



MCCLATCHY KEYS MEDIA KIT

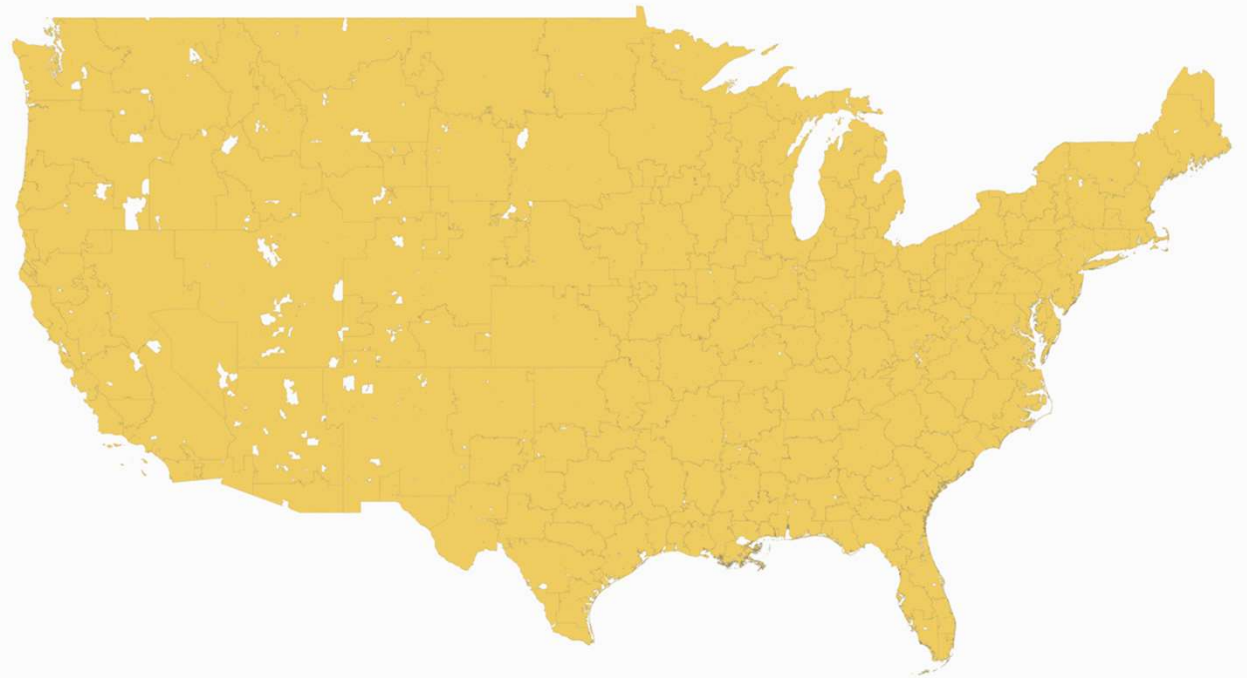
Effective 2024

Who We Are



Engagement that Reaches Beyond Our Communities

Content that resonates also travels. McClatchy serves diverse communities that span the nation, from Sacramento, California to Miami, Florida, with local newsrooms in 30 distinct markets, while serving passionate news readers everywhere in between. We reach readers wherever they are whether that's reading our printed products, visiting our digital media websites, or following us on social media!



Orange areas indicate DMAs where McClatchy's network has at least 50,000 monthly unique visitors.

Source: Adobe, September 2019

Top Markets: Digital Traffic Summary

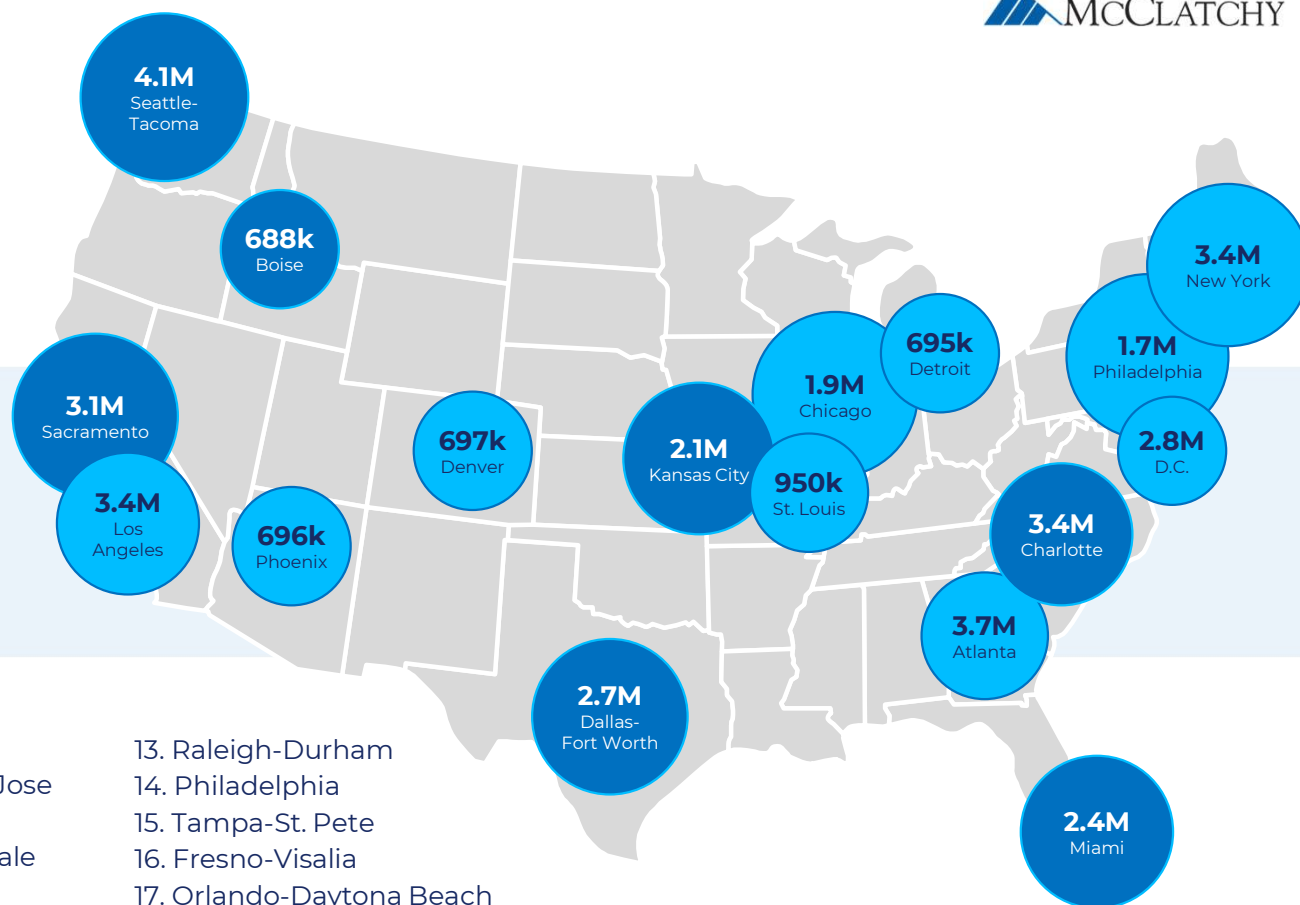
This map helps to illustrate the impact of McClatchy journalism in areas well beyond our core markets. Our digital readership is strong in many of the major metropolitan areas across the country.

1. Seattle-Tacoma
2. Atlanta
3. New York
4. Charlotte
5. Sacramento-Modesto
6. Los Angeles

7. Washington DC
8. San Francisco-San Jose
9. Dallas-Ft. Worth
10. Miami-Ft. Lauderdale
11. Kansas City
12. Chicago

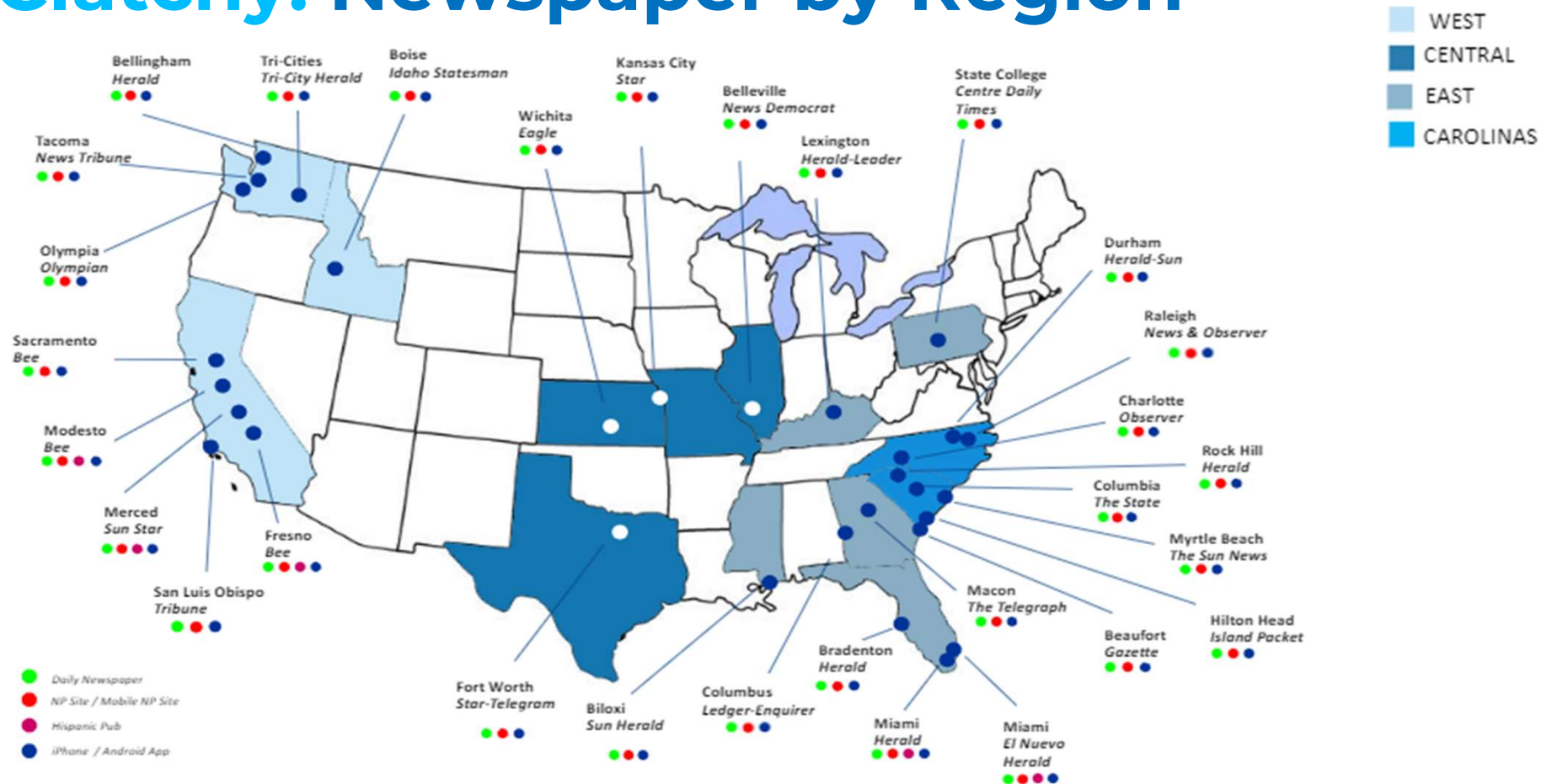
13. Raleigh-Durham
14. Philadelphia
15. Tampa-St. Pete
16. Fresno-Visalia
17. Orlando-Daytona Beach
18. St. Louis

Source: Adobe, December 2021



Avg. Monthly Digital Uniques
Across All U.S. DMAs: 77.5 Million

McClatchy: Newspaper by Region





Why Trust Us?

