



DIGITAL MEDIA KIT

2021

Orlando Sentinel
MEDIA GROUP

DEDICATED TO YOUR **SUCCESS**

As your media partner, we are dedicated to your success in reaching your goals and delivering your KPIs. We have the resources, expertise and the scale to reach your desired audiences – anyone, anytime, anywhere.

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GETTING TO KNOW US

Orlando Sentinel Media Group is a cutting-edge, multimedia company with the technology and data to precisely target your message to any audience.

Our digital experts are dedicated to providing unique solutions designed to generate traffic and build your brand.

We are your local, trusted media partner, with a history of success in serving businesses big and small. We'll help you market your business in a digital world.

The background image shows a person's hands holding a white coffee cup in the upper left and a tablet in the lower right. The tablet screen displays a bar chart with three blue bars of increasing height, a grey line graph, and a 'GO' button. Below the button is the text 'click here for more information'.

ORLANDOSENTINEL.COM

FACTS AND FIGURES

GO

click here for more information



ORLANDOSENTINEL.COM

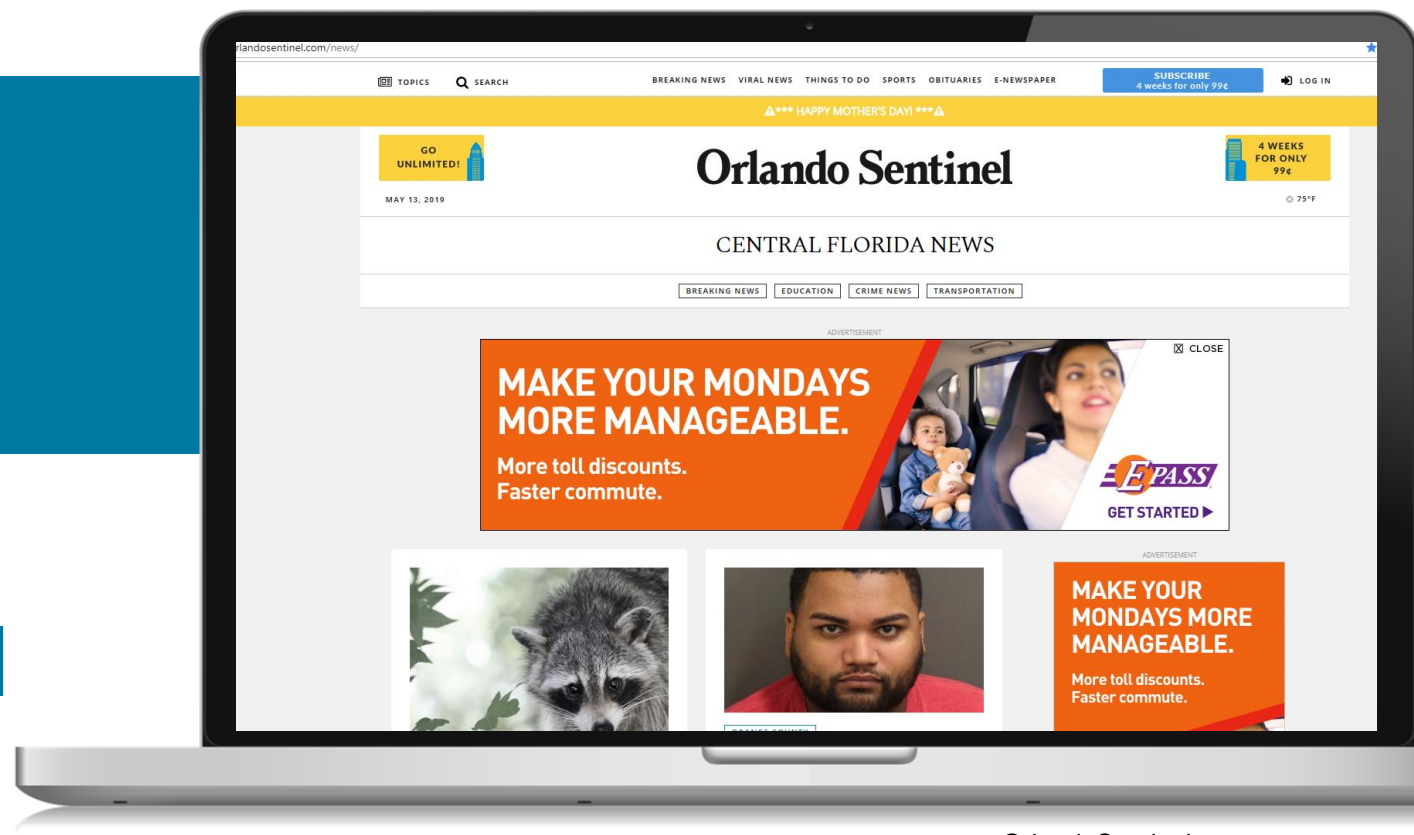
NO. 1 LOCAL NEWS SITE IN ORLANDO
110% MORE PV'S THAN CLOSEST COMPETITOR

Use our popular content to elevate your message and reach your active audience 24 hours a day.

OrlandoSentinel.com is a trusted brand in Orlando – with a quality audience, award-winning journalism and unique, custom digital and content solutions to **drive results for your business.**

ORLANDOSENTINEL.COM TRAFFIC

AVG. MONTHLY	TOTAL	FLORIDA	ORLANDO DMA
Page Views	14.9M	8.6M	5.9M
Unique Visitors	5.8M	2.6M	1.4M

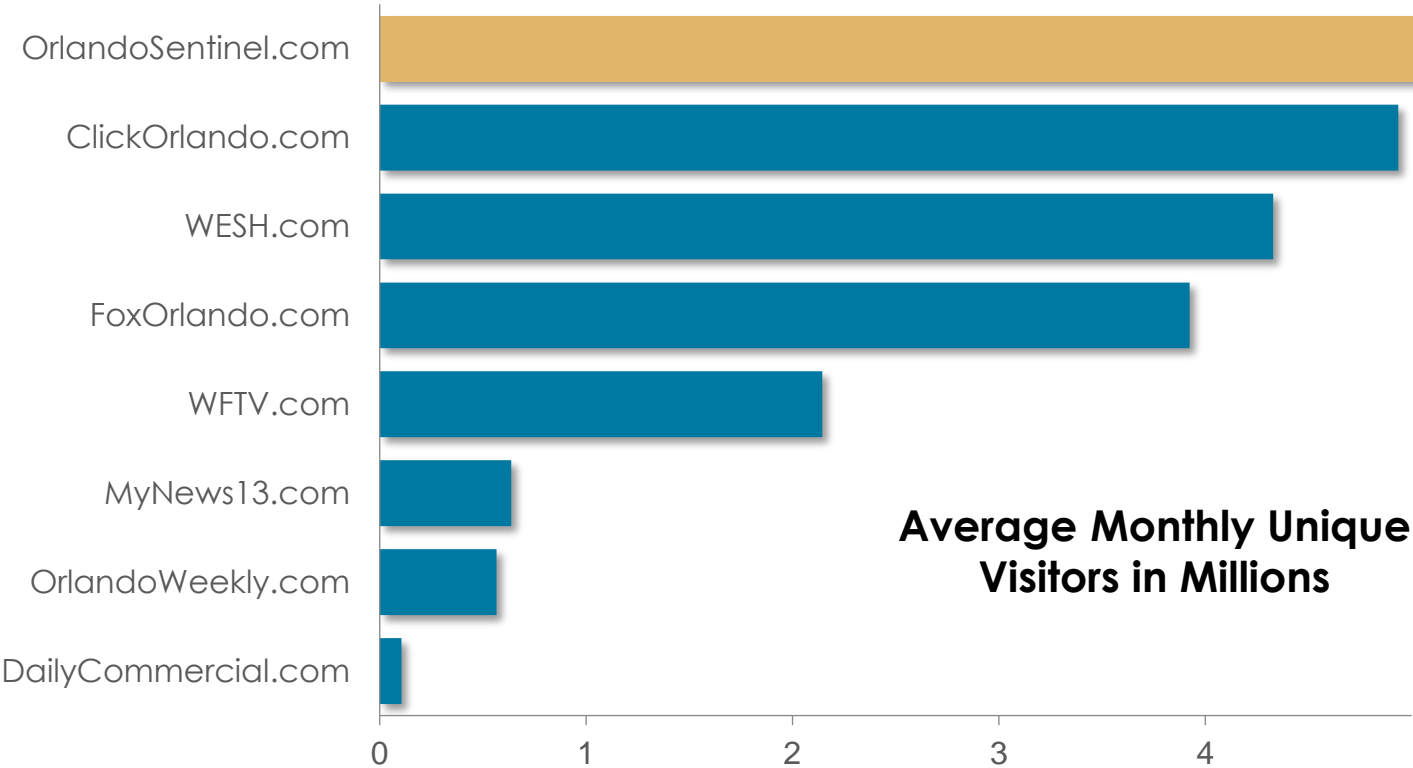


OrlandoSentinel.com

WEBSITE TRAFFIC

COMPETITIVE RANKING BASED ON UNIQUE VISITORS/VIEWERS

(comScore data)



RANKED #1

OrlandoSentinel.com consistently ranks as the **top local media website** in the Central Florida area.

UNIQUE VISITORS TO
ORLANDOSENTINEL.COM

+16% YOY

MAXIMIZE OUR AUDIENCE REACH

LOCALS

INSIDE

FROM **WITHIN** FLORIDA

Top DMAs to OrlandoSentinel.com

- 1) Orlando/Daytona /Melbourne
- 2) Miami/Ft. Lauderdale
- 3) Tampa/St. Petersburg
- 4) West Palm Beach/Ft. Pierce
- 5) Jacksonville/Brunswick
- 6) Ft. Myers-Naples

Central Florida is a unique market.
In any given week, there are **4.5 million residents** mingling with nearly **1.4 million visitors**

39%

OUT-OF-STATE

61%

FLORIDA

42%

ORLANDO DMA

We can help you reach not only the local audience, but the out-of-market tourists too

& TOURISTS

OUTSIDE

FROM **OUTSIDE** FLORIDA

Top DMAs to OrlandoSentinel.com

- 1) New York
- 2) Chicago
- 3) Atlanta
- 4) Washington D.C.
- 5) Los Angeles
- 6) Dallas

LOCAL VISITORS

ORLANDOSENTINEL.COM **DEMOGRAPHICS**

\$80,100

avg. household income
(+\$6,900 to DMA)

71%

employed
(vs. 54% in DMA)

45%

college graduates
(vs. 27% in DMA)

40

median age
(-11 years to DMA)

54%

white collar
occupations
(vs. 37% in DMA)

