

How to embargo and boost

Embargoing in New Presto requires some additional thought than Old Presto because of the way New Presto curates the homepage. New Presto will put stories on the site in reverse order of publication, with exceptions for boosted stories. Pinning stories to the website is no more; now, we boost.

When setting your digital budget for the next morning, consider which stories you want up high in those main spots. The hero/1 pin is the Lead, followed by Significant stories, followed by Surface stories.

These can be a mix of stories you are embargoing for the morning, plus stories you want to keep boosted from the previous day.

Important note: Minor boosts go below Backfill. "Minor boosts" prevent something from aging off the home page if its time has come. It will force it to be there when otherwise it would be dropped.

Embargoing

*After you've decided the order you want the stories on the digital front, start setting the embargoes in order. For example, your Lead could post at 5:15 a.m., then your Significant stories should follow backward from there in the order you'll want them on the site.

*Open the article you want to embargo and click Embargo on the upper right.



*Select the date you want the story to publish and enter the time. Make sure to watch out for the AM/PM toggle. **NOTE:** This calendar displays as Monday-Sunday, instead of Sunday-Saturday, so be extra careful that you're embargoing for the correct day.

Please select a future date & time

28 June 2022
09 : 23 AM PM

← June 2022 →

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

[Reset](#)

[Calendar Help](#)

*When you've set the time, click Save.

[Preview](#)

Save

Publish

[Send to Print](#)

[Embargo](#)

[Unpublish](#)

*After you save with an embargo time set, the Publish button changes to Schedule Publish. Click Schedule Publish and close the article editor tab.

NOTE: If someone is still working on the story, you WILL NOT be able to go in to set embargoes. This is a change from Old Presto, where you could work around the edges while someone was working in the body of the story.

*Once the embargo is set, it's time to boost the story.

Boosting

For embargoed stories

*After you embargo a story, set the boost to Lead, Significant or Minor based on your digital plan. Click the plus sign to the left of the article in New Presto.



*Click the blue box Add Priority

Asset Priorities ✕

Selected story:

 City council passes short-term rental regulations

SITE	PRIORITY	EXPIRES
------	----------	---------

No priorities have been set for this asset.

CANCEL ADD PRIORITY

*Add Site: Type in your site name and choose it from the drop-down that pops up. **Tip:** The first time you do this, you'll see your site associated with a four-letter code (Burlington is PBUR, for example). If you remember that, you can enter that to search for and select your site more quickly.

*You can add additional sites here if you know it should be there, but all sites listed will have to have the same boost priority.

*The default priority is Backfill. Click there to choose Lead, Significant or Surface based on your digital plan.

*For the expiration, choose Custom, then set it for noon of the following day for embargoed stories. This allows your highest-priority stories to live on your digital 1A for the morning before any midday reshuffle.

Set Story Priority



Selected story:

No promo image	City council passes short-term rental regulations
----------------	---

Selected site(s):

Boost a story on a front, for a set amount of time.

+ Backfill	▼	Appears chronologically, by most recent publication date.
------------	---	---

Expires:

Never	▼	This type of priority never expires.
-------	---	--------------------------------------

CANCEL

SAVE

For stories already live online on your digital budget you want to keep boosted the next morning:

*There isn't a way for you to boost these ahead of time, since the stories are already live. Any boosting you do will take effect immediately. (They are working on changes to allow for boost start times.) These stories should be flagged on the digital budget, and the DOT will take care of them. (See the digital budget guidelines for more information on how to note these stories appropriately.)

For stories you want to boost in the middle of the day:

*Follow the same steps above, with a different expiration. Choose one hour, four hours or something else based on how long you'd like to bump a story up on the site. The story will boost immediately.