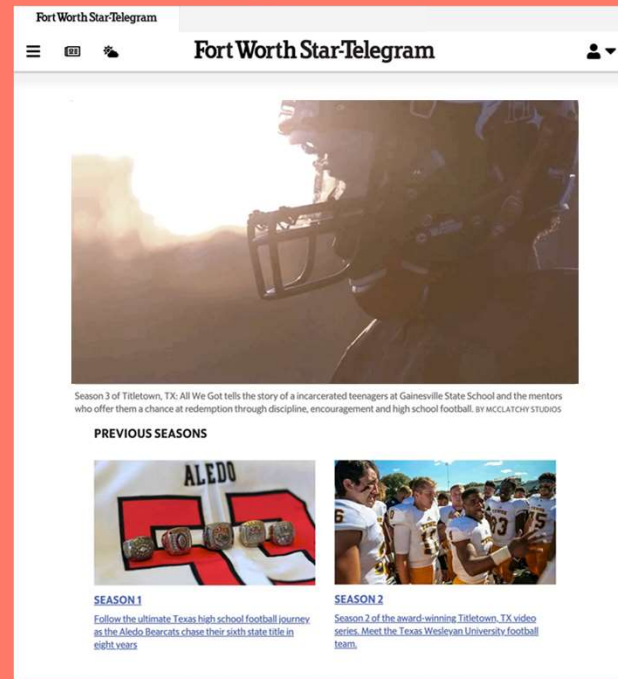
165 Years of News and Change

When reading the news, today's readers are as apt to peck at their phone or tablet as they are to pick up the newspaper on their porch. But whether they are tapping a keyboard, watching a video, or combing through their digital newspaper, the *Idaho Statesman* continues to connect them to their community and the world. [presented by the *Idaho Statesman*]

50+

MOBILE APPS,
MASTHEADS &
CATEGORICAL
PUBLICATIONS

10M+ MONTHLY
VIDEO VIEWS



7⁺M

SOCIAL MEDIA
FOLLOWERS

200+
DIGITAL EXPERTS
IN 35+ STATES

10+
PODCASTS

2.9⁺M

DIGITAL
NEWSLETTER
CONSUMERS

75M+ UNIQUE DIGITAL VISITORS
ACROSS 30 SITES

Source: Adobe Analytics, 2022



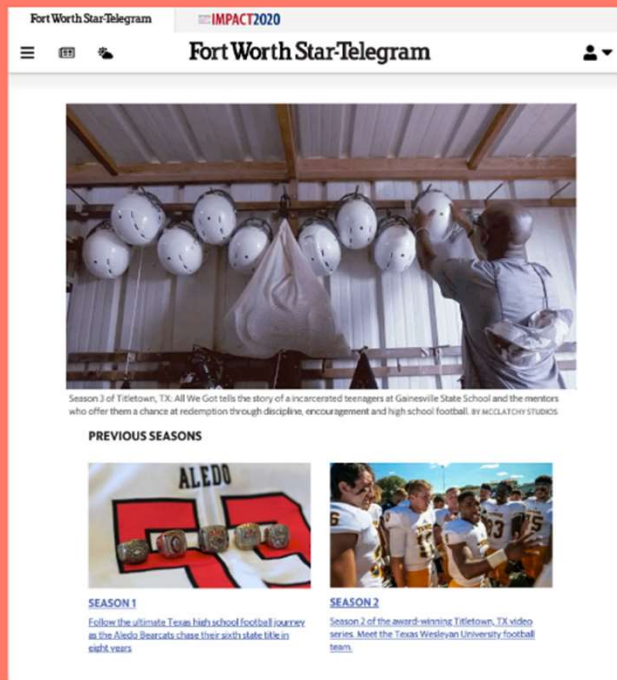
50+
MOBILE APPS
MASTHEADS &
CATEGORICAL
PUBLICATIONS

75+

UNIQUE DIGITAL
VISITORS ACROSS
30 NEWS SITES

Source: Comscore, June 2021; Adobe Analytics, 2021

10M+ MONTHLY
VIDEO VIEWS



7M
SOCIAL MEDIA
FOLLOWERS

5.9M
WEEKLY PRINT
READERSHIP

75+
CUSTOM PUBLICATIONS

200+
DIGITAL EXPERTS IN
35+ STATES

10+
PODCASTS AND 7 DAILY
FLASH BRIEFINGS

McClatchy

McClatchy: Confidential

Miami Herald

MiamiHerald.com

LOCALLY ESSENTIAL

The Miami Herald is dedicated to serving the diverse and growing South Florida region and its people as the community's most credible and dynamic source of news, information, and advertising solutions. The newspaper has won 24 Pulitzer Prizes since its inception in 1903. The company's area of operations make up a uniquely multicultural region with a large and diverse Hispanic population.

We bring that same passion to serving our advertisers and helping them connect with our highly engaged audience.

Local expertise...

- Unwavering commitment to the communities we serve
- Access to locally relevant content, events & ad inventory
- Brand safe and locally authentic platforms

Backed by a large network of resources...

- Knowledgeable marketing consultants
- Premium ad technology
- Industry-specific expertise and best practices

McClatchy

Miami - Herald

McClatchy: Confidential

Unparalleled Reach...

35m

Page Views
per Month

16.1m

Unique Visitors
per Month

1.16m

Local (In-DMA)
Unique Visitors
per Month

464k

Readers
Subscribed to
Miami Herald
Newsletters

...with Dedicated Super Fans

1.6k

Total Paid
Subscribers

838m

Unique Visitors
with 10+ Visits
per Quarter

56k

Visitors with
Spanish-language
Settings

01:46

Daily Time on Site
per Unique Visitor

www.miamiherald.com

Sources:
Amplitude (Jul-Sep 2024 Avg.),
AAM (2024)

EL NUEVO HERALD

ElNuevoHerald.com

LOCALLY ESSENTIAL

***El Nuevo Herald* is the area's premier Spanish-language publication and winner of the Ortega y Gasset Journalism Award in 2002 for best Spanish-language newspaper in the world.** *El Nuevo Herald* is dedicated to covering the news that is of interest to its readers in South Florida, Latin America, and the Caribbean.

We bring that same passion to serving our advertisers and helping them connect with our highly engaged audience.

Local expertise...

- Unwavering commitment to the communities we serve
- Access to locally relevant content, events & ad inventory
- Brand safe and locally authentic platforms

Backed by a large network of resources...

- Knowledgeable marketing consultants
- Premium ad technology
- Industry-specific expertise and best practices

Miami - El Nuevo

Unparalleled Reach...

4.4m

Page Views
per Month

1.74m

Unique Visitors
per Month

222k

Local (In-DMA)
Unique Visitors
per Month

14k

Readers
Subscribed to
El Nuevo Herald
Newsletters

...with Dedicated Super Fans

48k

Total Paid
Subscribers

118k

Unique Visitors
with 10+ Visits
per Quarter

555k

Visitors with
Spanish-language
Settings

03:20

Daily Time on Site
per Unique Visitor

www.elnuevoherald.com

Sources:
[Amplitude](#) (Jul-Sep 2024 Avg.),
AAM (2024)

WHAT SETS US APART



The Power of McClatchy

- McClatchy is a full-service multimedia partner focused on getting results and improving ROI
- Premium audiences through engaged and affluent 1st-party audiences
- Custom sponsorship opportunities in high engagement categories such as Sports, Health, Politics, and Travel & Entertainment
- Creative solutions and asset development
- Video production and distribution



Best-in-Class Solutions

- Proven industry success and digital marketing expertise
- Access to top solutions and teams with extensive knowledge, experience, and expertise in both your industries and the solutions your brand leverages
- Media plans designed to meet unique business goals
- Research and data-based strategy
- Experience in branding and conversion (lead generation) based media campaigns
- Google Premier Partner



Performance Driven

- Enhanced audience targeting
 - Custom audiences & targeting
 - Leverage your 1st- & 3rd-party data
 - Develop custom targeting segments
- We leverage a multi-channel strategy to boost campaign performance across tactics
- We reduce advertising waste by maximizing your budget with micro-targeting and an integrated media mix
- Comprehensive performance reporting and 24/7 access to real-time dashboard

What We Do

DRIVING ACTION FROM DIGITAL NEWS READERS

Past 12 Months

Digital Newspaper Readers & Newspaper App Users

believe in the power of advertising. Compared to all U.S. adults, both groups are **29% more likely** to favor businesses that advertise over those that don't.

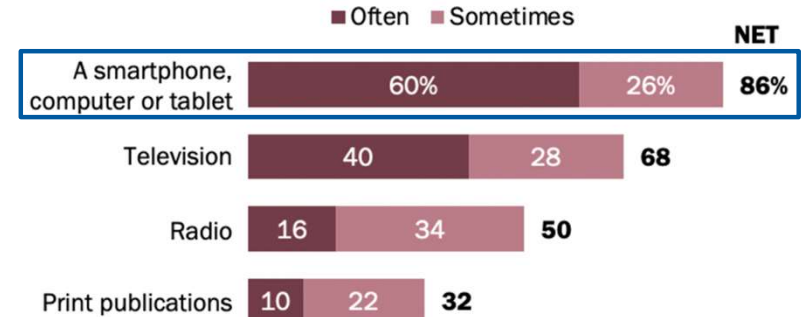
Among these two groups, what ad types persuaded them to take action, such as call or submit a contact form?

- **65%** after seeing an **emailed ad or newsletter**
- **58%** after seeing a **display ad**
- **57%** after seeing a **pre-roll video ad**
- **43%** after hearing a **mention on an audio podcast**

Takeaway: When you **expand your reach** to our website visitors and app users, the ad types above can persuade them to take action.

Large majority of Americans get news on digital devices

% of U.S. adults who get news ____ from ...



DIGITAL MARKETING SOLUTIONS: POWERED BY McCLATCHY



Social Media



Digital TV
(OTT & CTV)



Web
Development



Native & Branded
Content



Programmatic
Advertising



Video Pre-Roll



Staffing
Solutions



SEM
(Search Engine
Marketing)



SEO
(Search Engine
Optimization)



Digital Audio



Email Marketing



Reputation
Management



Reaching The Right Audience by Informing Our Approach with
DATA & RESEARCH

SUCCESS STARTS WITH LOCAL, SPECIFIC TARGETING

To build awareness among the right groups, we partner with top-tier data providers. Consumer data is sourced **from website visits, search history, and other intent signals.**

We can target relevant user segments, such as:

- Potential bank switchers
- Likely to refinance
- By loan type and interest rate
- Researching specific products (HELOC, FHA, etc.)
- Account holders at regional banks (general) and specific national banks (Chase, Wells Fargo, etc.)
- Has a specific national bank's app installed



1

update target audience information

Crystal Anderson, 3/7/2023

A background image of an office meeting. A woman in a light blue blazer is sitting and pointing at a tablet held by another person. Two other people are seated next to them, looking at the tablet. The office has glass partitions and other people working in the background.

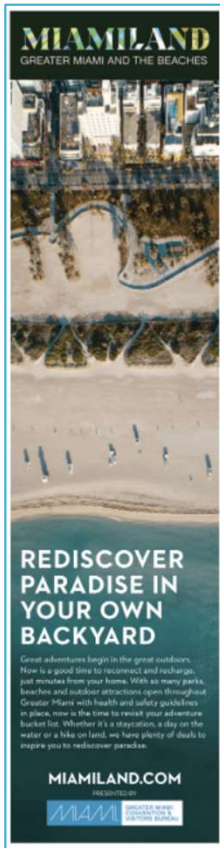
How We Reach Your Audiences with a Targeted
MARKETING STRATEGY

PRINT **OPPORTUNITIES**

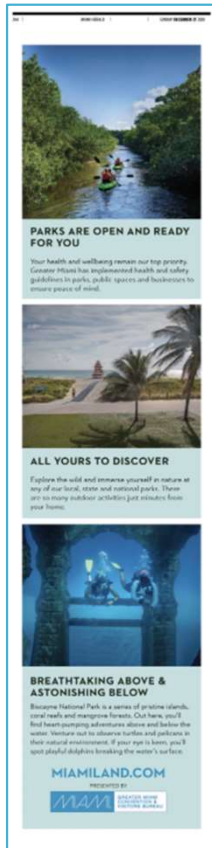
HIGH-IMPACT PRINT ADS

Spadea: A “Must-See” Ad Placement

Front Flap
Ad position
dimensions:
Front Pg Flap-
4.9”x 20.5”
Back Pg -
9.94” x 20.5”



Inside Flap
Ad position
dimensions:
Inside Pg-
4.9”x 20.5”
Inside Back Pg-
9.94” x 20.5”



Inside Full-Page
Ad Position Dimensions:
9.94” x 20.5”



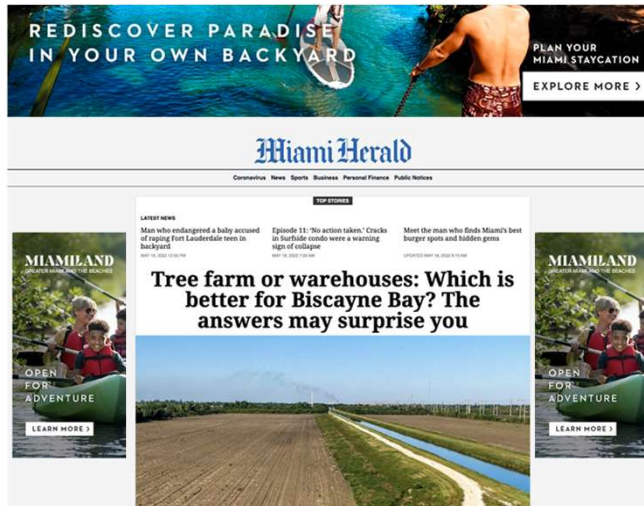
Back Cover
Ad Position Dimensions:
9.94” x 20.5”