40%

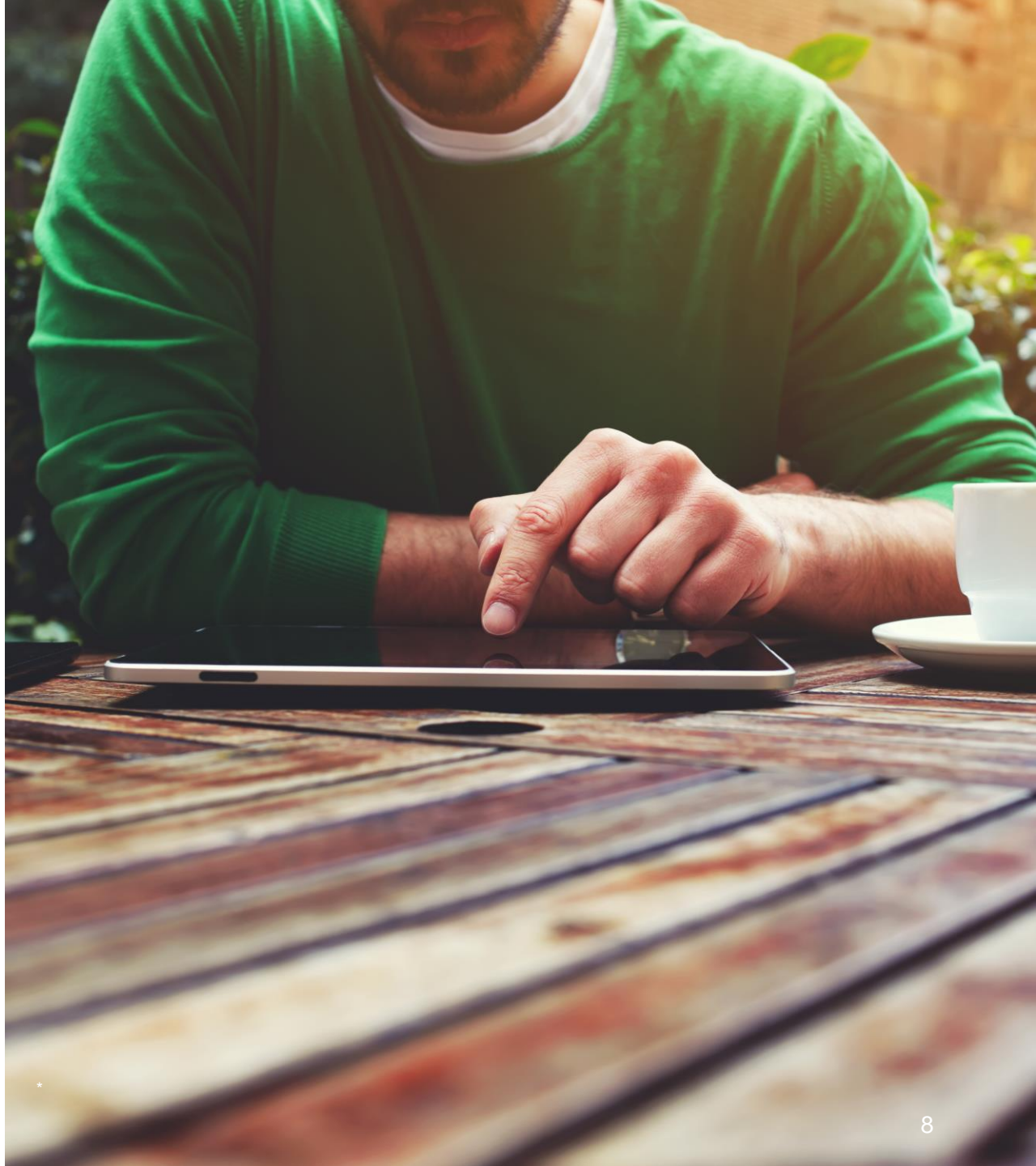
have children
in household
(vs. 31% in DMA)

91%

shopped for items on
the Internet past 6 mos.
(vs. 76% in DMA)

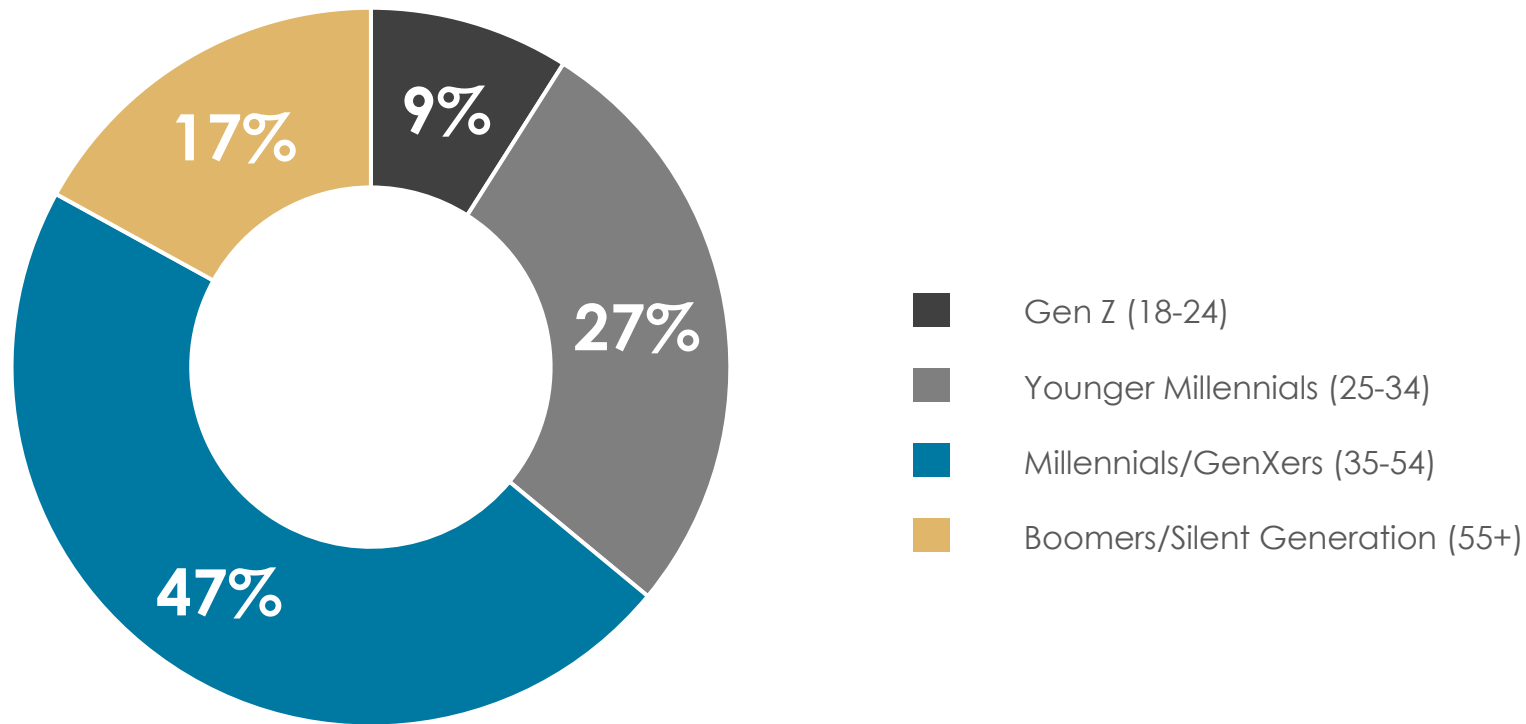
\$1,100

avg. amount spent on
Internet purchases*
(+\$135 to DMA)



AGE BREAKOUT

ORLANDOSENTINEL.COM LOCAL READER COMPOSITION

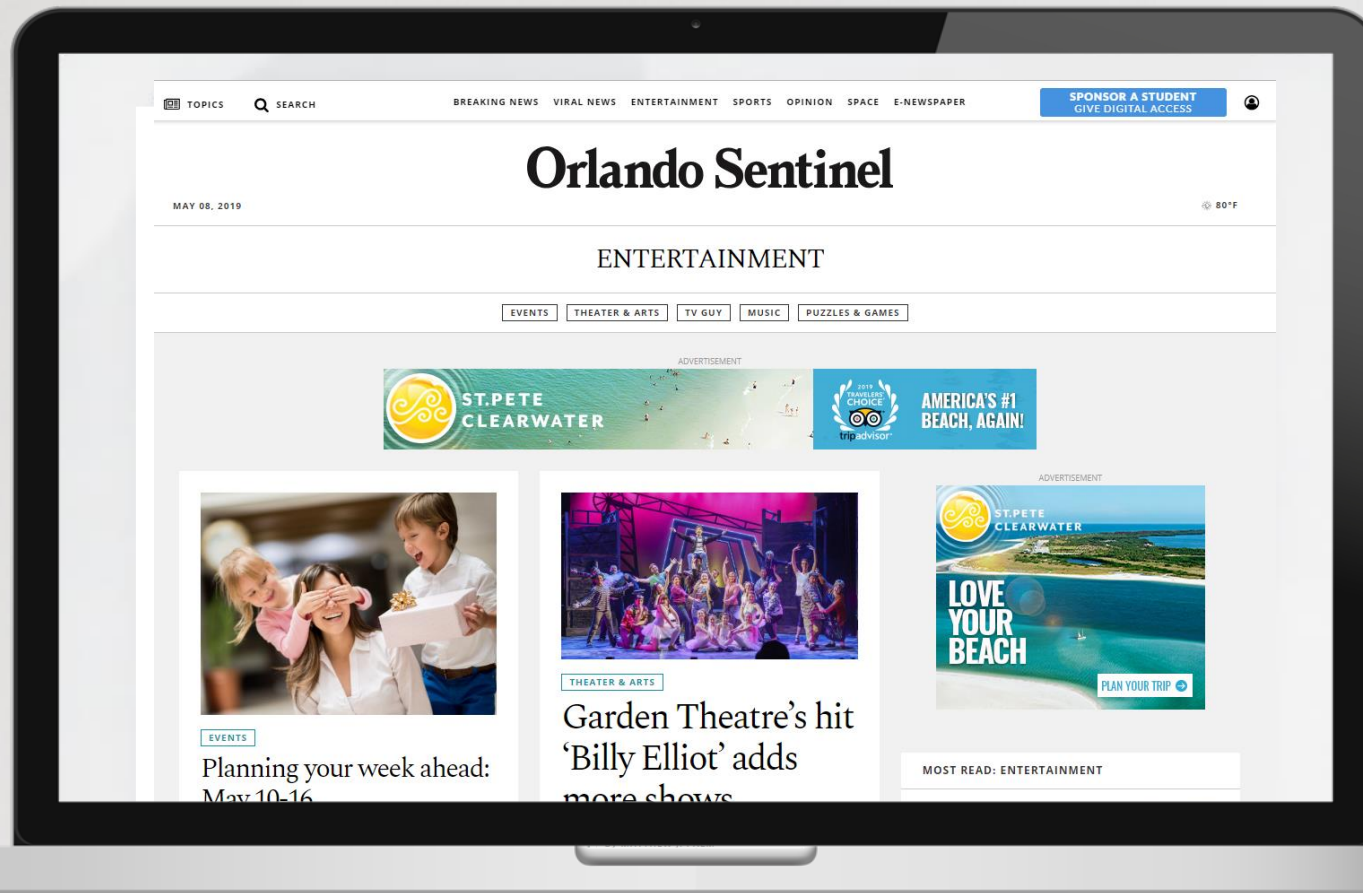


GEN Z &
MILLENNIALS

ADULTS 18-34 MAKE UP

36%

OF ORLANDOSENTINEL.COM'S
LOCAL VISITORS



TOP CHANNELS

ORLANDOSENTINEL.COM CHANNEL TRAFFIC

Avg. Monthly	News	Coronavirus	Home Page	Sports	Business	Features	Entertainment
Page Views	3.1M	2.1M	1.7M	772,500	647,800	630,200	563,400
Unique Visitors	1.5M	1.0M	211,100	358,900	337,800	90,500	197,200

E-EDITION

REACH SOME OF OUR MOST LOYAL
& ENGAGED READERS

Orlando Sentinel E-Edition

PV TRAFFIC INCREASED **32%** YOY

LOYAL

15.4M 99K

Monthly
Page Views

Monthly
Unique Visitors

LOCAL

83% of Page Views Are
From The **Orlando DMA**, and
91% Are From **Florida**

ENGAGED

16 74%

Minutes
Spent

Of Views On
Tablet/Desktop



REACH YOUR IDEAL TARGETS

With Advanced Data Target Metrics

LEVERAGE EXISTING DATA

Using millions of first-, second- and third-party behavioral and demographic metrics, we can determine key placements and effective channels on our sites to message to your core audience segments.



ACQUIRE ADDITIONAL DATA

By leveraging display placements on our websites, including high-impact premium positions, we'll collect a viable pool of consumers who were exposed to and acted on your ads (including video) and match those users against our third-party behavioral and demographic metrics to develop a more robust picture of your audience.

ADVANCED TARGETING & CONTENT EXCLUSIONS
CONTROL WHERE AND WHO SEES YOUR AD



HIGH IMPACT

STAND OUT & BE SEEN



TAKEOVER

OWN THE ENTIRE PAGE ON HOME
PAGE OR TOP SECTION FRONTS

RESKIN

Captivate your audience with a full screen reskin that includes clickable space surrounding the page.

BILLBOARD 970X 250/728x90/ 320x50 responsive sizes.

This unique ad automatically displays as open, dominating the reader's attention while displaying your message. This eye-catching ad can be collapsed by the user.

CUBE OR HALF PAGE 300x250 or 300x600

RESPONSIVE AD

This responsive ad unit dynamically adjusts its size to be correctly formatted on the user's screen. The actual size of the ad optimizes depending on the device.

