



# Online Crosswords with PuzzleMe™



# Online Crosswords are powerful engagement vehicles

Online crosswords deepen reader loyalty and engagement – the average time on page is in the high teens. Crosswords represent an opportunity for you to grow readership and revenue. Our PuzzleMe software has everything needed to run crossword puzzles on any website on any device. You can monetize puzzles with ads, sponsorships or subscriptions.

## What we provide

- A responsive, HTML-5 crossword player especially designed for mobile devices, with great user experience and all the features you might need: text or multimedia clues, checks and hints, timer, scoring, save-and-resume, circled letters and Rebus support (for North American crosswords), as well as a puzzle picker.
- Support for advertising, including video pre-roll. You run the advertising and retain full control.
- Deep integration with your host page, if necessary.
- Puzzle printing options, customized with your logo.
- Customized fonts, colors and messaging to match your brand.
- Detailed analytics about puzzle plays.
- Support for several languages: English, French, Spanish, Portuguese, German, Italian and Slovak.
- 24x7 support and rapid time to resolution in case of problems.
- If you don't have an existing source of crossword puzzles, we can help. You can also create your own puzzles with the PuzzleMe creator.

# How we integrate

- **Integration is simple - through a secure iframe.** Basic integration takes only minutes. Typical customization and ad integration can be completed in less than 1-2 weeks.
- **A simple upload process:** We ingest puzzles from your syndicate or constructors in standard formats like JPZ, XML and PUZ. You can also directly enter offline puzzles in any language into PuzzleMe.
- **Puzzle management:** Puzzles are automatically published daily at the specified time. You control the number of puzzles shown and can see detailed analytics on game plays.
- **Low IT maintenance:** We provide an embed code that can be installed once on a CMS page. Once set up, you don't need IT staff to be engaged on an ongoing basis. Our 24x7 monitoring infrastructure ensures that your crosswords are always available.



## Case Studies

See how we power crosswords for The Washington Post at [washingtonpost.com/crosswords](https://www.washingtonpost.com/crosswords) and for Newsday at [newsday.com/crosswords](https://www.newsday.com/crosswords). We work closely with publishers to deliver a high-quality product that meets their readers' expectations.



## Pricing

You pay a flat per-gameplay fee with a reasonable monthly minimum. There is no startup cost. We have a straightforward contract and SLA agreement available upon request.



## Press

Nieman Lab: [Solving the crossword puzzle: Rebuilding a print habit on digital devices](#)  
Editor and Publisher: [As Crosswords Move Online, Publishers Can Still Make a Profit](#)

# Testimonials



Amuse Labs is helping us deliver a superior crossword puzzle to our readers. The design includes a player that is simple in its look and feel yet robust in its features, and the experience is frictionless and enjoyable.

- *Teddy Kentor, The Washington Post*

Your interface on the Washington Post is a big improvement over what they had before.

- *Washington Post customer*

The new @washingtonpost crossword layout is infinitely better than the old one.

- *Washington Post customer*

Sending a compliment to your staff for the clean, attractive new format for the crosswords published online in NEWSDAY. I like to print them out and do by hand. Good job!

- *Newsday customer*



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