HIGH-IMPACT CAMPAIGN LAUNCH

Spadea
Front Flap

Homepage
Takeover

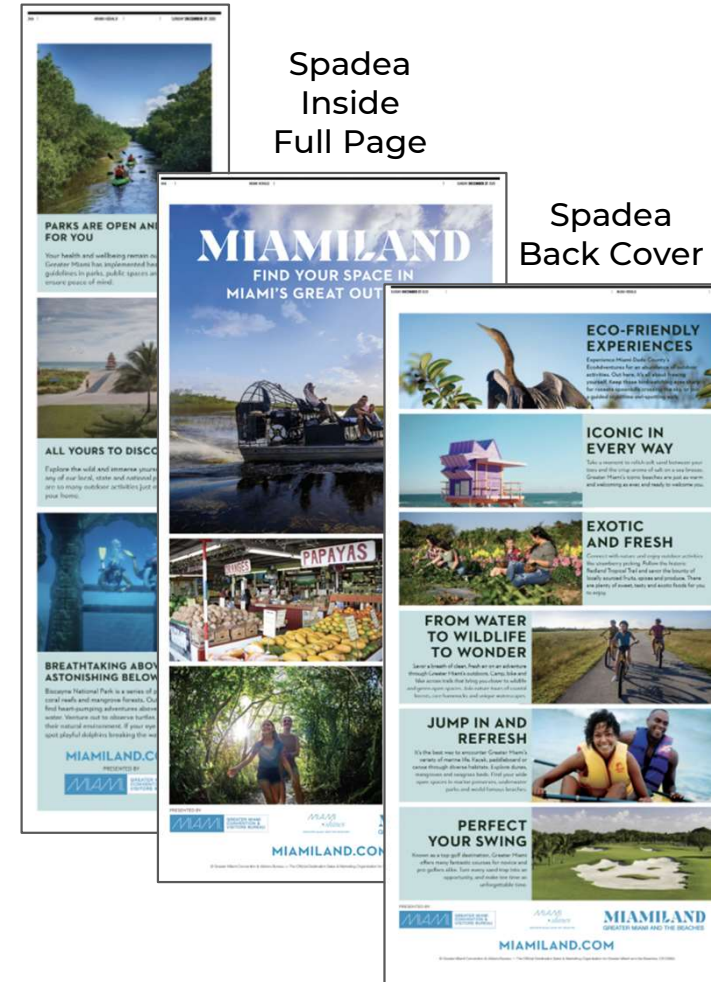


Spadea
Inside Flap

Spadea
Inside
Full Page

McClatchy: Confidential

Spadea
Back Cover



REACH A LOYAL AUDIENCE IN PRINT

Beyond our core print ad offerings, we also have unique print ad options to help you reach potential customers and **stand out in local markets across the country**, from Sacramento to Miami. Each market in the McClatchy family was selected for its strength and its potential.

The communities we serve are continuously growing, and we're proud to provide our readers and local businesses the tools they need to grow smarter, every day.

To kick off the Alaska cruise season, we will use:

- *Miami Herald Spadea* on Sunday, 4/2:
 - Highly engaging prominent position on front page allows for maximum reach of the *Herald* reader audience.
 - This prominent position is available for advertisers seeking breakthrough impact to a highly desirable audience.
 - Creative not only wraps the front of the section but combines with a full page, full color ad on the back of the section to maximize impact.
 - Perfect for a major event, major offer, or branding message.



Spadea Wrap

BOOST AWARENESS AMONG OLDER CRUISE LINE SHOPPERS

Print Ads build awareness among your traditional base of older shoppers. A variety of ad sizes and placements are available -- see the next page.

We also offer ad options for high-profile awareness (below):

Live the Simply Life and save

Simply Healthcare is all about you. With a variety of plans, with benefits you can rely on, including:

- \$8,000 Annual Out-of-Pocket Maximum
- \$0 Copay
- Up to \$350 Annual Deductible
- SilverSavers

We help you handle the unexpected.

Make a powerful move.
To Simply Healthcare.

Call today! 1-888-370-7220

Freeform Creative

MAKING MEDICARE SIMPLE.

The Annual Election Period has begun. Enroll with us TODAY!

Simply Healthcare offers a variety of plans designed to fit your lifestyle and health needs. Get to know your choices and start living the Simply life today, trusting your health is in good hands.

Call today! 1-888-370-7220

Wraps

MEDICARE OPTIONS YOU CAN SIMPLY TRUST

Simply Healthcare offers a variety of plans designed to fit your lifestyle and health needs. Get to know your choices and start living the Simply life today, trusting your health is in good hands.

Now is the time. Call us today!
1.800.235.0092 / TTY: 711
mysimplymedicare.com

Double Trucks

Appeals court sides with CDC, Norwegian Cruise Lines over DeSantis on vaccination rules

CONDO

12-MONTH CD 2.20%*APY Insured & Guaranteed

100% MONEY BACK GUARANTEE

100% MONEY BACK GUARANTEE

100% MONEY BACK GUARANTEE

PRINT INSERTS

Print circulars are NOT dead.

This is especially true when you need to communicate specials, deals, coupons or a large amount of product, price and item information to a large audience at scale.

We offer two easy, turn-key solutions. You can:

- Insert your already-printed piece
- Have us print the piece for you and deliver it to our newspaper subscribers.



85 percent of households use print circulars delivered to the home and 79 percent use those distributed in stores, according to recent data released by Nielsen.

While some think of print circulars as part of yesterday's marketing, consumer use of these communications has dipped by only three to four percentage points since 2014.

AVAILABLE PRINT INSERTS

Pre-Print/Inserts

- **Markets Able to be Zoned** - Charlotte, Ft. Worth, Kansas City, Miami, Raleigh, Sacramento
- **Markets Full Run Only** - Bellingham, Belleville, Biloxi, Boise, Bradenton, Columbia, Columbus, Durham, Fresno, Hilton Head/Beaufort, Lexington, Merced, El Nuevo, Modesto, Myrtle Beach, Olympian, Rock Hill, San Luis Obispo, State College, Tacoma, Tri-City, Wichita



Front Page Notes

- Full run distribution required
- Available **Wednesday, Friday & Sunday ONLY**
- **ONE** Front Page Note per day. Reservations required

UNIVERSAL ROP SIZES ~ ALL MARKETS

REVISED: 02232022

UNIVERSAL COLUMN WIDTHS

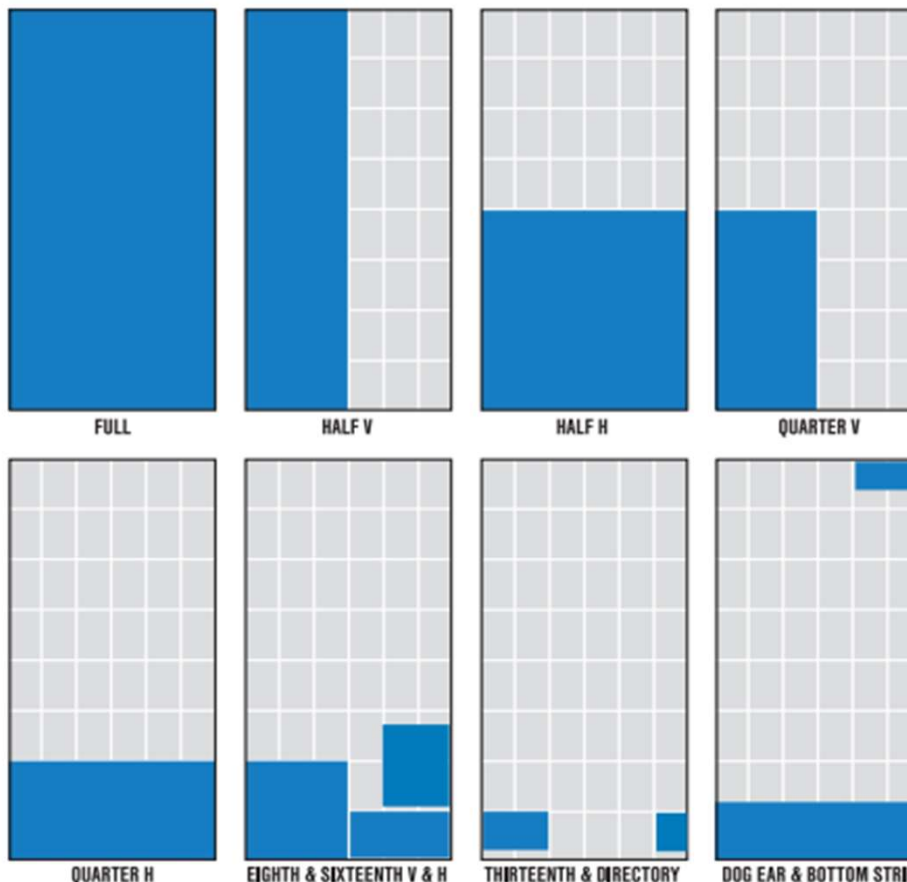
COLUMN(S).....WIDTH

1 Column.....	1.54
2 Columns.....	3.22
3 Columns.....	4.9
4 Columns.....	6.58
5 Columns.....	8.26
6 Columns.....	9.94

UNIVERSAL AD SPECS

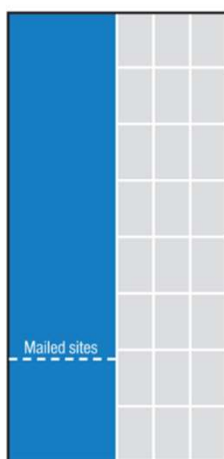
SIZE.....COLUMNS.....WIDTH.....HEIGHT

Full page.....	6	9.94	20.5
Half vertical.....	3	4.9	20.5
Half horizontal.....	6	9.94	10.18
Quarter vertical.....	3	4.9	10.18
Quarter horizontal.....	6	9.94	5
Eighth page.....	3	4.9	5
Sixteenth vertical.....	2	3.22	4
Sixteenth horizontal.....	3	4.9	2.45
Thirtieth page.....	2	3.22	2
Directory.....	1	1.54	2
Dog Ear.....	2	3.22	1.5
Bottom Strip.....	6	9.94	3
Double Truck.....	13	20.94	20.5

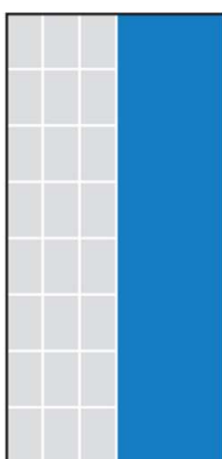


SPADEA SIZES ~ MARKET AVAILABILITY

Spadea front flap.....	3	4.9	20.5
*Spadea front flap mailed	3	4.9	14.8
Spadea back flap	3	4.9	20.5
Spadea fulls	6	9.94	20.5
Spadea double truck.....	10	15.9	20.5



SPADEA FLAP FRONT



SPADEA FLAP INSIDE



SPADEA FRONT & BACK



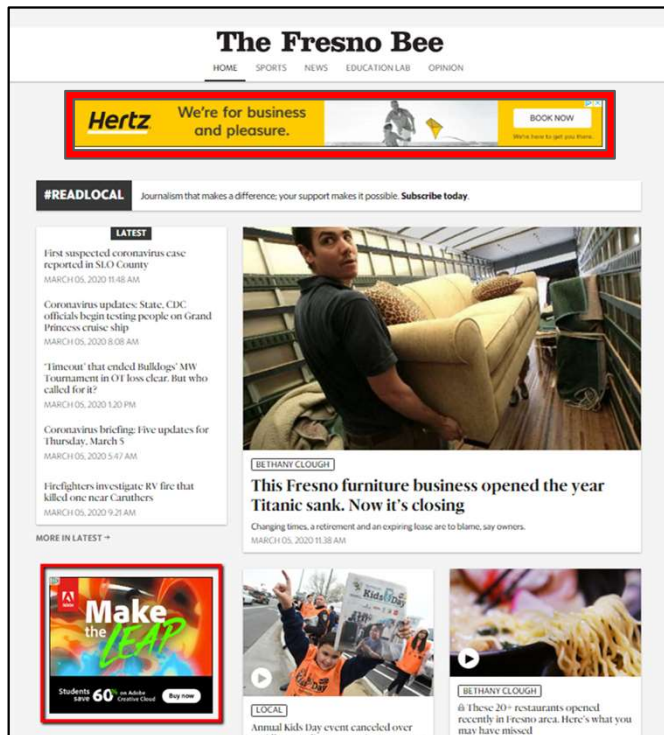
SPADEA INTERIOR DOUBLE TRUCK

*Mailed sites: Bellingham, San Luis Obispo, Olympia, Tri City

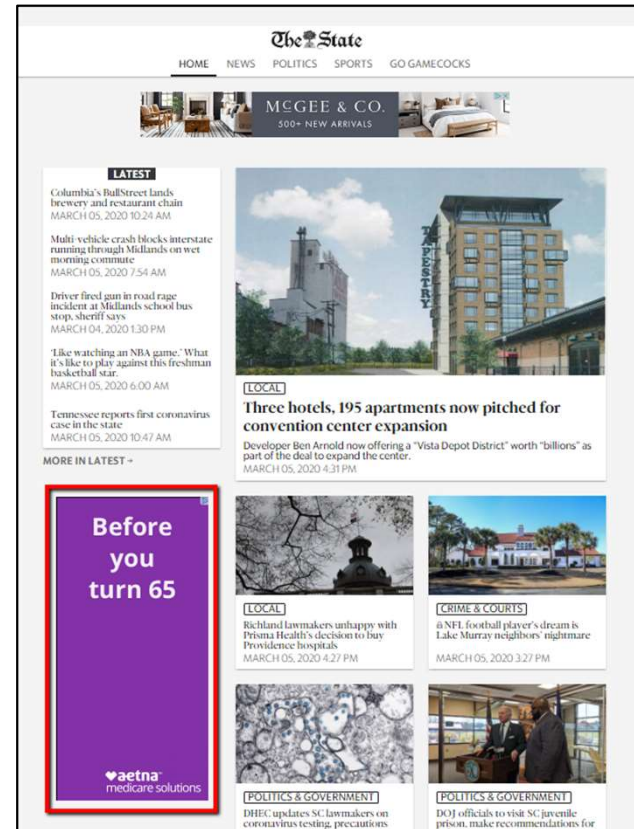
Region	Market Code	Masthead Name
Central	BLV	Belleville News-Democrat
Central	FTW	Forth Worth Star-Telegram
Central	KCM	The Kansas City Star
Florida	BRD	The Bradenton Herald
East	LEX	Lexington Herald-Leader
Florida	MIA	Miami Herald
Florida	MIA-EL	El Nuevo Herald
East	STC	Centre Daily Times
West	BLH	The Bellingham Herald
West	TRI	Tri-City Herald
West	TAC	The News Tribune
West	OLY	The Olympian
West	BOI	Idaho Statesman
West	SAC	The Sacramento Bee
West	MOD	The Modesto Bee

