location to the benefit of all.

That’s it. You get a powerful and cost-effective way to share your photos, involve your community, and gather local history information and memories, we get the chance to make a little income through targeted advertising as the network of Image Archives grows.

The Old Home Town™ system is wholly owned and developed by Plexus Media Ltd of Cromarty, Scotland. We’re a small company specialising in web programming, with an especial enthusiasm for community and heritage projects. We’re very easy to speak to, so do please contact us.

The Old Home Town™ Image Archive - FAQ

Q - How much does it cost?

A - £25 per year. This covers hosting costs and includes registration of a web domain for your site.

Second and subsequent years are free if you add more than 250 images with proper titles and descriptions in your first year!

Q - If my Image Archive gets big will I be charged more?

A - No. There's no extra charge to you no matter how big your site gets. One of our sites holds more than 13,000 images, and more than 50,000 user comments!

Q - When I upload my photos, are they still my property?

A - Yes. We own the site's programming code, of course, but you own the photos you've added to it and the comments that your users post on the archive site. We do, though, reserve the right to use your site's content to help promote The Old Home Town™ Image Archive system and also enhance search facilities to the benefit of all.

Q - Can I close my site down later if I want to?

A - Yes. We'd be sorry to see you go, but if you decide later that you really want the site taken down, then we'll do this when you ask.

Q - I don't like the Google Ads on my picture pages. Can I have these removed?

A - Possibly. Users clicking on these adverts make us our income, but removing them may be negotiable for an extra annual fee. Please talk to us about it.

Q - I already have a web domain registered. If I sign up for an Old Home Town Image Archive can I point this web address at my site?

A - Possibly. We generally recommend transferring such domains to our own hosting supplier as it makes administration easier and more efficient. However, we are happy to discuss this with you.

Q - I already have a site which has lots of images on it that I'd like to use on my Old Home Town Image Archive. Can you transfer these for me?

A - Possibly. If you have all of the images uniquely named and can supply them to us on CD or DVD, then we might be able to bulk-upload them for you in one go. However, we'd need to discuss this with you in detail first.

Q - I have lots of scanned images and would like an archive, but I don't have the time to resize every image before adding it to the site. What's the solution?

A - Our archive systems automatically scales any image you upload, and web optimises it for fast loading and viewing. As long as you have your pictures cropped to the area desired, just go ahead and upload them and the system will do the rest.

Q - Is there any way to stop people copying images from my site?

A - Not really. Someone will always find a way to get round any blocking code that could be added to any web site. If you are worried about this then the safest thing is not to put the image online in the first place. Bear in mind, though, that the maximum standard image size on one of our Image Archives is 735 pixels wide - fine for screen viewing but much too small to print out very well.

Q - Can anyone who wants to add pictures and comments to my site?

A - They can, but these will not be visible to the general public until you check and 'publish' them. If someone posts something you don't like, you are able to delete it easily and quickly.

If you have any further queries, please don't hesitate to get in touch - we're very easy to talk to.