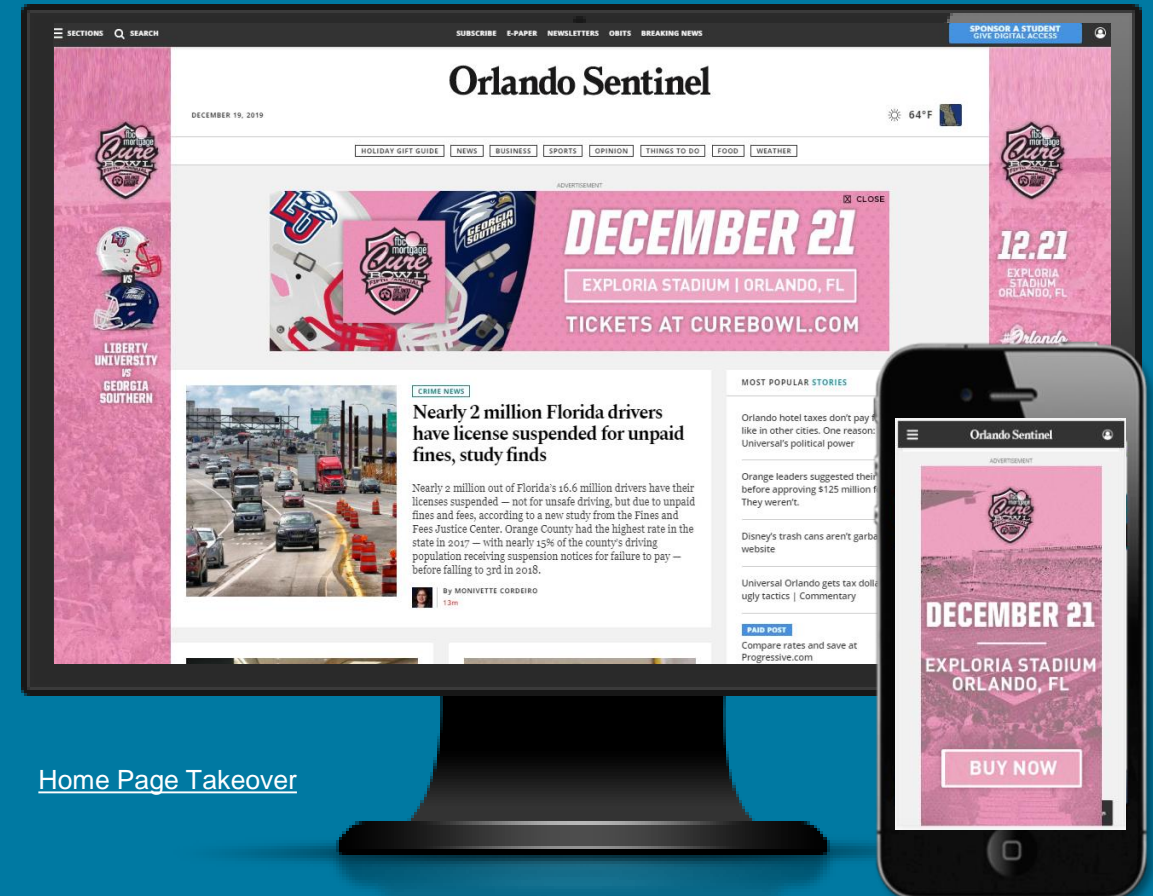
MOBILE AD UNITS

Mobile ad units include many opportunities to engage –with a Responsive Ad, Mobile Banner and a Cube.

HOME PAGE
AVG. DAILY TRAFFIC

57,700
PAGE VIEWS/DAY

18,100
UNIQUE VISITORS/DAY



Home Page Takeover

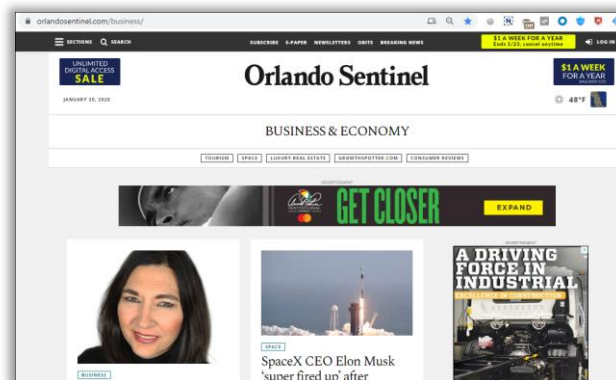
BILLBOARD RICH MEDIA

ACHIEVE HIGH VISIBILITY ON HOME PAGE OR SECTION FRONTS

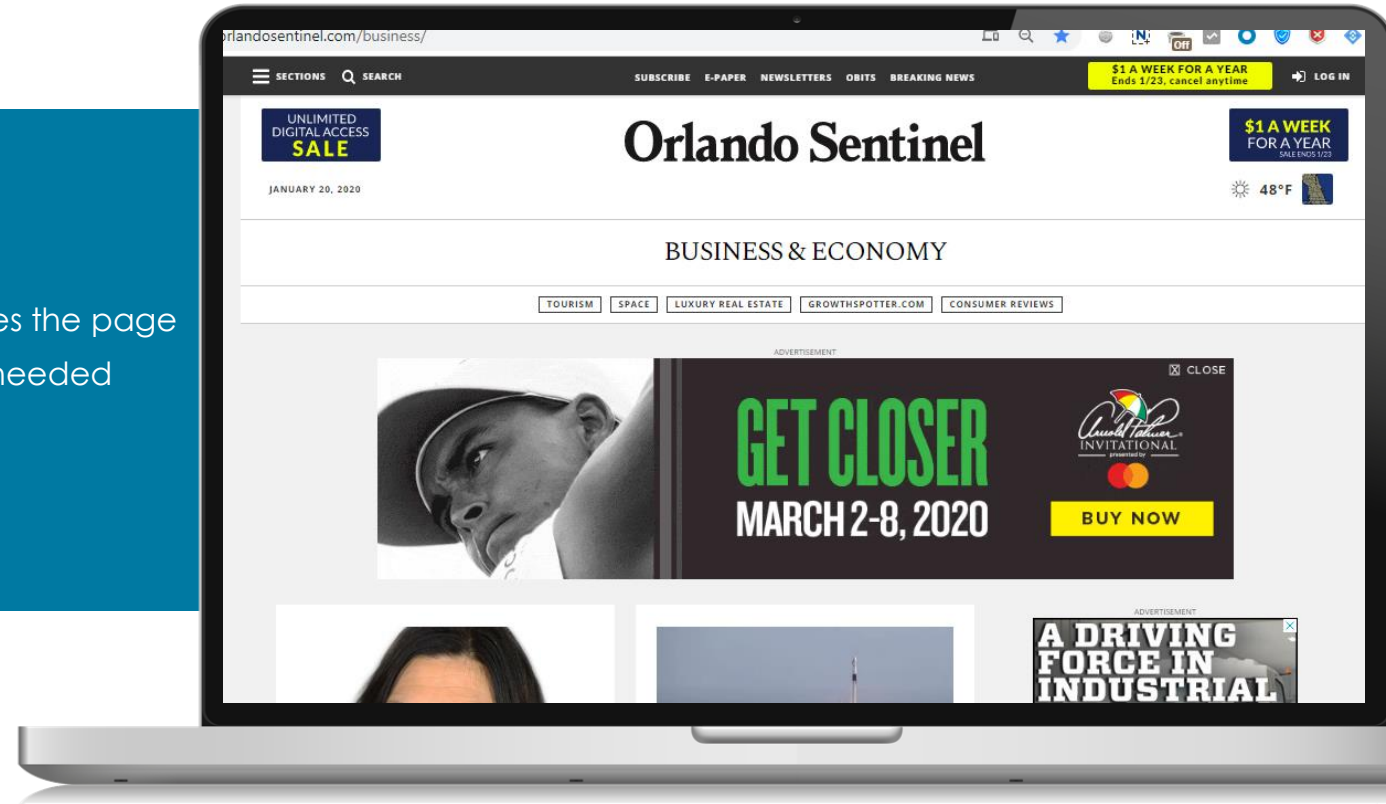
Billboard Rich Media

AD FEATURES

- Oversized ad unit
- Automatically displayed as “open” each time the reader refreshes the page
- The reader can manually collapse and expand the message as needed
- Can include video or other rich media
- Open ad size: 970x250
- Collapsed ad size: 970x90



collapsed



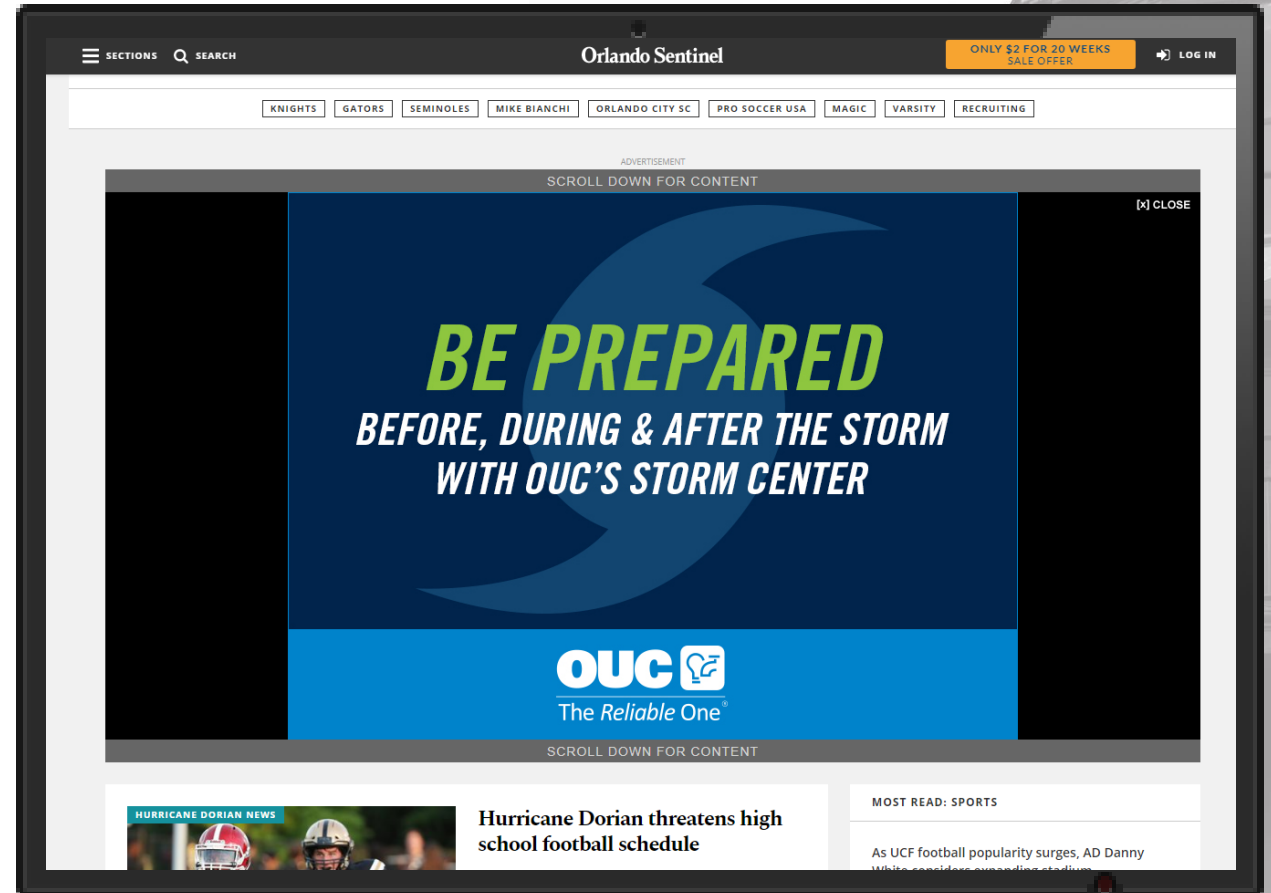
open

LIGHTHOUSE RICH MEDIA

Just as a lighthouse shines as a beacon, our rich media ad unit is designed to guide consumers to your doorstep. With prominent positioning, the lighthouse ad is the first thing a consumer sees on the page.

AD FEATURES

- Appears below masthead and navigation bar, on story level only
- Responsive design allows the creative to scale proportionally to fit any device
- Can be targeted to desired audience
- Doesn't disrupt the user experience; simply scroll past the lighthouse to get to the story
- Ad size: 800 x 600
- Optional: 320 x 270 for mobile
- In-unit video available



Lighthouse Rich Media

VIDEO MARKETING

ENGAGE & CONNECT



PRE-ROLL VIDEO

Plays before video content on OrlandoSentinel.com to our audience of upscale readers.