STANDARD DISPLAY

Leaderboard
(728x90)
Appears at
the top of
the webpage



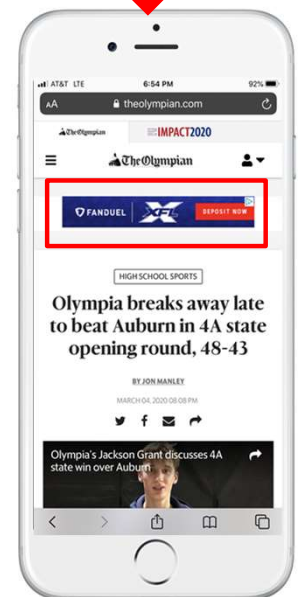
Medium
Rectangle
(300x250)
Appears in
the "rail" or
side of the
webpage



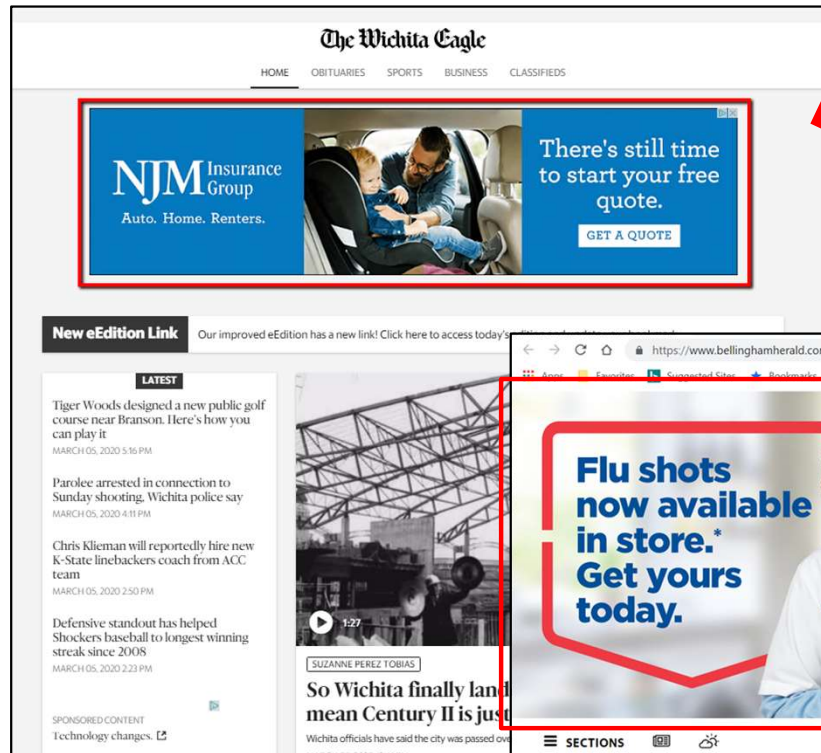
Half Page (300x600)
Appears in the "rail" or side of
the webpage

McClatchy: Confidential

Mobile
Leaderboard
(320x50)
Appears at the
top of a mobile
webpage



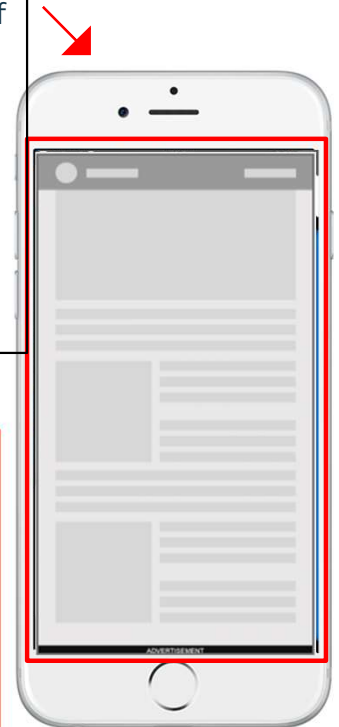
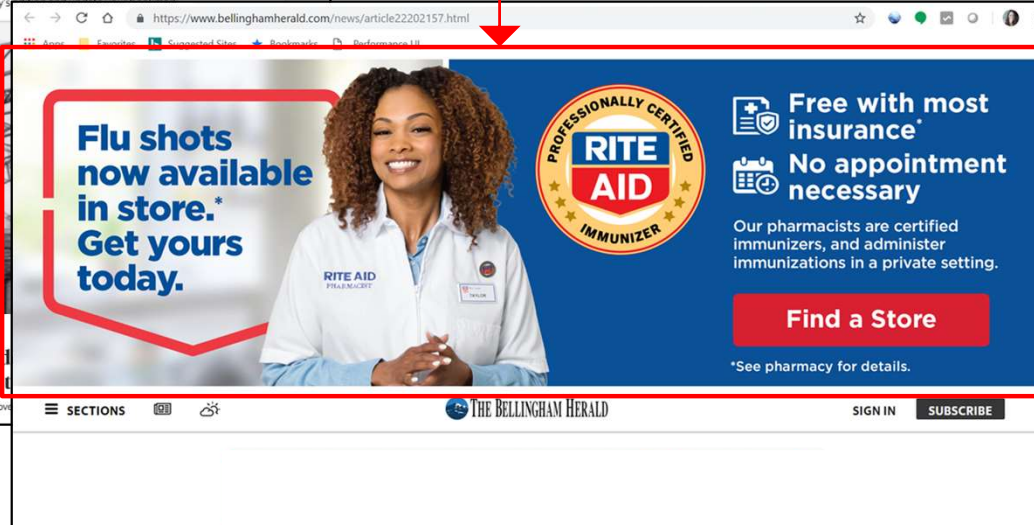
HIGH IMPACT DISPLAY



Billboard
(970x250)

Responsive Billboard
pushes down content

Mobile Interscroller
Reveals a portion of
the image with
each swipe. Offers
a full-screen ad
canvas at mid-
scroll



VIDEO ADS

Video ads rotate between pre-roll (bottom right) & in-feed (upper left) placements and offer above-average completion rates.

touchdowns. Also rushed four times for 39 yards and two touchdowns in 37-33 win over Clover Park.

TOP ARTICLES



AD

SKIP AD

Chance McDonald, Steilacoom: Sentinels' QB completed 15-of-20 passes for 443 yards and seven touchdowns in 55-20 win over River Ridge.

Peyton Bice, Peninsula: In 42-3 Fish Bowl win against crosstown rival Gig Harbor, Seahaw completed 17-of-20 passes for 321 yards and three touchdowns.

Sam Huard, Kennedy Catholic: Lancers' QB completed 18-of-29 passes for 403 yards and touchdowns in 69-36 win over Kentwood in 4A NPSL title game. Also passed 10,000 career passing yards in the win.

Standalone video player in-feed with article content



0:51

Cal commit Justin Baker recaps Kennedy Catholic's win over Kentwood

VIEW MORE VIDEO →

TRENDING STORIES

Pre-roll before video content

THE NEWS TRIBUNE

Sports ▾

COLUMNS HIGH SCHOOL MARINERS SEAHAWKS SOUNDERS UW HUSKIES

TRENDING STORIES

Man, 48, suffers multiple stab wounds after Tacoma break-in
OCTOBER 27, 2019 5:47 PM

Popular comedian from Lacey plans new comedy venue in Tacoma
OCTOBER 28, 2019 7:00 AM

Vote now for the Week 8 high school football Athlete of the Week in the South Sound
OCTOBER 28, 2019 9:54 AM

SPONSORED CONTENT
Low Prices, No Contracts
BY CONSUMER CELLULAR

Puyallup man convicted of stalking homeless couple whose motorhome broke down near school
OCTOBER 28, 2019 6:05 AM

Tacoma I-5 traffic jam Monday was

Ad: (004)



0% APR FORD CREDIT FINANCING FOR 72 MONTHS
For Qualified Buyers

2019 F-150 XLT SuperCrew® 4x2 with 2.7L EcoBoost®

Carolina Ford Dealers

BuyFordNow.com

UNIVERSITY OF WASHINGTON

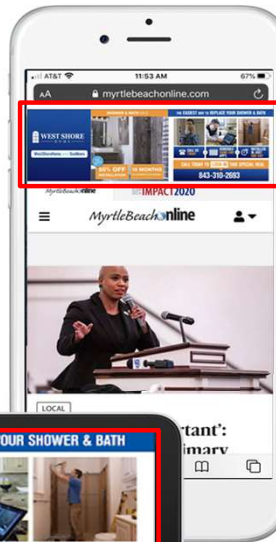
As UW Huskies return from bye week, Chris Petersen offers updates on injuries, WR Trey Lowe's transfer

Washington head coach Chris Petersen held his weekly press conference on Monday.

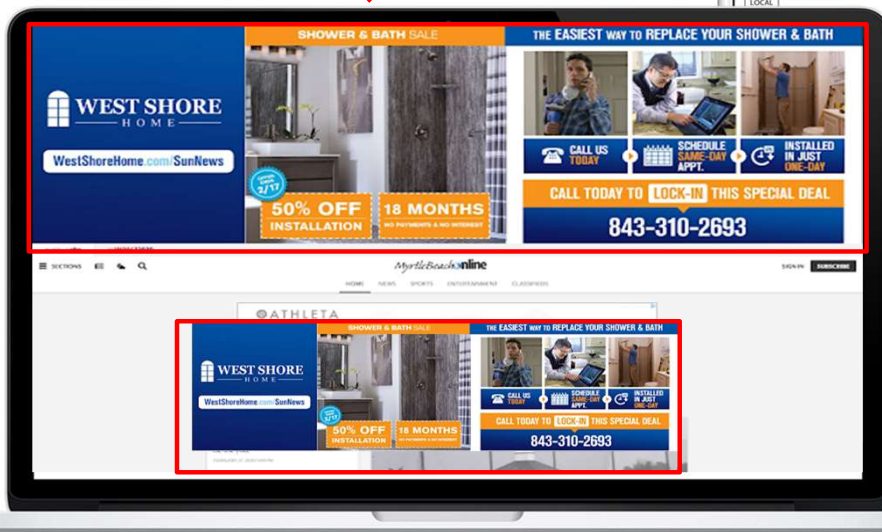
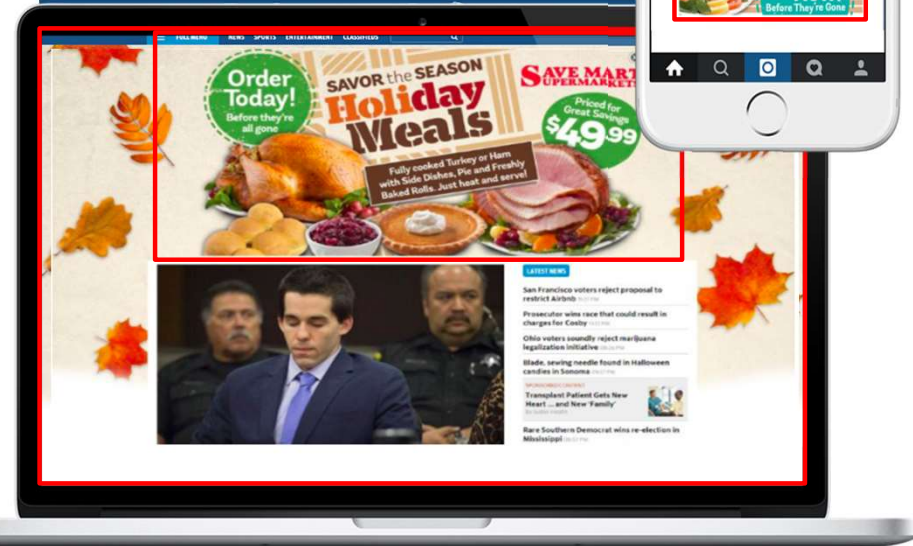
Offers the opportunity for page ownership:
1 premium rich media ad + all standard ads on the page

TAKEOVERS

Example #1:
Responsive Billboard
Standard Units ATF/BTF

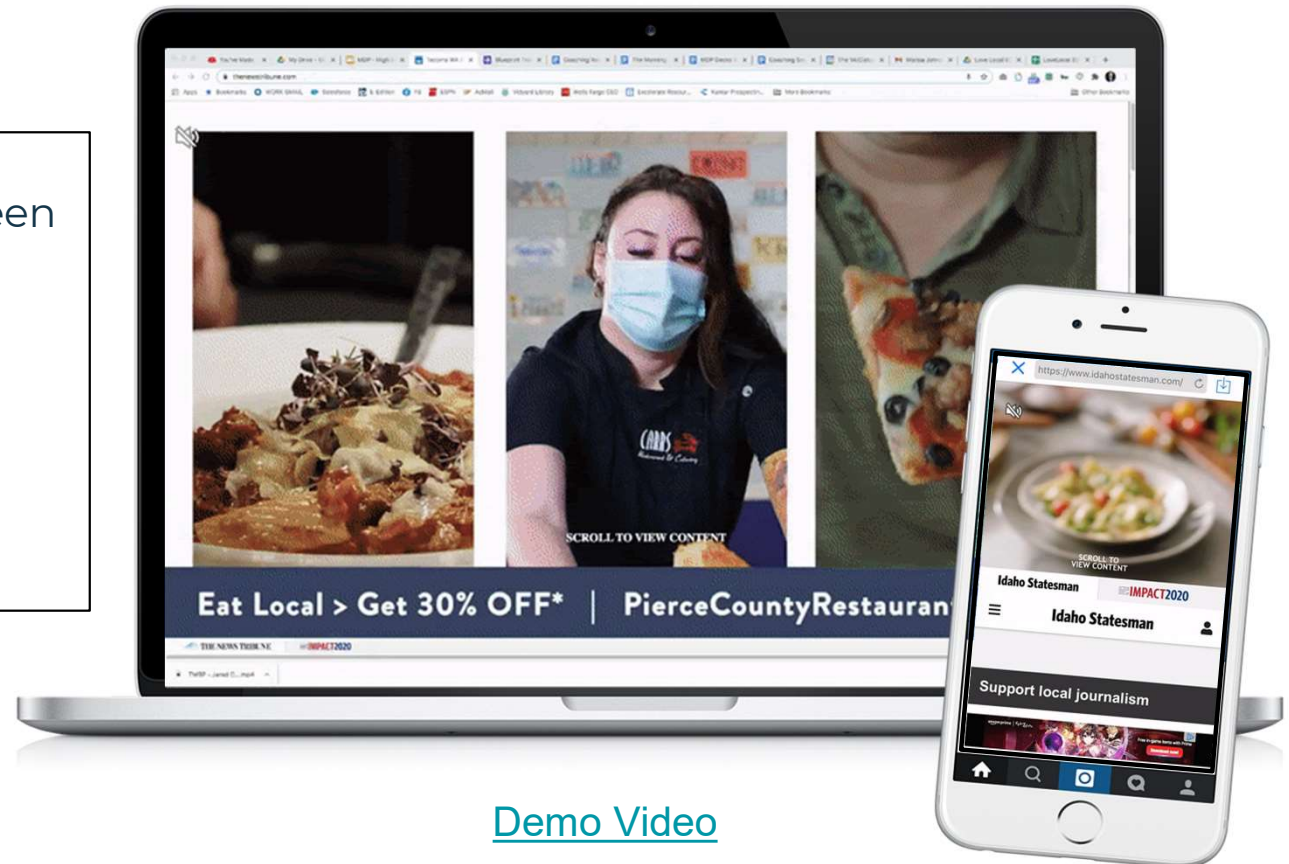


Example #2:
Billboard/Wallpaper Combo
Standard Units ATF/BTF



TAKEOVER VIDEO

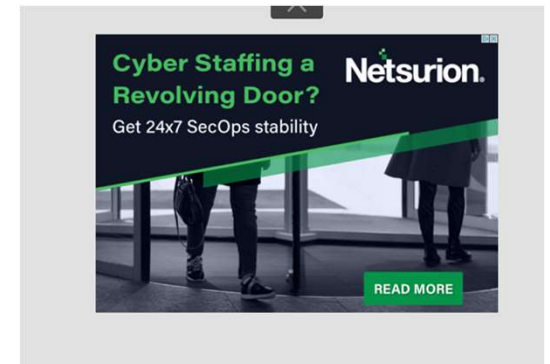
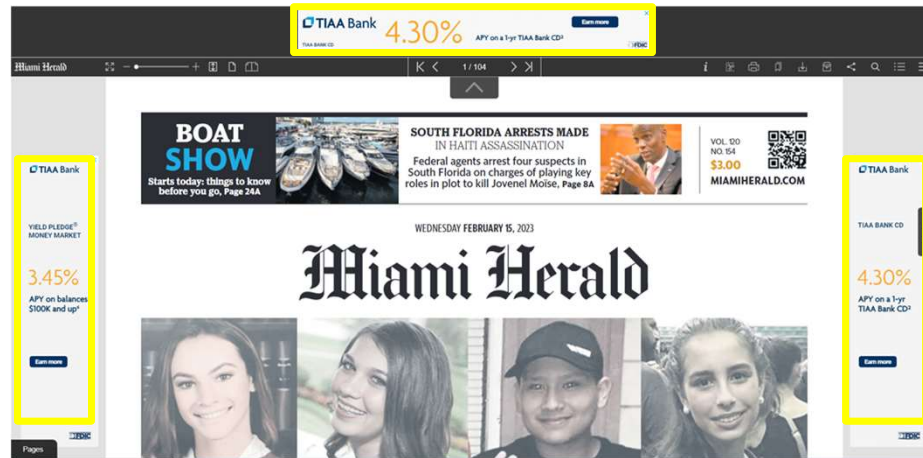
- Immersive, impactful full-screen video unit
- Standalone experience
- Runs on Homepage or select Section Fronts



[Demo Video](#)

REACH OUR MOST ENGAGED READERS WITH E-EDITION DISPLAY

- Digital replica of the daily printed paper
- Has exclusive content available only to our subscribers
- 60+ additional pages of content not found in the print paper
- Ads refresh every 30 sec.
- Average site visit on desktop and tablet is 20 min.



NEWSLETTERS WHAT IT IS

Types of Newsletters

1. **Digests (AM/PM)**
2. **Breaking News Alerts**
3. **Long-Form newsletters**

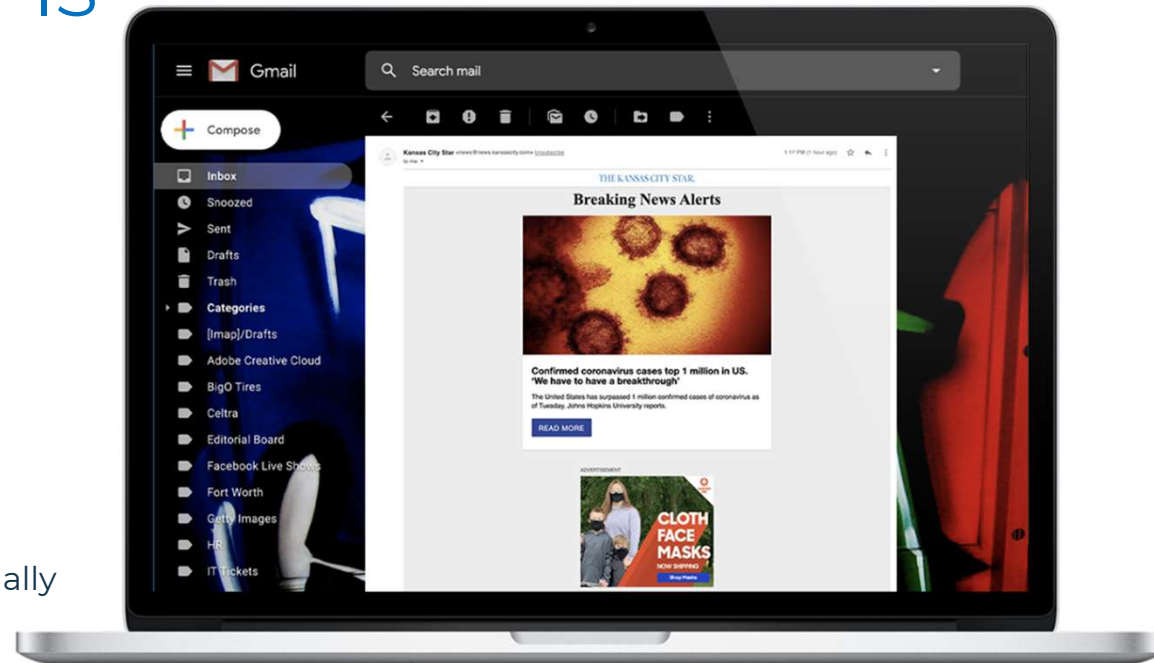
[Link to Traffic Report - All Markets](#)

Best sold over the **long term**:

- **Digests** best for weekly
- **Long-Form** best for monthly, seasonally, annually

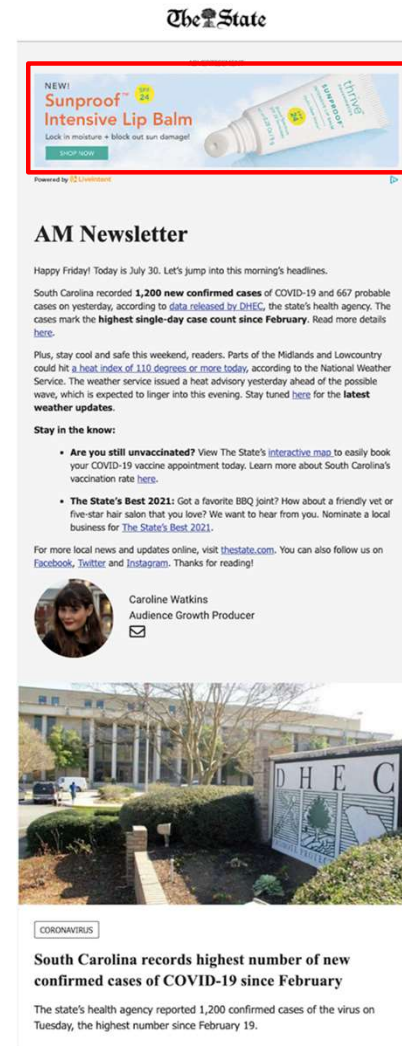
Details

- Placements offer **100% SOV** of all ad units in newsletter
- Ad positions typically **repeat** every 2 story cards
- **AM & PM Digest** Newsletters have High Impact **top position** 970x250
- **Breaking News** does not have top ad position; it leads with content (not always brand-safe)



NEWSLETTERS DIGESTS

- **Majority** of our newsletter inventory
- Story cards for 5-12 articles
- Most markets have **AM & PM Digests**
Monday-Friday
- Some markets send 7 days/week
- Other Digests (Business, Politics, Food/Restaurants, Sports) vary by market in type and frequency



First ad unit, followed by ads generally every 2 story cards

NEWSLETTERS BREAKING

- Devoted to a **single story**
- Sent **ad hoc**
- Can be 5x/day or less than 5/week
- Not brand-safe

First ad unit
appears
below story

Miami Herald

News Alerts



Tropical Storm Fred
Tuesday August 10, 2021

Current information: x
Center location 17.4 N 66.8 W

Forecast positions:
● Tropical Cyclone ○ Post-Potential TC

HURRICANE

Tropical Storm Fred forms, Puerto Rico gets heavy rain, gusts. Florida still in the cone

The disturbance making its way through the eastern Caribbean finally strengthened into Tropical Storm Fred on Tuesday evening as it passed just south of Puerto Rico.