IN-UNIT VIDEO

Video can be embedded in many standard ad units making them more visible and interactive.

OUTSTREAM VIDEO

Places video ads within the heart of editorial content on OrlandoSentinel.com.

VIDEO SCROLLER

Highly impactful, this video is 100% SOV and is a full screen takeover with your video embedded and showcased.

VIDEO LIGHTHOUSE

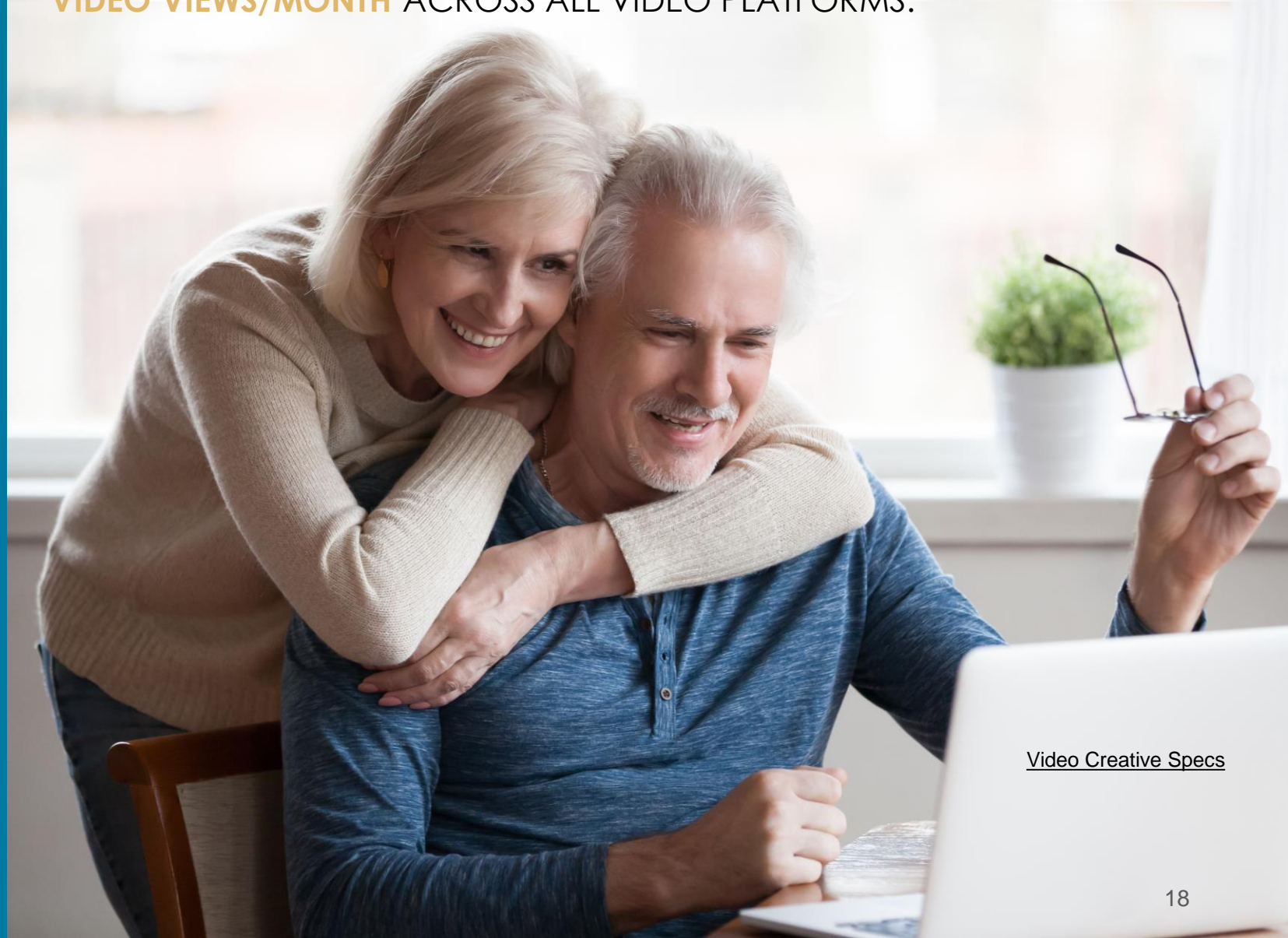
Run this over-sized ad unit with your video. It displays story-level and has prominent positioning.

EDITORIAL VIDEO SPONSORSHIPS

Let us create a custom video sponsorship around a Live Stream Event or Video Series.

A LEADER IN VIDEO

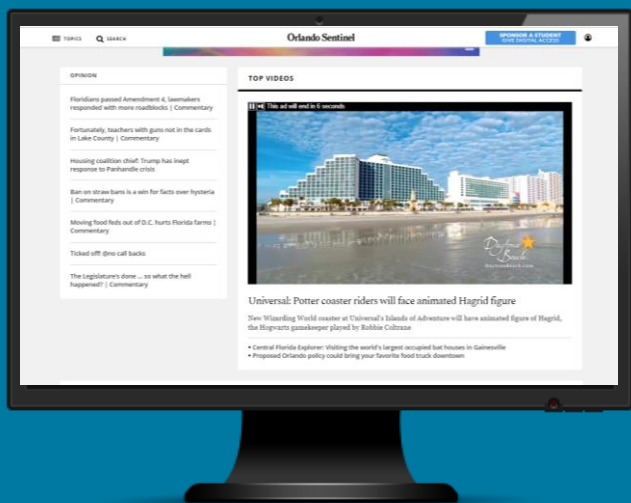
IN 2020, ORLANDOSENTINEL.COM AVERAGED **OVER 1 MILLION VIDEO VIEWS/MONTH** ACROSS ALL VIDEO PLATFORMS.



Video Creative Specs

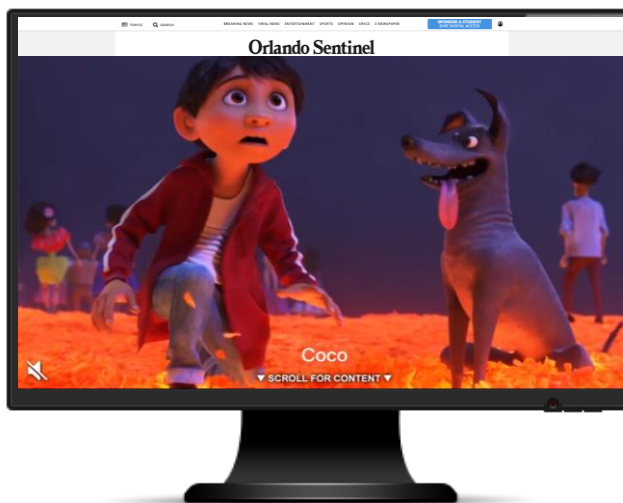
VIDEO RICH MEDIA

PRE-ROLL RUN OF SITE



Your video appears before our award-winning video content. Pre-roll runs across all channels and is viewable on all devices.

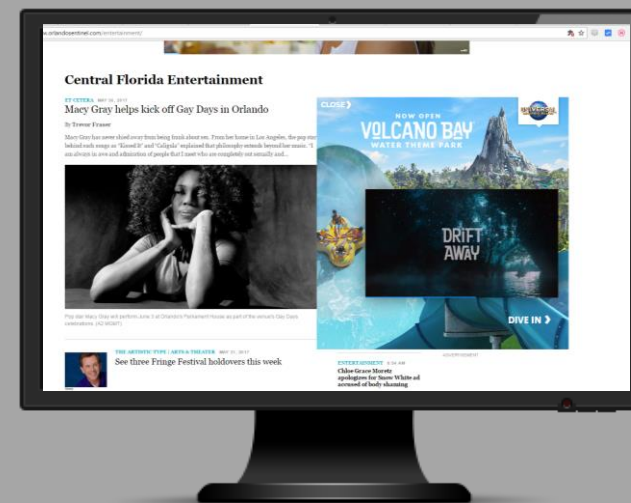
VIDEO SCROLLER HOMEPAGE & SECTION FRONTS



Video Scroller – 1st Page Load Video Scroller – 2nd Page Load

Your video takes over the home page or channel front, pushing the content down and giving you a large canvas for creative.

IN-UNIT VIDEO TARGET BY GEO, AUDIENCE & CHANNEL



In-Unit Video

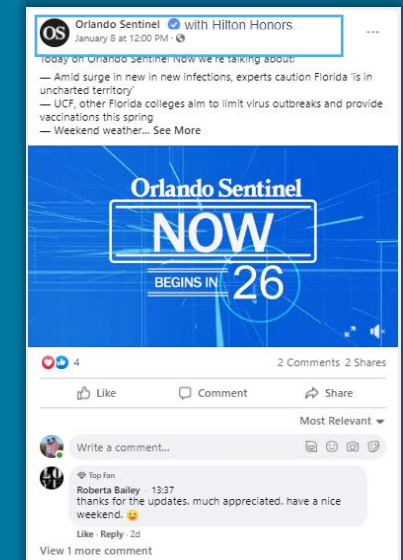
Your ad unit expands and plays your video within the ad unit. Can be targeted to your desired audience.

ORLANDO SENTINEL NOW

MIDDAY NEWS SHOW

Orlando Sentinel Now is a live midday news show on **OrlandoSentinel.com** and on **Orlando Sentinel's Facebook feed** airing Monday-Friday at noon. Featuring the top news and quirky stories of the day, sponsors have the opportunity for fixed logo placement as well as a :15 or :30 second video airing right after the show and in replays that ranged between **1,000 – 10,000 views per show in 2020**. Build awareness with this engaging sponsorship.

January 8th Edition



PRE-SHOW

- "Presented by (sponsor name)" in site-wide banner on OrlandoSentinel.com to encourage viewers to tune-in
- Fixed logo placement on 60-second countdown to show

DURING SHOW

- Sponsor name in intro voiceover
- Fixed logo placement on bottom of screen
- 100% fixed ads on page surrounding viewing screen

POST-SHOW

- Your business tagged in a paid Facebook post, driving people to view recorded show
- Your video after the live show
- 100% fixed pre-roll to (3) post-show video segments

Includes All Above Promotion Plus A Custom Digital Campaign On OrlandoSentinel.com

TV VIEWING IS SHIFTING

80%

of U.S. households have a connected TV. There are 400 million connected TV devices in U.S. TV homes – up from 250 million four years ago. 64% have three or more devices.

Video on Across the Web

- Extend brand awareness to those who have decided to cut the cord
- Brand-safe, fraud-free environment
- Targeted, engaged audience 95%+ completion rates (non skippable)
- Verified inventory
- Placement in premium content across platforms
- User-initiated and selected content
- Video creative :15 or :30
- Full-service campaign reporting and metrics

53%

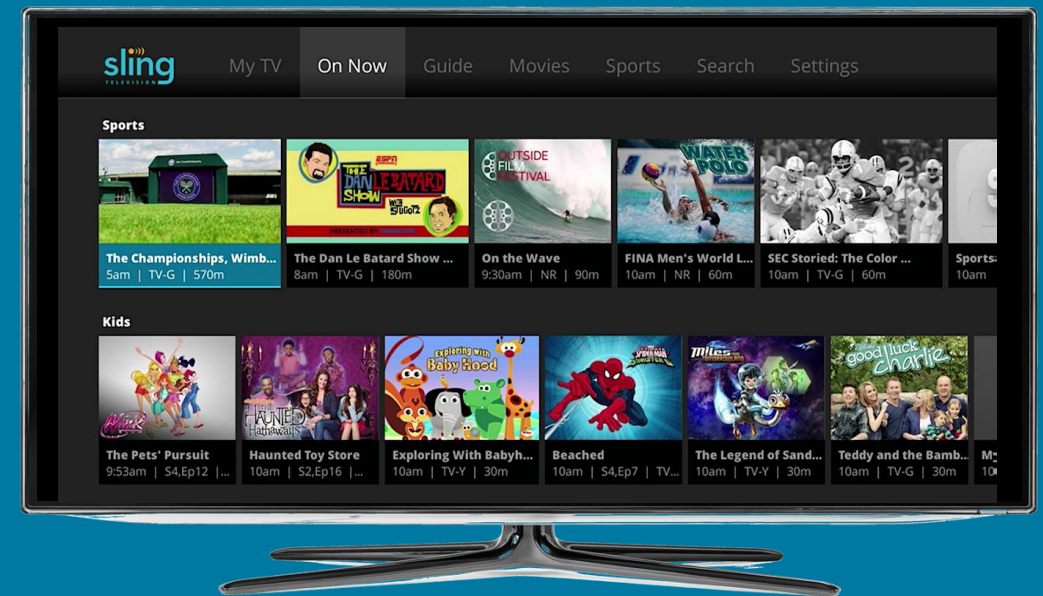
of local adults **do not subscribe to cable** – total increase of 23% since 2018.