ADVERTISEMENT



THE LAWN MOWER 4.0
Our Newest SkinSafe® Trimmer
Shop Now

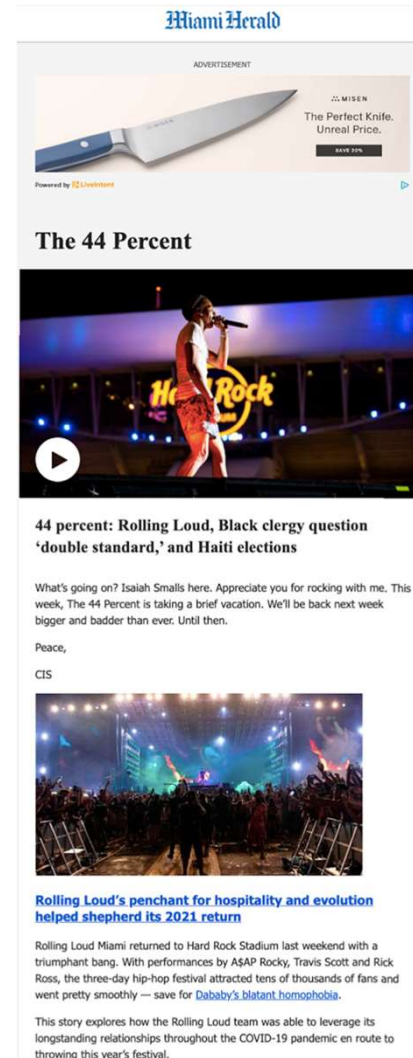
MANSCAPED

NEWSLETTERS LONG-FORM

- Designed as self-contained user experiences.
- Goal is for the reader to feel fully informed without clicking out.
- Typically for **niche** audiences.

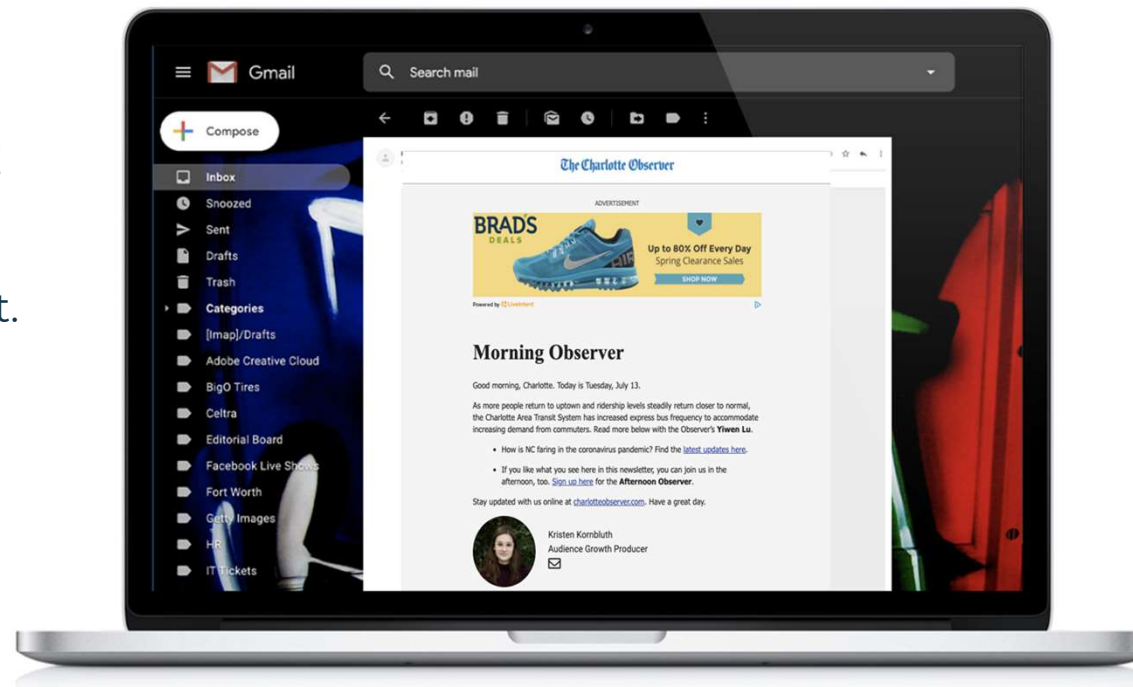
Examples:

- Innovation & Technology (Raleigh)
- Mother Baltimore (Belleville)
- On the Vine (Kansas City)
- The 44 Percent (Miami)



NEWSLETTERS BEST PRACTICES

- Be sure to include **mobile** ad units!
- No video or audio allowed.
- A larger, **simpler** design works best.
- **Less is more.** Give the reader a reason to click.
- Always include a **call to action**.
- Create a **positive** user experience



DRIVE AWARENESS WITH YOUR MOST LIKELY CUSTOMERS

Programmatic Ads

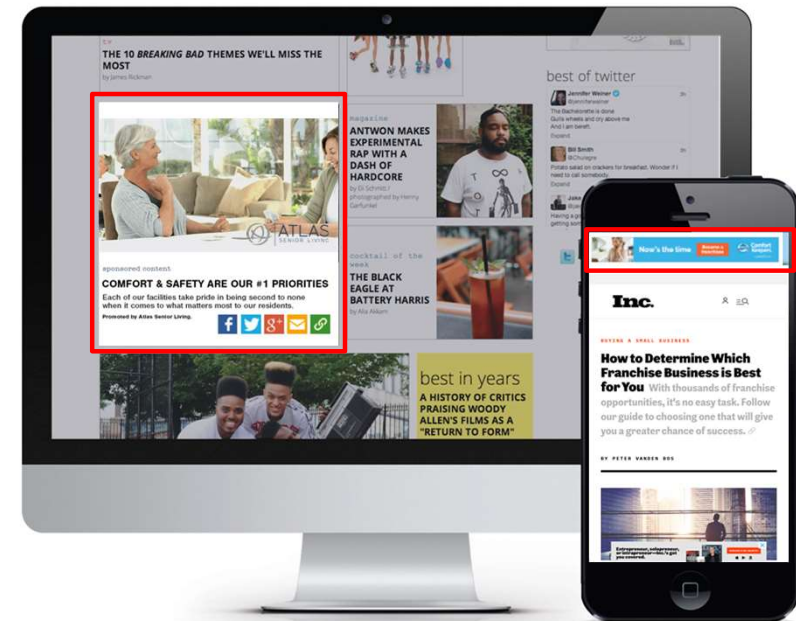
An emphasis on delivering **the right message to the right person at the right time** — and at the right rate — through machine learning and real-time bidding.

Reach people in the awareness stage, using **Data-powered targeting that zeroes in on users** based on their interests, behaviors, and other individual characteristics as demonstrated primarily by their online behaviors.

McClatchy Subscriber 1st Party Audiences extend the reach & frequency of your owned & operated focused campaigns by reaching McClatchy subscribers programmatically.

Geo Radius ads exclusively reach users as they are nearby your client's storefront. Choose a zip code or a 1-2 mile radius of the location.

3rd Party Audiences allow you to target users based on their demographic, past behaviors, and interests. Our data segments are provided by LiveRamp and Lotame, free of charge to our customers.



BUILD BRAND AWARENESS AMONG YOUNG PIZZA LOVERS IN THE SACRAMENTO

DMA

TikTok Ads leverage short-form videos (yours or we create) to drive awareness of your menu items among young audiences.

Ad types include In-Feed, Brand Takeover, and Top View.

Key Points:

- Build brand awareness and brand equity with a young demographic
- DMA-level geography and other advanced targeting and attribution are available
- Optimize creative towards users most likely to engage
- We can run client-supplied video creative (9-15 second long videos) or we can create videos in bundles of 5; production prices begin at \$1,500*



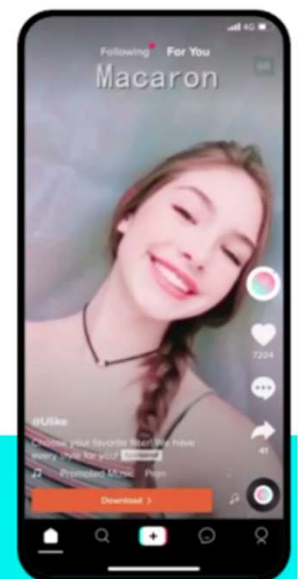
TopView

Displays in first in-feed post for 3 seconds



Brand Takeover

Displays the moment app is opened



In-Feed Ads

Displays in news feed on the "For You" page

*Video production includes editing, royalty-free music, motion graphics and on-screen text. Revisions will be completed for an additional charge.

PROMOTE YOUR SHOWS WHERE ADULTS SPEND TIME

Facebook & Instagram Ads showcase your shows and selling points. Generate leads and website traffic.

Example Targeting:

- **Ad Types:** Lead, Traffic (Single-Image or Carousel)
- **Campaign Objective:** Phone Calls, Online Form Fills, Website Traffic (Landing Pages)
- **Live:** Miami-Dade County + cities S of I-595 (Broward)
- **Gender:** Men and women
- **Age:** 35+ (but customized per genre)
- **Household Income:** Top 50%
- **Interests:** Ballet, dance, performing arts, symphony, and similar interests

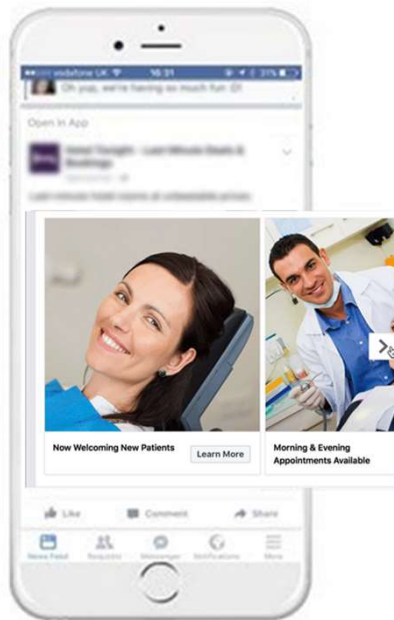
Additionally, we can re-engage these users on FB & IG:

- your customer database (PII not required; can sign NDA)
- high-intent users who visited your website but didn't convert (call, submit a contact form, etc.)



THE RIGHT TYPE OF FB & IG ADS TO GENERATE SALES

Showcase Several Photos
in One Facebook or Instagram Ad



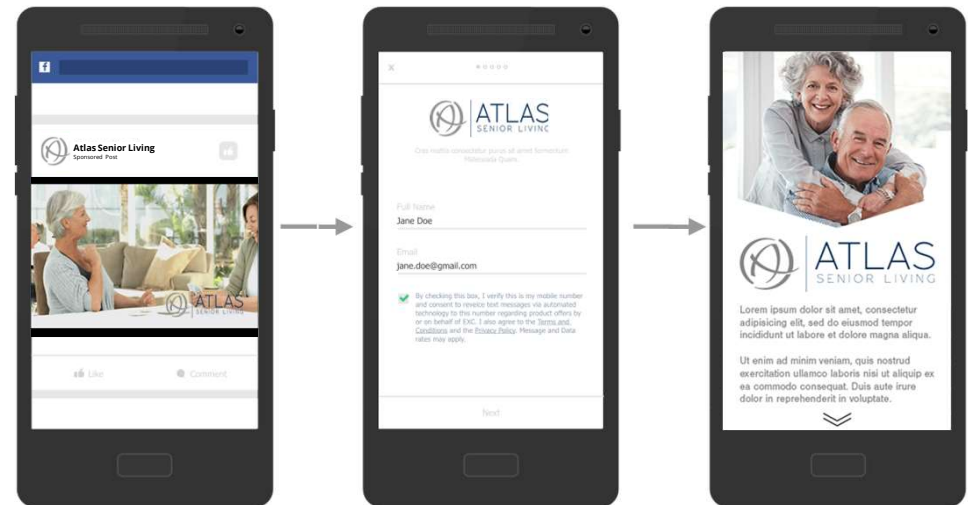
Carousel Ads use a swipeable set of images or videos. Promote several shows in one ad. Generate leads with a [Call Now](#) button. Boost website traffic with a [Learn More](#) button.

Laser-Focus on Increasing Calls & Form Fills

Target

User's Info Is
Automatically
Added

Send User to
Your
Desired Page



Lead Ads also drive new leads with images or videos; consider a [Call Now](#) or [Contact Us](#) button. Collect users' info then re-market to them later.

INCREASE REACH WITH PROGRAMMATIC ADS

Access to the **leading inventory sources, exchanges, devices, and programs** that put billions of impressions across millions of websites worldwide at your fingertips.

An emphasis on delivering **the right message to the right person at the right time** — and at the right rate — through machine learning and real-time bidding.

Data-powered targeting that zeroes in on users based on their interests, behaviors, and other individual characteristics as demonstrated primarily by their online behaviors.

Awareness

+

Interest

+

Intent

3rd Party Audiences allow you to target users based on their demographic, past behaviors, and interests.

Geo Radius ads exclusively reach users as they are nearby your client's storefront.

Domain Inclusion target users visiting a specific list of websites, such as local news networks.

Browsing Audiences ads are shown to users who take relevant actions online, such as searching for relevant keywords

Interests & Intent targets users based on relevant content they've recently consumed online

Location Audiences Retarget users that pass through specific locations

Site Retargeting ads are shown to high intent users who have recently visited your website

1st Party/CRM Audiences Onboard your collected 1st party data

Lookalike Audiences tag users with a pixel or upload CRM 1st party data to target individuals exhibiting similar behaviors

Our team of programmatic campaign experts has built more than 10,000 individual programmatic media campaigns and strategically invested more than \$100 million in client budgets with a focus on performance, working around the clock to manage, maintain and optimize.

DRIVE AWARENESS WITH YOUR MOST LIKELY CUSTOMERS

Programmatic Ads

An emphasis on delivering **the right message to the right person at the right time** — and at the right rate — through machine learning and real-time bidding.

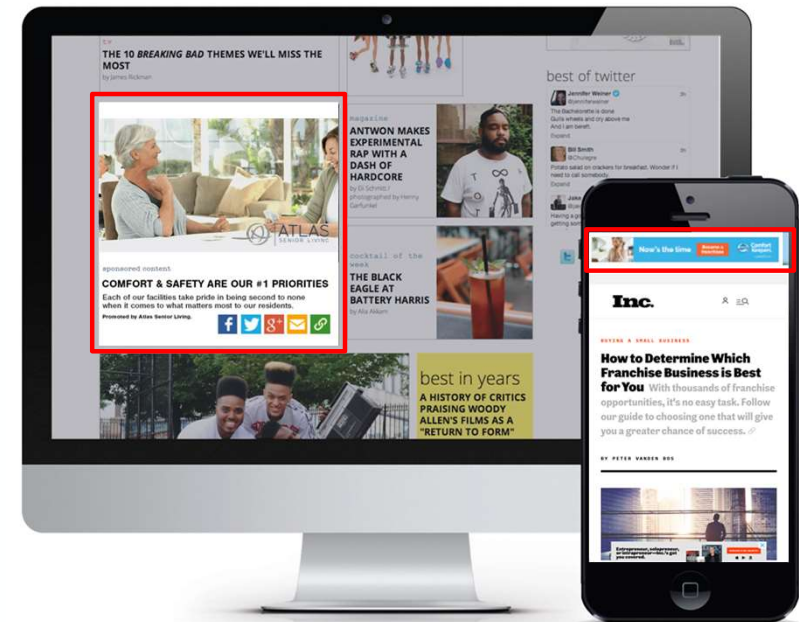
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STAY VISIBLE TO ADULTS WHO ARE IN INTEREST MODE

Programmatic Ads

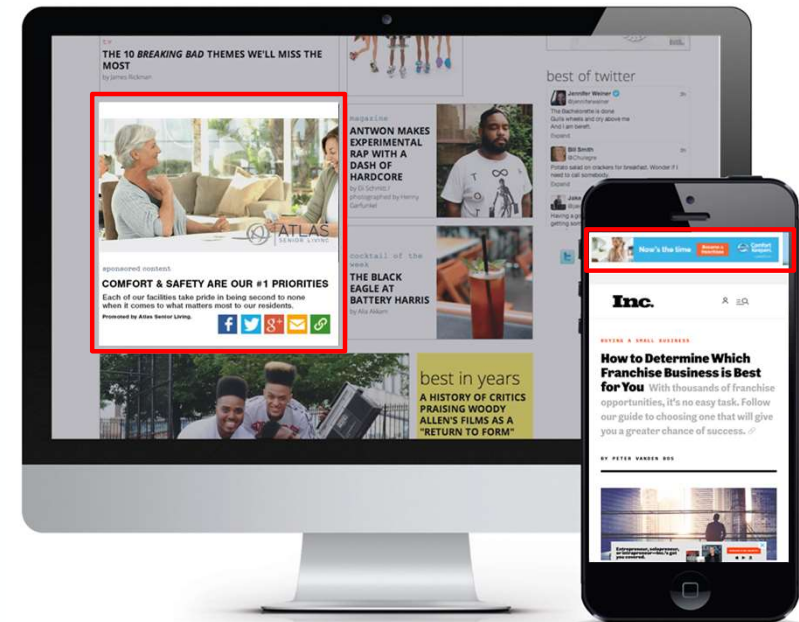
An emphasis on delivering **the right message to the right person at the right time** — and at the right rate — through machine learning and real-time bidding.

Reach people in the interest stage, using **Data-powered targeting that zeroes in on users** based on their interests, behaviors, and other individual characteristics as demonstrated primarily by their online behaviors.

Browsing Audiences ads are shown to users who take relevant actions online, such as searching for relevant keywords and reading content related to those keywords.

Interests & Intent targets users based on relevant content they've recently consumed online (chosen categorically)

Location Audiences Retarget users that pass through specific locations by collecting the IP addresses and device IDs from the mobile devices within that location. The ads will primarily run on the mobile devices from which the IP and device ID have been collected from.



STAY VISIBLE TO ADULTS WHO ARE IN INTENT MODE

Programmatic Ads

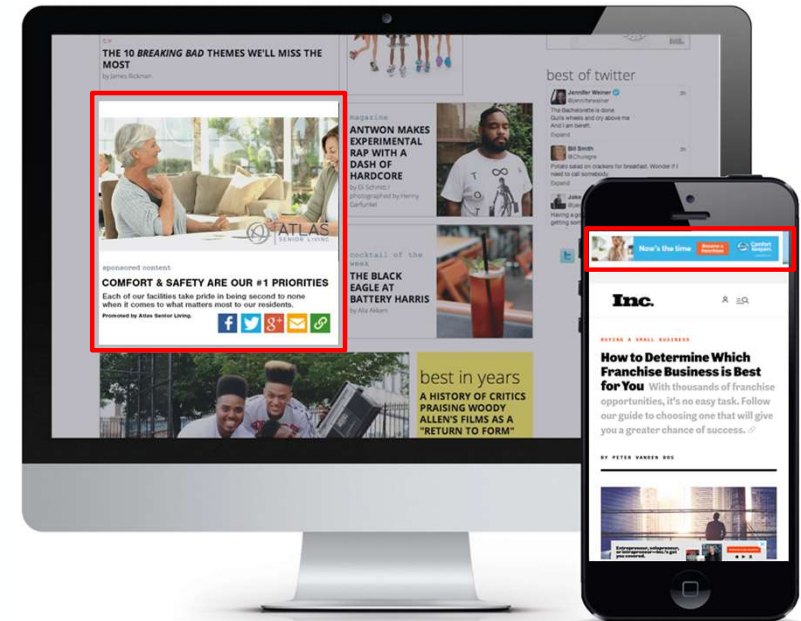
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Site Retargeting ads are shown to high intent users who have recently visited your website

1st Party/CRM Audiences Onboard your collected 1st party data

Lookalike Audiences tag users with a pixel or upload CRM 1st party data to target individuals exhibiting similar behaviors



PROMOTE YOUR COMMERCIALS TO SPECIFIC GROUPS

COVID has accelerated the trend of ditching cable TV for a combo of streaming TV (e.g., Sling) and other platforms (e.g., Disney+, Peacock).

Digital TV ads quickly inform and build a connection with your brand on screens large and small. [Nearly half of U.S. households can no longer be reached via traditional pay TV advertising \(includes cable and satellite services\).](#)

Where Ads Play:

- Premium TV-Like Full Episode Player Placements
- Viewable and Non-Skippable Inventory
- Fraud-free and brand safe environments

Ads are :15 or :30. To direct your ads to the right users, we can leverage targeting to include geography, demographics, behavioral, and your 1st party data.

Ad-Supported Viewers	Monthly OTT Viewers	Weekly Linear TV Viewers
Age 18-49	60%	46%
Age 25-54	55%	45%
Median HH Income	\$85K	\$84K
Employed	63%	57%
Children in Household	38%	32%
3+ Person Household	55%	49%

Digital TV viewership has continually grown more popular with different age groups and demographics and will continue to do so

DIGITAL TV: WHY US?

Focus: Data-Driven Audience Alignment Across Industry-Leading Data Providers (DMPs)

Benefits to Advertisers:

- **Inventory:** We have full, direct access to inventory (not unpredictable, remnant inventory, as with programmatic).
- **Viewer Experience:** Ads render faster and cleaner
- **Fraud:** Our direct-to-publisher relationships keep ads [fraud-free](#) and brand-safe (ads are never placed beside inappropriate content)
- **Competitive Separation:** Our ads don't serve back-to-back and don't serve directly before/after an ad in the same vertical (e.g., if we're running a Ford ad, we won't show it before or after a Chevy ad).
- **Fixed CPM:** With programmatic, the CPM varies based on targeting and more. We use a fixed CPM, so you always know what you're paying for.
- **Granular Reporting:** Added detail makes it's easy to refine CTV strategy.
- **Scalable Audience:** 84% of U.S. households are using CTV. 22 million Americans have never had pay TV.

Our Reporting

Media
DISCOVERY CHANNEL
FOX SPORTS
A&E
HGTV
HISTORY CHANNEL
FOX
CNN

vs.

Programmatic Reporting

Media
tv.pluto.other
roku.fuboTV
tubiTV.amazon
com.hgtviphone
b01j62q632 (unclear)
xbox.foxnow
com.cnn.mobile.android.phone (messy)

DISPLAY YOUR ADS AT THE RIGHT PLACE, AT THE RIGHT TIME

Digital Out-of-Home is advertising that your audience experiences outside of the home. **Ads can be placed strategically to influence buying decisions when your audience is most likely to make a purchase.**

Ad placement includes digital billboards, outdoor signage, and a network of screens in high visibility and high traveled outdoor locations.



Large Format

Large format media varies from billboards to bus shelters. They're best viewed by pedestrians and street-level traffic.



Place-Based

Contextually relevant environments such as malls, gyms, office buildings, gas stations, restaurants, taxis and more. This format provides a unique opportunity to engage with consumers in a natural setting.



Point-of-Purchase (POP)

A subcategory of place-based inventory, POP signage exists in shopping destinations, giving marketers the opportunity to reach consumers and influence purchasing decisions while they're in-store.

DIGITAL OUT-OF-HOME ADS: BENEFITS AND INVENTORY

Digital Out-of-Home (DOOH) Ads have the benefits of programmatic advertising, but **without needing 1st- or 3rd-party data.**

You control where your ads appear:
We can place your ads near points-of-purchase to maximize the likelihood of a conversion.

Several creative formats are available. We choose the format that's a best fit for the ad placement (such as games, competitions, or general messaging).

Traditional static out-of-home	Digital out-of-home
• One static creative • Longer-term commitments • Slower activations • Lacks consumer interaction • No ability to measure and report on success	• Real-time messaging • Quick activations • Flexibility to switch creatives • Ability to measure and report on ad success • Purchase multiple slots within a single loop

Placement examples include:

- Airports
- Billboards
- Gas Stations
- Hotels
- Movie Theaters
- Office Buildings
- Taxis and Rideshares
- Train Stations

BUILD LARGE-SCALE, TARGETED AWARENESS LOCALLY

Targeted Email builds large-scale awareness of Spirit Mountain among exactly the right groups.

All users are double-opted in. We use best practices to design and optimize subject lines, content, and send time. We can resend to email openers.

Recommended Targeting:

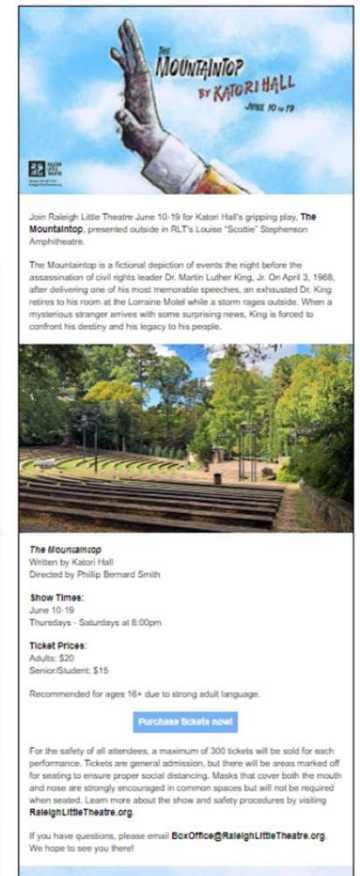
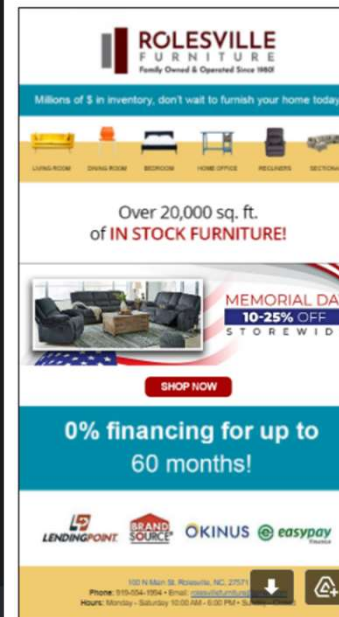
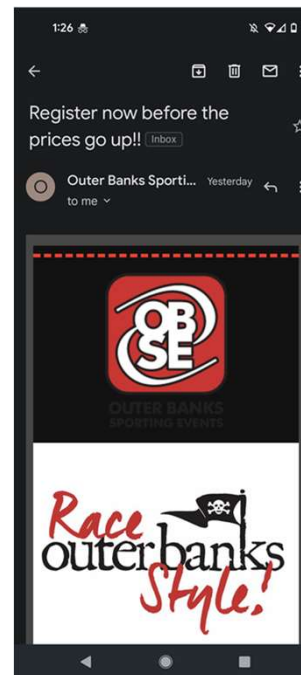
Live within 75 miles of 97347...