81%

of local adults used a **video streaming service** (like Hulu, Netflix or Sling TV) in the past 30 days.

CONNECTED TV SOLUTION

Extend the reach of your TV ads and be seen as consumers watch their favorite shows. Connected TV offers **video advertising served before premium content on leading connected TV providers.**



- Consumers engage with Connected TV on TV, desktop, mobile, tablet, gaming consoles & other streaming devices such as Roku.
- Video begins playing automatically when the user chooses to watch a content video.
- We give you access to 150+ apps including Sling, Watch ESPN, CBS & Fox News. (Hulu can be purchased through a separate buy, but is not part of the Run of Network buy).



MOBILE MARKETING

RIGHT TIME, RIGHT PLACE, RIGHT AUDIENCE, RIGHT MESSAGE



WHY MOBILE



Smartphone
penetration for
adults 18-29 is

96%

- Pew Research Study, 2021

15%

of Americans rely
exclusively on
smartphones to access
the Internet

- Pew Research Study, 2021

85% of Central Florida
households own a smartphone,
making it is essential to include
mobile in your marketing strategy

- Scarborough Research 2021

The Orlando Sentinel is a leader in Central Florida mobile. Our mobile apps generate over

1.1 MILLION PAGE VIEWS
MONTHLY

IOS APP

Time Spent 2.50 Min.

1.0M
PAGE VIEWS/MO

21,100
UNIQUE VISITORS/MO

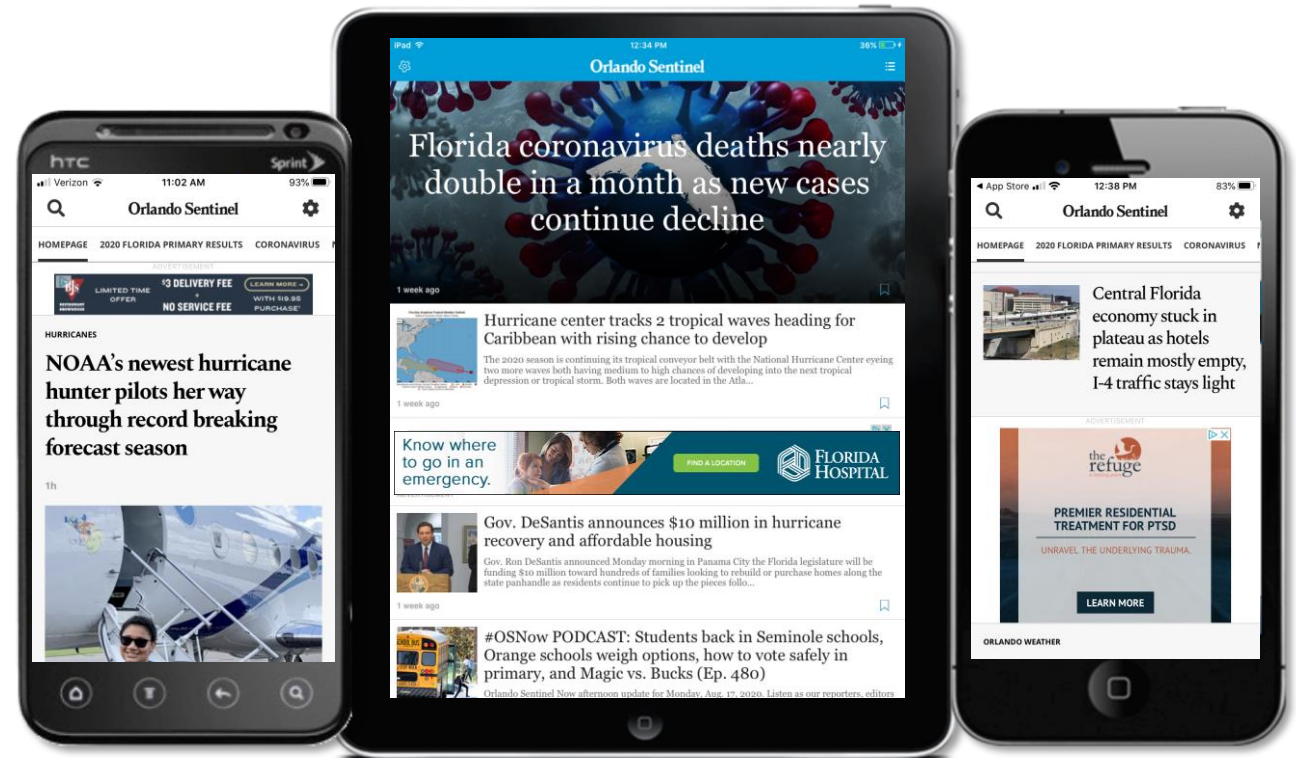
ANDROID APP

Time Spent 3.21 Min.

111,000
PAGE VIEWS/MO

3,100
UNIQUE VISITORS/MO

MOBILE APPS



Adults who use a mobile device to read a newspaper tend to be **younger & more affluent** than average.

MOBILE RICH MEDIA

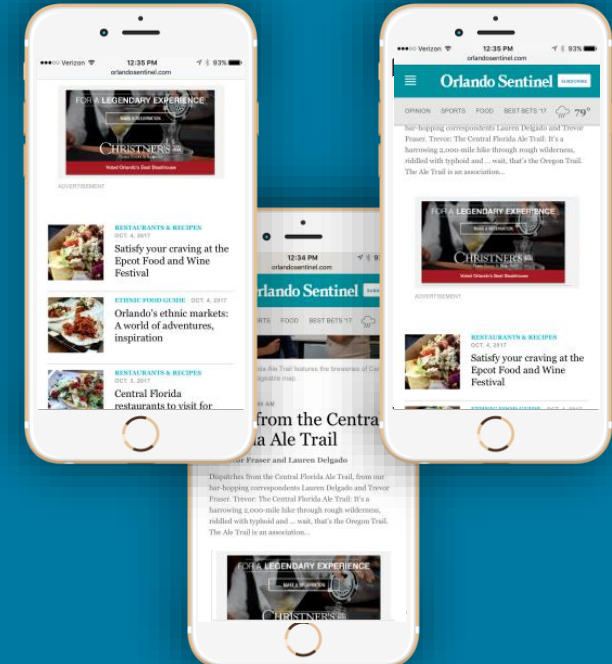
DESIGNED TO DELIGHT
INSTEAD OF DISRUPT



MOBILE PULL

- In-content placement
- Sequential messaging
- Awareness & storytelling

MORE THAN
TWO-THIRDS
OF OS.COM'S
PAGE VIEWS
COME FROM
MOBILE
PLATFORMS



MOBILE WINDOW

- More image is revealed as user swipes up
- Touch-controlled placement
- Attention grabbing

MOBILE CAROUSEL



Over

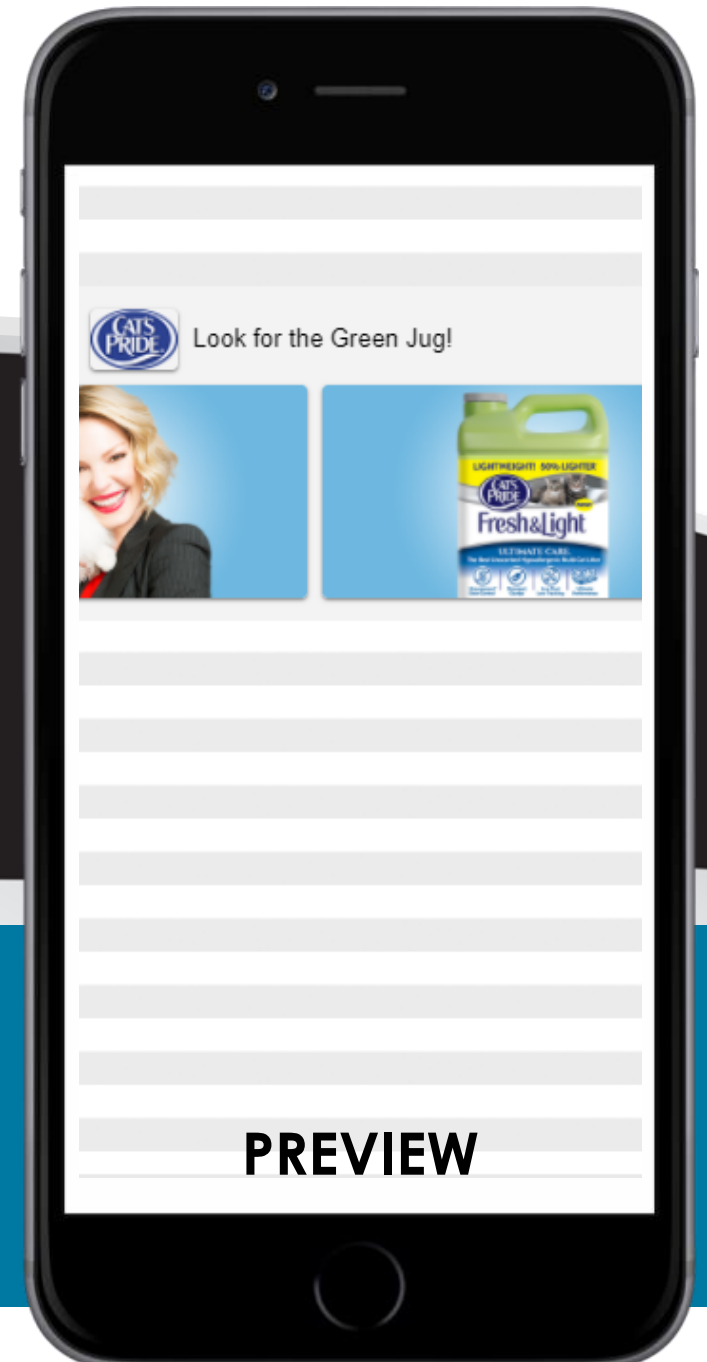
two-thirds

of OrlandoSentinel.com's
page views come from
MOBILE platforms

Carousel Mobile Rich Media

AD FEATURES

- Showcases various products or services
- Encourages browsing behavior
- Leverages swipe motion to drive engagement
- Each product can have its own destination URL



EMAIL MARKETING

REACH YOUR BEST PROSPECTS IN THEIR INBOX



E-NEWSLETTERS

Connect with a digital audience of engaged readers who have asked to receive updates on topics that interest them most. Daily and weekly newsletters are delivered directly to the in-boxes of OrlandoSentinel.com subscribers. Your message is served in the form of highly visible marquee ads – up to 5 per newsletter.

[OrlandoSentinel.com E-Newsletters](#)

DAILY E-NEWSLETTERS

THE MORNING REPORT

(Daily)

Subscribers: 37,700

Unique Open Rate: 16%

Ad Click Thru Rate: .12%

BREAKING NEWS ALERTS

(Daily)

Subscribers: 34,500

Unique Open Rate: 22%

Ad Click Thru Rate: .16%

SPORTS FINAL

(Daily)

Subscribers: 4,400

Unique Open Rate: 19%

Ad Click Thru Rate: .13%

THE HEALTH REPORT

(Daily)

Subscribers: 2,600

Unique Open Rate: 25%

Ad Click Thru Rate: .17%

GROWTHSPOTTER

(Monday - Friday)

Subscribers: 1,600

Unique Open Rate: 45%

Ad Click Thru Rate: .06%

WEEKLY E-NEWSLETTERS

POLITICAL PULSE

(Wednesday)

Subscribers: 2,200

Unique Open Rate: 39%

Ad Click Thru Rate: .19%

TRENDING WEEKLY

(Thursday)

Subscribers: 57,200

Unique Open Rate: 25%

Ad Click Thru Rate: .20%

TRAVEL UNRAVELED

(Thursday)

Subscribers: 3,600

Unique Open Rate: 22%

Ad Click Thru Rate: .14%

THEME PARK RANGERS

(Tuesday & Thursday)

Subscribers: 14,900

Unique Open Rate: 21%

Ad Click Thru Rate: .10%

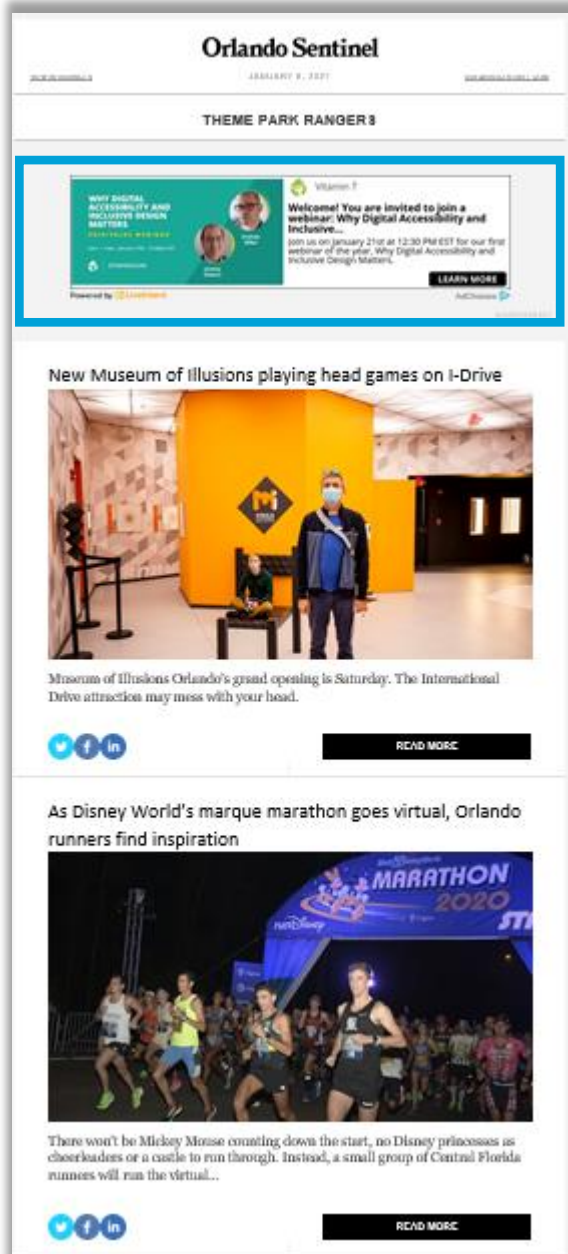
GO FOR LAUNCH

(Friday & As Needed)

Subscribers: 2,800

Unique Open Rate: 31%

Ad Click Thru Rate: .27%



Note: Breaking News has one cube ad only. Subscribers updated January 2021; Ad Click Thru Rates based on January – December 2020 (Source: Live Intent).

Happy RENEW Year
YMCA of Central Florida



\$0
JOIN FEE

JOIN FEE

ADMAIL

THIRD PARTY
EMAIL

EMAIL & ADMAIL

The Crummer EXECUTIVE MBA

A Premier Program for Experienced Leaders

Why get your MBA from the Crummer Graduate School of Business at Rollins College? Here are just six of the reasons:

- 1 We redesigned this program and made it all about you—the experienced executive. We've revised the curriculum and introduced a higher level of customer service to create the ultimate C-suite MBA experience.
- 2 Earning a premier MBA is easier than ever. Attend classes for one weekend a month (Friday-Sunday) for the duration of the 20-month program.
- 3 Your network will change you. Our students are leaders across industries, offering you the opportunity to develop strong relationships while working together on real projects.
- 4 ROI is crucial. You will have access to premier personalized career resources for executives, along with high-level workshops and career coaching.
- 5 Experience is your key to success. You will learn from real companies with real business challenges, preparing you with insights you can immediately apply to your company.
- 6 Business is borderless. In addition to global content embedded throughout the curriculum, you will experience international business firsthand through two global immersion trips.

Now accepting applications for August 2018.
Attend an information session on February 7 to learn more.

[LEARN MORE](#)

Now accepting applications for August 2018.
Attend an information session on February 7 to learn more.

[LEARN MORE](#)

ROLLINS CRUMMER GRADUATE SCHOOL OF BUSINESS

REACH YOUR BEST PROSPECTS QUICKLY & EFFICIENTLY

Orlando Sentinel admail and email blasts are a highly effective and cost-efficient way to reach your desired audience. Your message goes directly to the in-boxes of your best prospects.

ORLANDO SENTINEL ADMAIL

Targets our valuable Orlando Sentinel audience of highly responsive registered users who have opted in to receive an advertising message.

- Total Audience: 100,000+*
- Unique Open Rate: 7%
- Select Audience: Gender – Geography – Age Range

THIRD-PARTY EMAIL BLASTS

Using established partnerships, we segment and send targeted emails to a list of recipients who fit your exact demographic and/or behavioral profile.

- Unique Open Rate: 7% – 11%
- Select Audience: Geography, Highly Specific Demographics & Behavioral Interests available.



CONTENT MARKETING

ENGAGE AUDIENCES WITH YOUR UNIQUE STORY



CUSTOM CHANNEL SPONSORSHIPS

ALIGN YOUR BRAND WITH TRUSTED CONTENT

Connect your brand with our audience's passions by aligning with our trusted News, Sports and Entertainment content, including:

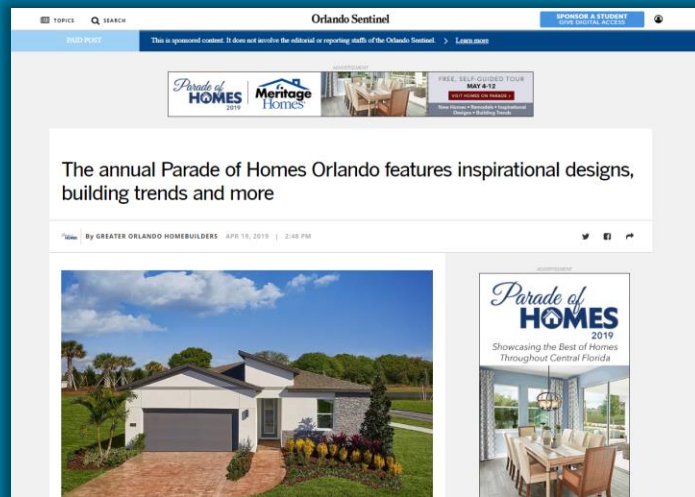
- Orlando Sentinel Now
- GrowthSpotter
- Disney 50th Anniversary
- High School Sports
- Twinkly Lights
- Weather
- Space Channel
- Safety & Justice
- Destination Spotlight
- Central Florida Explorer
- Orlando Soccer



SOCIAL ADVERTORIAL PAID POST

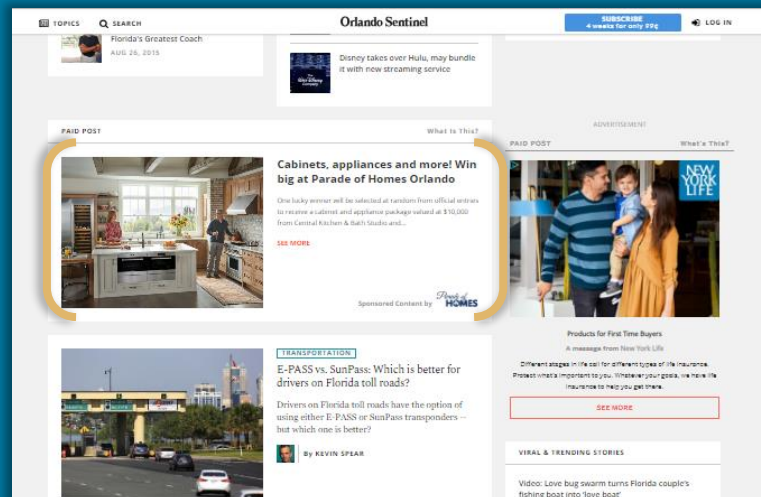
A BLEND OF NATIVE CONTENT & SOCIAL

Advertorial Paid Posts allow you to publish advertorial content promoting your special event, show, discount, or promotion on OrlandoSentinel.com. We then utilize on-site native integration and social media to drive a targeted audience to your story.



1

Advertorial Story Published on
Publisher Sites + Fixed Ad Adjacencies



2

Native Story Promotion
on Publisher Sites



3

Promoted Facebook Post
Targeting Your Desired Audience

66%

of OrlandoSentinel.com visitors accessed Facebook in the past 30 days.
(vs. 59% in DMA)

SWEEPSTAKES

SOCIAL, SHAREABLE, TARGETED

Our custom sweepstakes can draw a huge audience and highlight your offerings while also driving in the most qualified leads. Our sweepstakes can even take the form of an entertaining quiz, for even more interaction and shares.

The screenshot shows a Facebook post from the Orlando Sentinel. The post features a large image of a manatee underwater with the text "WHAT SHOULD YOU DO ON YOUR STAYCATION?" and "TAKE THIS QUIZ TO ENTER TO WIN A FAMILY 4-PACK OF TICKETS TO THE MANATEE FESTIVAL IN ORANGE CITY JANUARY 27-28, 2018". Below the image is a quiz question: "#1 How do you unwind after a long day?". To the right of the main image is a sidebar with promotional text for the Manatee Festival, including dates (January 27th & 28th, 9am - 5pm), ticket information, and a link to "Click Here for more information". The sidebar also includes logos for sponsors like WCA, Florida Hospital, and Publix.

BUILD YOUR DATABASE

SPONSOR-EXCLUSIVE ADVERTISING

- Sweepstakes page with 100% fixed ads
- 25K custom emails
- Targeted Facebook campaign
- 100K ROS geo-targeted impressions
- Database of entrants who have opted-in to receive emails
- Ability to ask up to three consumer marketing questions
- Bounce-back offer

The screenshot shows a Facebook post from the Orlando Sentinel with the Manatee Festival. The post includes the text "Take this quiz for a chance to win four tickets to the Manatee Festival in Orange City on Jan. 27 and 28. No purchase necessary." and a large image of a manatee underwater. Below the image is the text "ORLANDOSENTINEL.COM [Ad] What should you do on your staycation?". The post has 453 reactions and 64 comments.



NICHE MARKETING

REACHING UNIQUE AUDIENCES

PODCASTS

OrlandoSentinel.com Podcasts

Connect with a growing audience of podcast listeners. Sponsors receive a 15-second commercial opportunity pre-show & mid-show, as well as 100% fixed ad units on the podcast page on OrlandoSentinel.com.

936K Central Florida adults
listened to a podcast in the past 30 days –
an increase of 149% in the past three years.



**COLLEGE
GRIDIRON 365**
ON COLLEGE
FOOTBALL



**SWAMP
THINGS
TALK**
ON ALL THINGS
GATORS



**ORLANDO SENTINEL
CONVERSATIONS**
ON WHAT MAKES
CENTRAL FLORIDA TICK



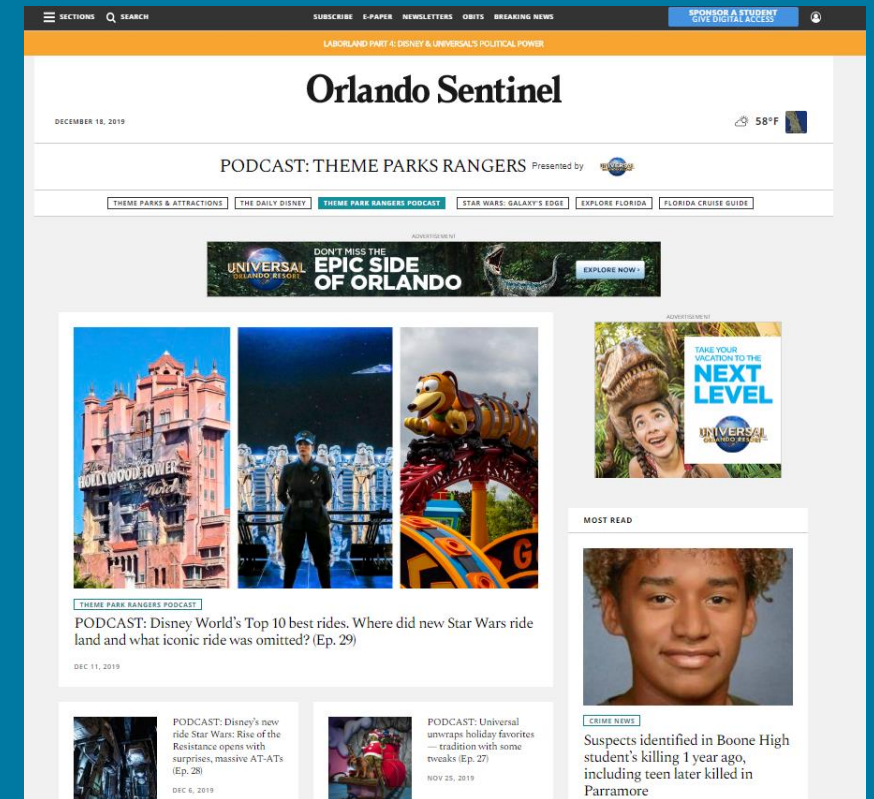
UCF KNIGHTS TALK
ON ALL THINGS
KNIGHTS



WORKING THE EDGE
ON HIGH SCHOOL
WRESTLING



THEME PARK RANGERS
NEWS ON ORLANDO
THEME PARKS



GROWTHSPOTTER

REACH A PRIME AUDIENCE OF LOCAL BUSINESS LEADERS

GrowthSpotter is subscription-only business website and e-newsletter focusing on very early-stage property acquisition, new development and real estate financing, covering Greater Orlando. GrowthSpotter has approximately 1,700 subscribers made up of developers, contractors, architects, engineers, real estate brokers, CEOs and decision makers.