...and are 25+...

...and household income is \$40,000+...

...and is interested in casinos/gambling

Available Emails: 41,000



BUILD REACH & FREQUENCY BY LEVERAGING HASHED EMAIL DATA

Hashed email data are email records purchased from the targeted email campaign. These records contain consumer data on the online behavior of those users while maintaining their email privacy.

After purchase, data from your targeted email campaign can be used in ads on LinkedIn, Facebook, and programmatic (display, video, audio, native, digital out of home).

The result: You **reach the same and similar users across multiple channels**, nurturing the funnel to bring them closer to conversion.

Demographics, names, and postal addresses from users in the email list are also available for purchase.



Rates by Targeting & Ad Type

	Standard Display	High-Impact	Blend	MPAN Video	MPAN Native	Geo Targeting	Context Targeting	User Targeting
Base Targeting	\$10	\$14	\$12	\$24	\$10	- Country - State - DMA	- Run of Network - Run of Site	- N/A
Bronze Targeting	\$12	\$16	\$14	\$26 Geo & Limited Section Only	\$12	- Country - State - DMA - County - City - Zip Code	- Run of Network - Run of Site - Section Targeting	- N/A - Basic Demographic 1P Audience
Silver Targeting	\$14	\$18	\$16	Coming Soon	\$14	- Country - State - DMA - County - City - Zip Code	- Run of Network - Run of Site - Section Targeting - Contextual Targeting	- N/A - Basic Demographic - 1P Audience Catalog - 3P Audience Segments
Gold Targeting	\$16	\$20	\$18	Coming Soon	\$16	- Country - State - DMA - County - City - Zip Code	- Run of Network - Run of Site - Section Targeting - Contextual Targeting - Viewability Targeting	- N/A - Basic Demographic - 1P Audience Catalog - 3P Audience Segments - Custom 1P Segment Creation

Daily Digital Sponsorships

	Daily Uniques	Base Rate	4+ / 13wks	8+ / 13wks	13+ / 13wks	Sat/Sun Combo*
News Impact	290,482	\$7,500	\$6,000	\$5,250	\$4,500	N/A
Sports Impact	28,176	\$2,500	\$2,000	\$1,750	\$1,500	N/A
Impact Plus	355,028	\$13,000	\$10,400	\$9,100	\$7,800	N/A
Homepage Takeover + Video	46,999	\$5,400	\$4,320	\$3,780	\$3,240	\$5,400
Homepage Takeover	46,999	\$4,900	\$3,920	\$3,430	\$2,940	\$4,900

Takeover = 100% SOV for the entire day.

Impact = Top priority placement for first 25 impressions per user.

* Sat/Sun Combo is available only on Homepage.

Sat/Sun Combo is not eligible for other discounts but can count towards frequency commitment as 1 (one) Takeover.

Daily Printed Publications

Miami Herald	52,763 circ.
Full Page (9.94" x 20.5")	\$12,040
Half Page (H: 9.94" x 10.18" / V: 4.9" x 20.5")	\$7,600
Quarter Page (H: 9.94" x 5" / V: 4.9" x 10.18")	\$4,000

[AAM Circulation Reports](#) updated every 6mo.

Daily Newsletters

Newsletter Name	Subscribers	Rate
Afternoon Brief	78,724	\$750
Morning Newsletter	118,775	\$1,000
Breaking Newsletter (Multiple Sends Per Day)	77,335	\$1,750

Daily Digital Sponsorships
Impact = Top priority placement for first 25 impressions per user.

	Daily Uniques	Base Rate	4+ / 13wks	8+ / 13wks	13+ / 13wks	Sat/Sun Combo*
News Impact	290,482	\$7,500	\$6,000	\$5,250	\$4,500	N/A
Sports Impact	28,176	\$2,500	\$2,000	\$1,750	\$1,500	N/A
Impact Plus	355,028	\$13,000	\$10,400	\$9,100	\$7,800	N/A

100% SOV Takeover Options. Takeover = 100% SOV for the entire day.

	Daily Uniques	Base Rate	4+ / 13wks	8+ / 13wks	13+ / 13wks	Sat/Sun Combo*
News Takeover	290,482	\$11,000	\$8,800	\$7,700	\$6,600	N/A
Sports Takeover	28,176	\$4,100	\$3,280	\$2,870	\$2,460	N/A
Edition Rail + Newsletter	4,145	\$2,000	\$1,600	\$1,400	\$1,200	N/A
Edition All Positions	4,145	\$2,500	\$2,000	\$1,750	\$1,500	N/A
Homepage Takeover	46,999	\$4,900	\$3,920	\$3,430	\$2,940	\$4,900

* Sat/Sun Combo is available only on Homepage. Sat/Sun Combo is not eligible for other discounts but can count towards frequency commitment as 1 (one) Takeover.

Core [Newsletters](#)

Newsletter Name	Subscribers	Rate
Afternoon Brief	78,724	\$750
Morning Newsletter	118,775	\$1,000
Breaking Newsletter (Multiple Sends Per Day)	77,335	\$1,750

*Every market has a morning/afternoon/breaking sold on a daily basis
*Tier 1&2 markets will be sold separately; Tier 3 will be combined into “core combo” (you get 3 in 1)
* DISCLAIMER: See speaker notes for total subscriber # discrepancy from previous reporting platform.

Niche [Newsletters](#) - Weekly

Newsletter Name	Subscribers	Rate
Dolphins in Depth	8,291	\$500/wk
Today in Sports	7,974	\$500/wk
Heat Check	4,709	\$500/wk

Niche Newsletter Key:	Buckets have been assigned based on avg Weekly Impressions, Sends per 30 days, and Subscribership.
Group A - \$1,000/wk	
Group B - \$500/wk	When booking in Adpoint , please use “ Group [insert A,B, C or D] Product ” depending on the niche newsletter you are ordering.
Group C - \$1,000/mo	
Group D - \$500/mo	

AMPLITUDE DASHBOARDS:

- [Newsletter Dashboard](#) - Data on 1 individual newsletter.
- [Newsletter Dashboard by Market](#) - Data on all newsletters for a market.

Niche [Newsletters](#) - Monthly

Newsletter Name	Subscribers	Rate
Hurricanes Digest	2,149	\$500/mo
What's Up Weekly	9,724	\$500/mo
The Scorecard: Your National Sports	2,716	\$500/mo
Obituaries Newsletter	1,999	\$500/mo
The Miami Debate	3,174	\$500/mo
The 44 Percent	3,033	\$500/mo
Monday Bites	2,822	\$500/mo
Real Estate (RE Source)	5,179	\$500/mo
South Florida Report Card	3,234	\$500/mo
Stemming The Tide	1,910	\$500/mo
Weekly Rewind	2,135	\$500/mo
Consumer Safety	1,363	\$500/mo
Right To The Point	935	\$500/mo
Savvy Fare: A Recipes Newsletter	614	\$500/mo
Screen Wise	467	\$500/mo



Measuring Campaign Performance Through

TRACKING AND REPORTING

MONTHLY REPORTS AND REAL-TIME DASHBOARD

Monthly reports are prepared by a dedicated analyst and delivered by your CSS. Reports include results by tactic, performance in KPIs, trend analysis, and next steps. A real-time dashboard shows you how each tactic is directly affecting performance.

Conversions campaign level



Phone Calls



Form Submits



Website Traffic



Unique Website Visitors

Goals

tactical performance



SEM/PPC - Awareness



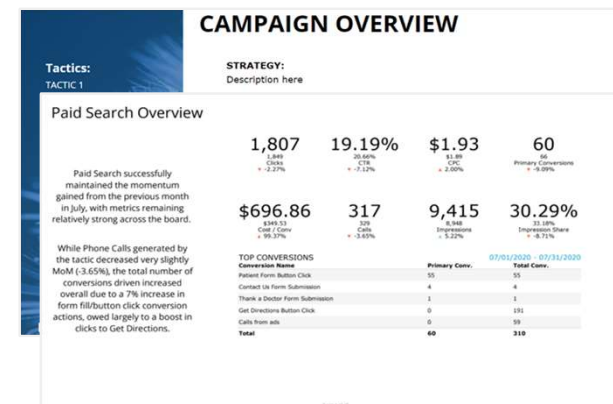
Prog. Display - Awareness



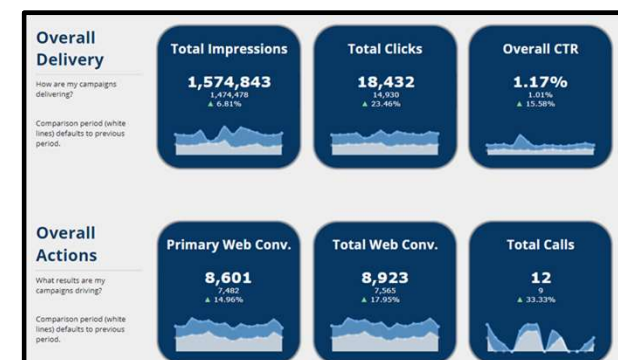
Targeted Email - CTR, Open Rate, Clicks



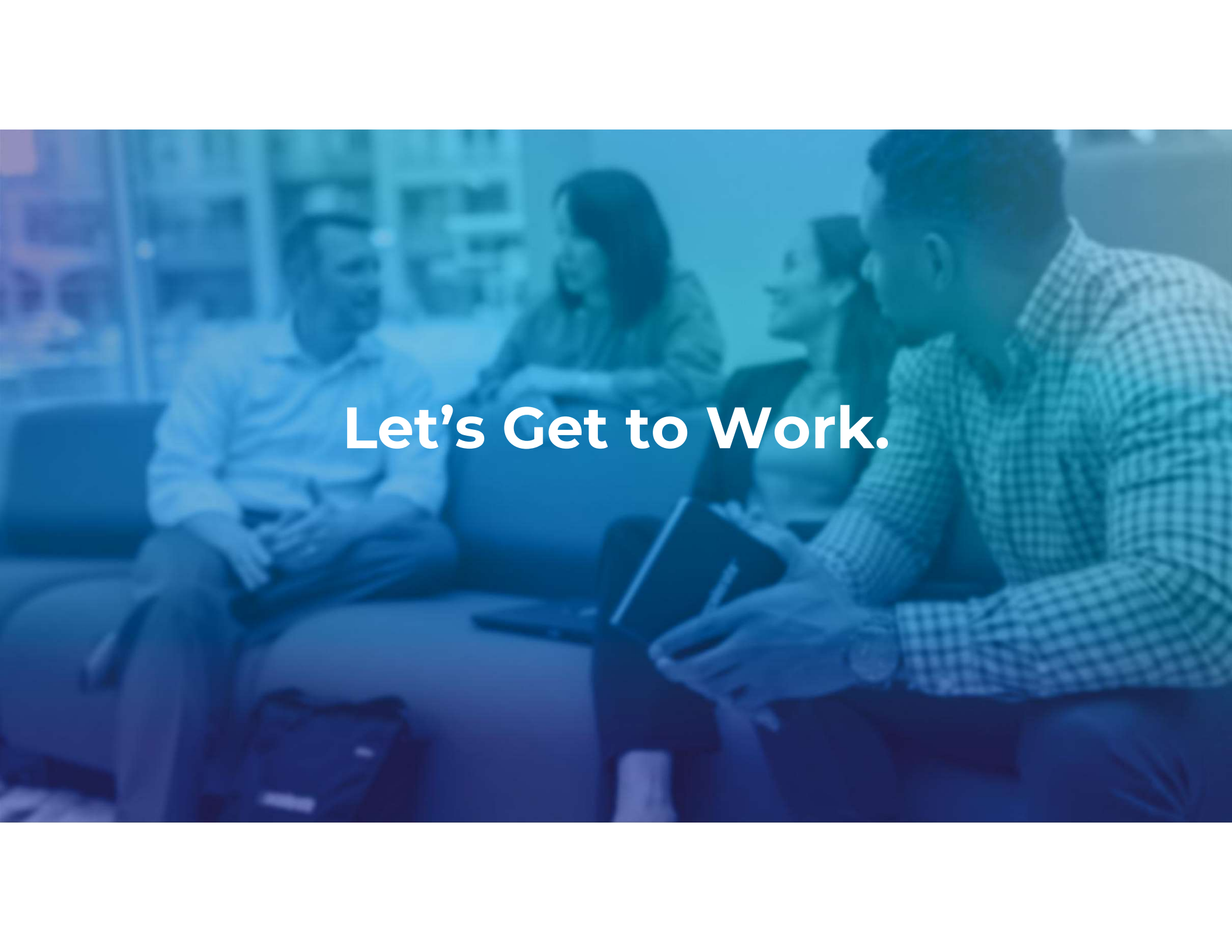
Social Media Ads - CTR, Impressions



Monthly report example



Real-time dashboard example

A photograph of four people in a meeting, overlaid with a blue tint. The people are sitting around a table, looking at a laptop. The text "Let's Get to Work." is centered over the image.

Let's Get to Work.