[GrowthSpotter.com](https://www.growthspotter.com)

EDITOR & PUBLISHER
EPPY
2019 Awards™

2019 BEST BUSINESS/
FINANCE WEBSITE

GROWTHSPOTTER.COM

Average Monthly Traffic

150,700

Page views

E-NEWSLETTER

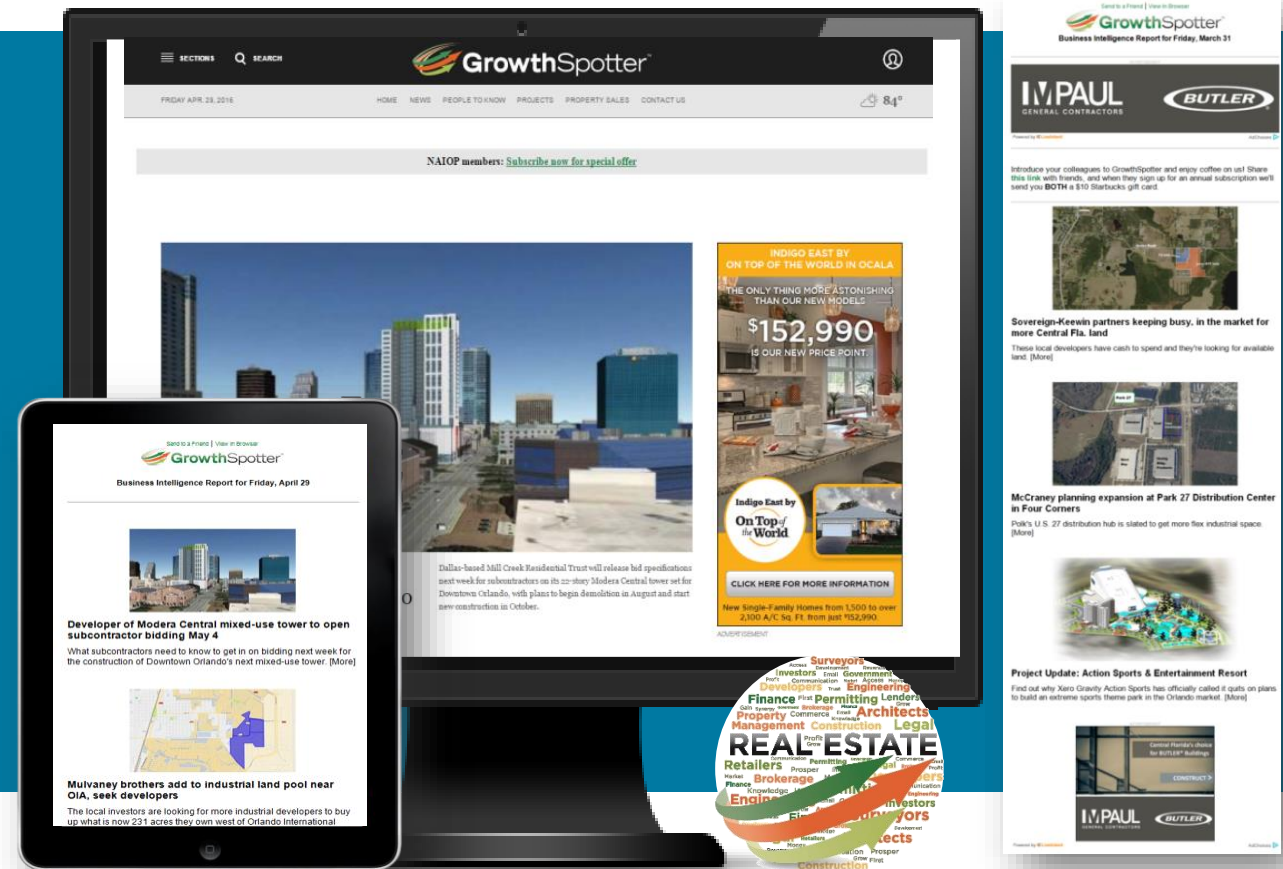
Monday - Friday

1,600

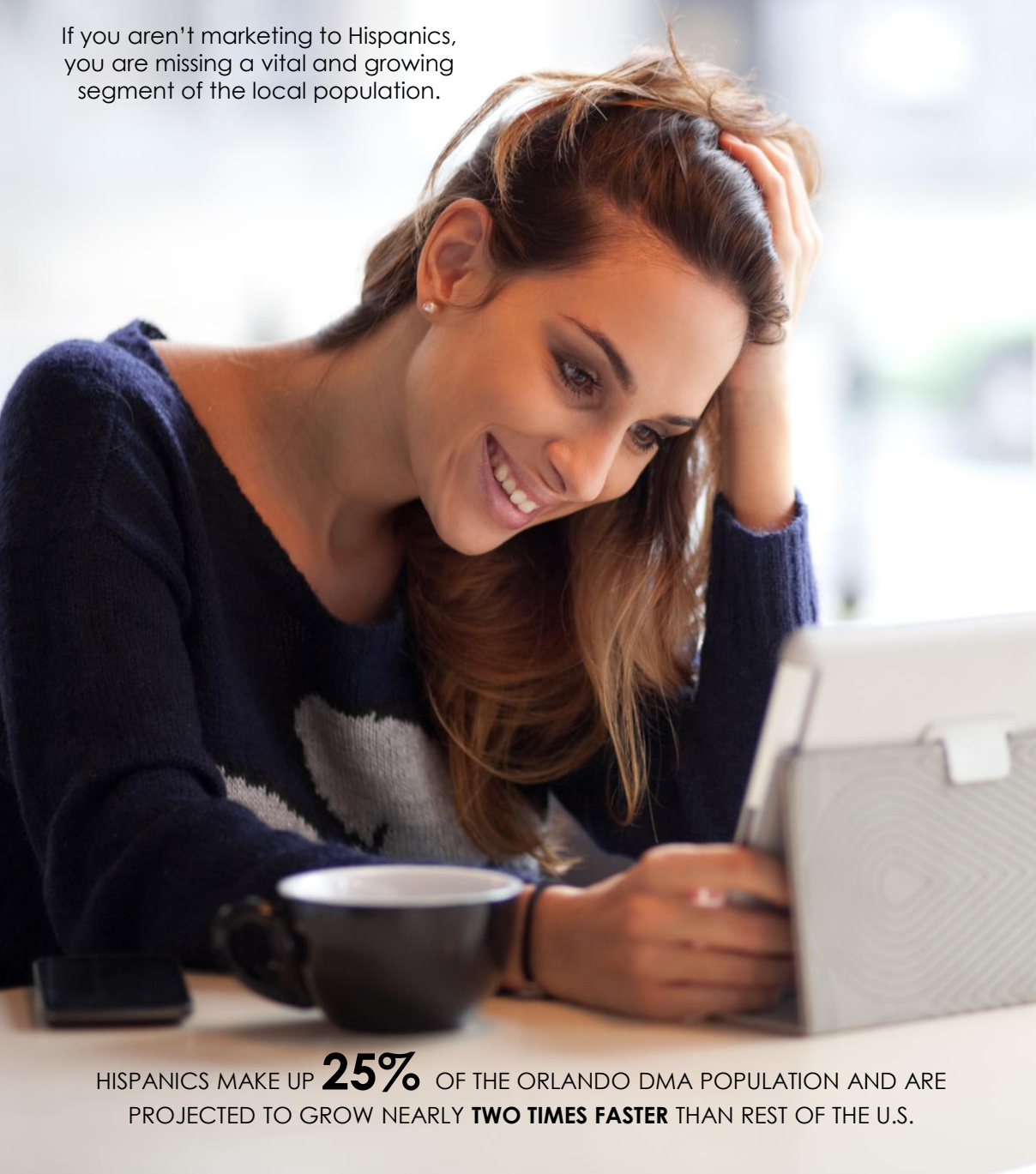
Subscribers

48%

Open Rate



If you aren't marketing to Hispanics,
you are missing a vital and growing
segment of the local population.



HISPANICS MAKE UP **25%** OF THE ORLANDO DMA POPULATION AND ARE
PROJECTED TO GROW NEARLY **TWO TIMES FASTER** THAN REST OF THE U.S.

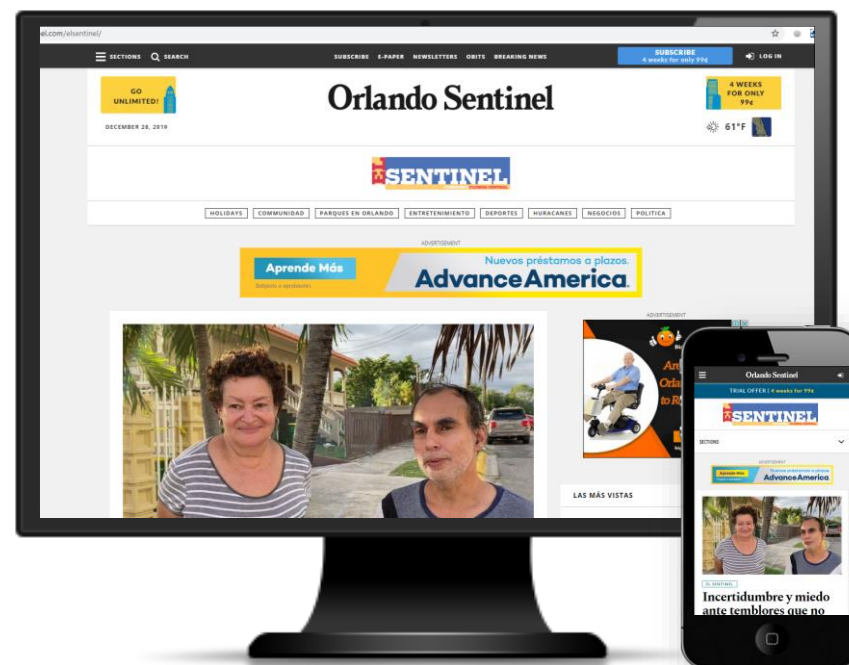
ELSENTINEL.COM

Reach this valuable audience with **ElSentinel.com** – the companion website to El Sentinel, the largest Hispanic newspaper in Central Florida.

777K
PAGE VIEWS/MO

471K
UNIQUE VISITORS/MO

+231%
UV INCREASE 2019-2020



38,000
FACEBOOK FOLLOWERS

89% OF HISPANIC
HOUSEHOLDS OWN A SMARTPHONE



REACH EXTENSION

REACHING UNIQUE AUDIENCES



PREMIUM PROGRAMMATIC

PRIVATE MARKETPLACE, PREFERRED DEALS & PROGRAMMATIC GUARANTEED

PLATFORMS

Desktop, Mobile Web, App & Email

AD TYPES

Display, Native, Pre-roll & Outstream Video

ADVANCED TARGETING

- Run of Site, Run of Network, Channel, Position
- Audience Targeting available via Lotame
 - Demo, Behavior, Content, Geo, etc.
 - Registered Users, Visitors
 - Custom Segments

DEAL TYPES

Tribune can fulfill “Always On” or “1:1” campaigns via the following programmatic deal types:

- Run of Site, Run of Network, Channel, Position
- Audience Targeting available via Lotame
 - Demo, Behavior, Content, Geo, etc.
 - Registered Users, Visitors
 - Custom Segments

OPPORTUNITIES AVAILABLE WITH:



REACH EXTENSION

We use technology and audience insights to run highly efficient digital ad campaigns. Our dedicated, in-house programmatic media-buying team monitors tactics and shifts budgets to the best performers – **optimizing toward your goals.**

PREMIUM

We have access to digital networks with reach to **local, national and international markets.**

LOCAL

Your campaigns are **handled locally** by a team of digital experts.

EXPERIENCED

We have been on **the forefront** of programmatic real-time bidding since **2015.**

STRATEGIC

We use **technology and insights** to run highly efficient campaigns, shifting budgets to best performers to hit KPI's.

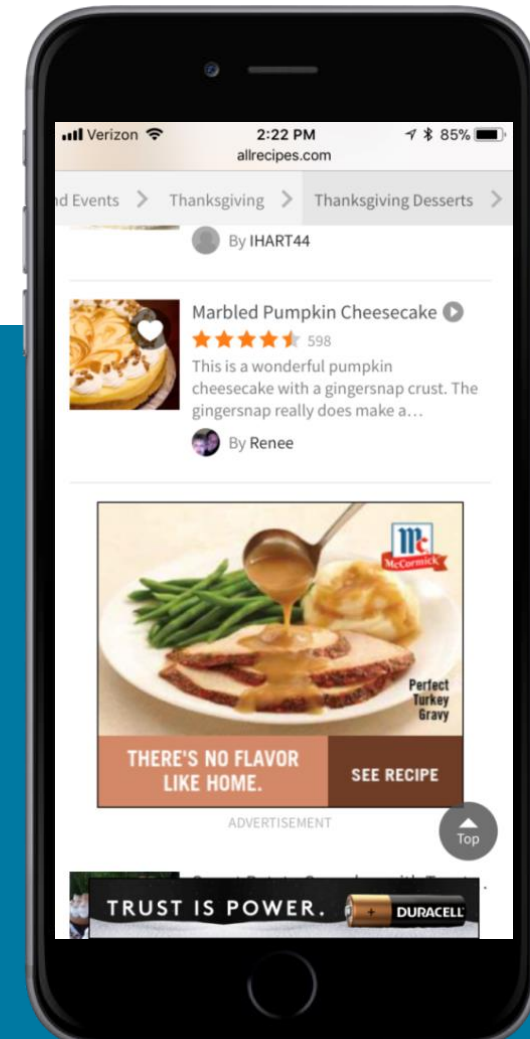
ADAPTIVE

We are constantly adding **new tactics** to create more sophisticated campaigns, using **emerging technologies** to reach your targets.

ANALYTICAL

We can tie your campaign results to **Google Analytics reporting**, interpret this data, and make recommendations.

BE SEEN ACROSS THE WEB ON
POPULAR SITES YOUR
AUDIENCE IS READING



TACTICS

REACH THE RIGHT PERSON,
AT THE RIGHT TIME, WITH THE
RIGHT MESSAGE

EXTENDED REACH (RON)

Maximize reach across a variety of websites

CONTEXTUAL

Place your ad adjacent to relevant content

ADVANCED AUDIENCE

Serve your ad exclusively to users who fit your target demographic

HYPERLOCAL

Target consumers on mobile & tablet devices based on geographic location

MOBILE GEO RETARGETING

Reach your audience on mobile & tablet devices based on locations they have visited in the past

CONNECTED TV/STREAMING AUDIO

Reach an audience as they are watching their favorite shows or listening to their favorite music on popular streaming services

SITE RETARGETING

Reconnect with customers who have already visited your website or clicked on your ads

VIDEO

Reach consumers across video content

NATIVE

Align your ads with the look and feel of their environment

SEARCH RETARGETING

Reach your audience based on their previous search history

CATEGORY

Target via a mini network of websites based upon your category of business

APP RETARGETING

Serve your ad exclusively to users who have certain apps downloaded on their smartphones

ADDRESSABLE GEO-FENCING



HOW IT WORKS



Advertisers upload up to 1M street addresses



Street addresses are automatically converted into geo-fences that conform to the plat lines of each address



Devices seen within the plat lines are targeted with digital ads which can be static, dynamic or video.

KEY BENEFITS

PRECISION

Targeting uses plat line data from property tax and public land surveying information to maximize precision of targeted addresses.

PERFORMANCE

Improves performance of addressable TV, direct mail, and other campaigns that target specific households by extending their reach.

SCALE

Up to 1M physical addresses can be targeted per campaign.

REPORTING

Report and break down campaign performance by ZIP+4 level.

REACH

Improved reach over IP-based solutions, which are limited due to truncation of IP addresses in programmatic advertising.

CROSS DEVICE

Targets all individuals at the address on multiple devices, and enables targeting of devices for up to 30 days after they have left the address.

PERSONALIZATION

Creative can be based on address level intelligence.

ONBOARD OFFLINE DATA

Create granular audiences from CRM systems and other offline databases (e.g., automotive lease renewals, households using internet but not video/cable, etc.).

ATTRIBUTION

Conversion Zones are used to track uplift in foot traffic to the advertiser's location and provide campaign attribution.

TIMELY

Audiences are updated daily.

DIGITAL MARKETING

BEEN SEEN FIRST AMONGST YOUR COMPETITORS



SEO

BE SEEN & CAPTURE SHARE

Search Engine Optimization (SEO) can move your business above the competition in online searches, creating strategic, long-term results to ensure consumers find your business.

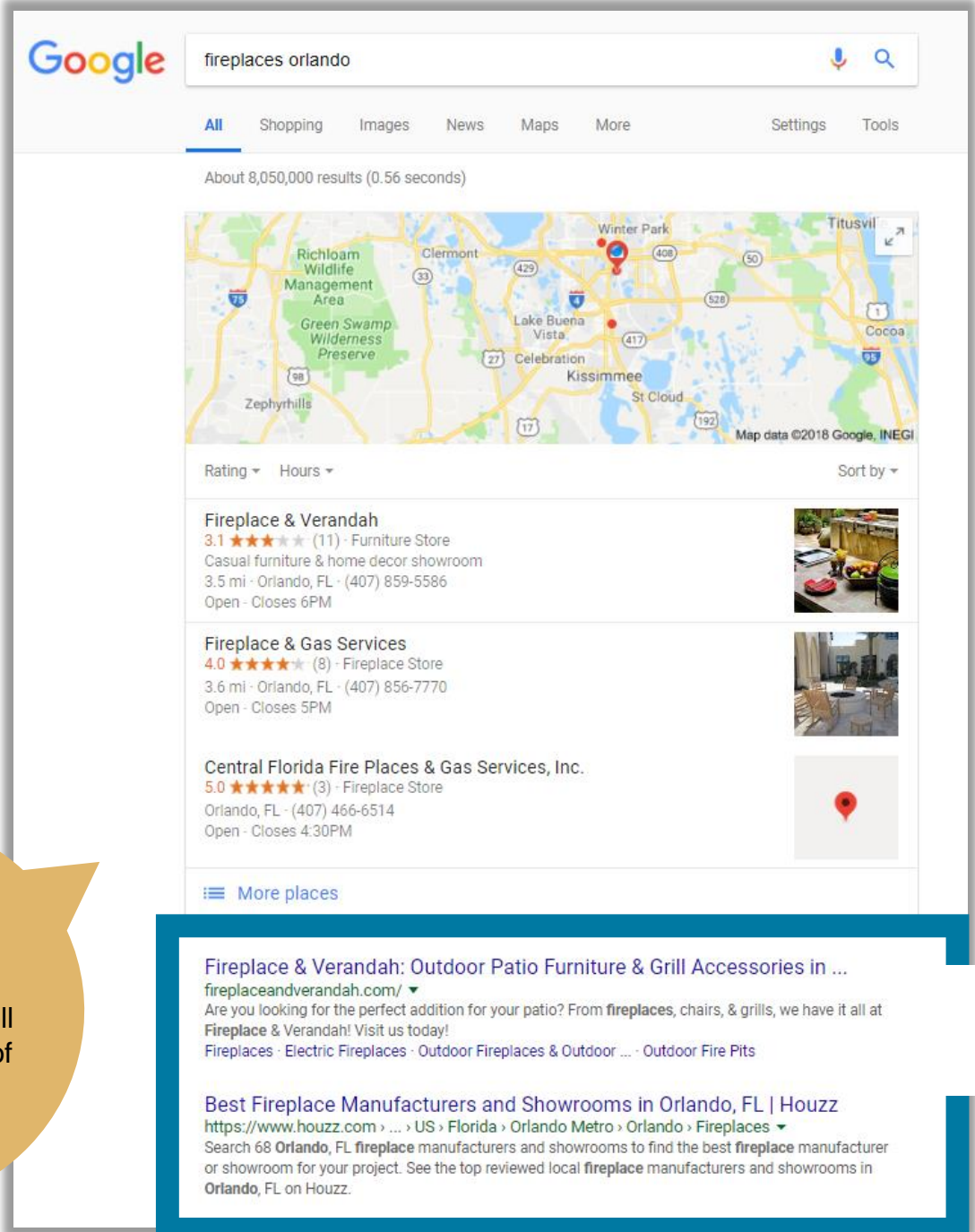
We dive deep into every aspect of your web environment, including the competitive landscape, link architecture and what's affecting search results on and off the pages. We then develop a roadmap of site updates needed to deliver results.

SEO packages vary to fit your needs and your budget – including up to 100 keyword and geo combinations. All packages include:

- **Dashboard Reporting**
- **Monthly Call With Strategist**
- **On-Site & Off-Site Optimization Tactics**

75%

of users **never** scroll past the first page of search results





garage storage racks



All

Shopping

Images

Videos

Maps

More

Settings

Tools

About 5,260,000 results (0.60 seconds)

Overhead Garage Storage System | Starting At Just \$299

Ad www.smartracksfl.com/garage-storage

Store Smart And Save Space. Call Now For Smart Racks Garage Ceiling Racks!

Custom sizes · 100% money back guarantee · Made in USA · Up to 600lbs · No storage fees

Highlights: Home-Delivery Service, Affordable Prices, Garage Storage Solutions, Made In The USA...

Contact Us Today

Get Your Garage Organized Today!

Call Smart Racks For Storage Racks.

Our Prices

Racks Starting At Just \$299 With

Installation! Call Smart Racks Now.

Garage Storage Racks | Costco - Costco Wholesale

<https://www.costco.com/garage-racks.html>

Find a great collection of **Garage Storage Racks** at Costco. Enjoy low warehouse prices on name-brand **Garage Storage Racks** products.

SafeRacks Overhead Garage ... · SafeRacks 4 ft. x 8 ft. ... · 15 Garage Storage Racks

Garage Storage: Shelving Units, Racks, Storage Cabinets & More at ...

<https://www.homedepot.com/b/Storage-Organization-Garage-Storage/N-5yc1vZarmi>

Make **garage** organization easier with smart **garage storage** solutions that give every item in your **garage** a home with pegboards, **shelves**, totes and more.

Shelves & Racks · **Garage Storage - Storage ...** · **Garage Cabinets & Storage ...**

Garage Shelves & Racks - Garage Storage - The Home Depot

<https://www.homedepot.com/Storage-Organization/Garage-Storage>

Shop our selection of null in the **Storage & Organization** Department at The Home Depot.



Rating ▾ Hours ▾

Sort by ▾

Smart Racks

4.9 ★★★★★ (8) · Association or Organization

Orlando, FL · (407) 473-7395

🗣️ "one neat **storage** rack using the overhead space in my **garage**. It is a..."



WEBSITE

PPC

REACH CONSUMERS ACTIVELY SEARCHING

Pay Per Click (PPC), or Paid Search, is highly-targeted advertising based on keywords specific to your business within your designated market area. Control who sees your message through strategic ad placement.

Our expert team's hands-on approach to PPC means you bid on the right keywords to bring in qualified traffic that creates results that matter. Our detailed reporting shows you exactly what you want to see: results.

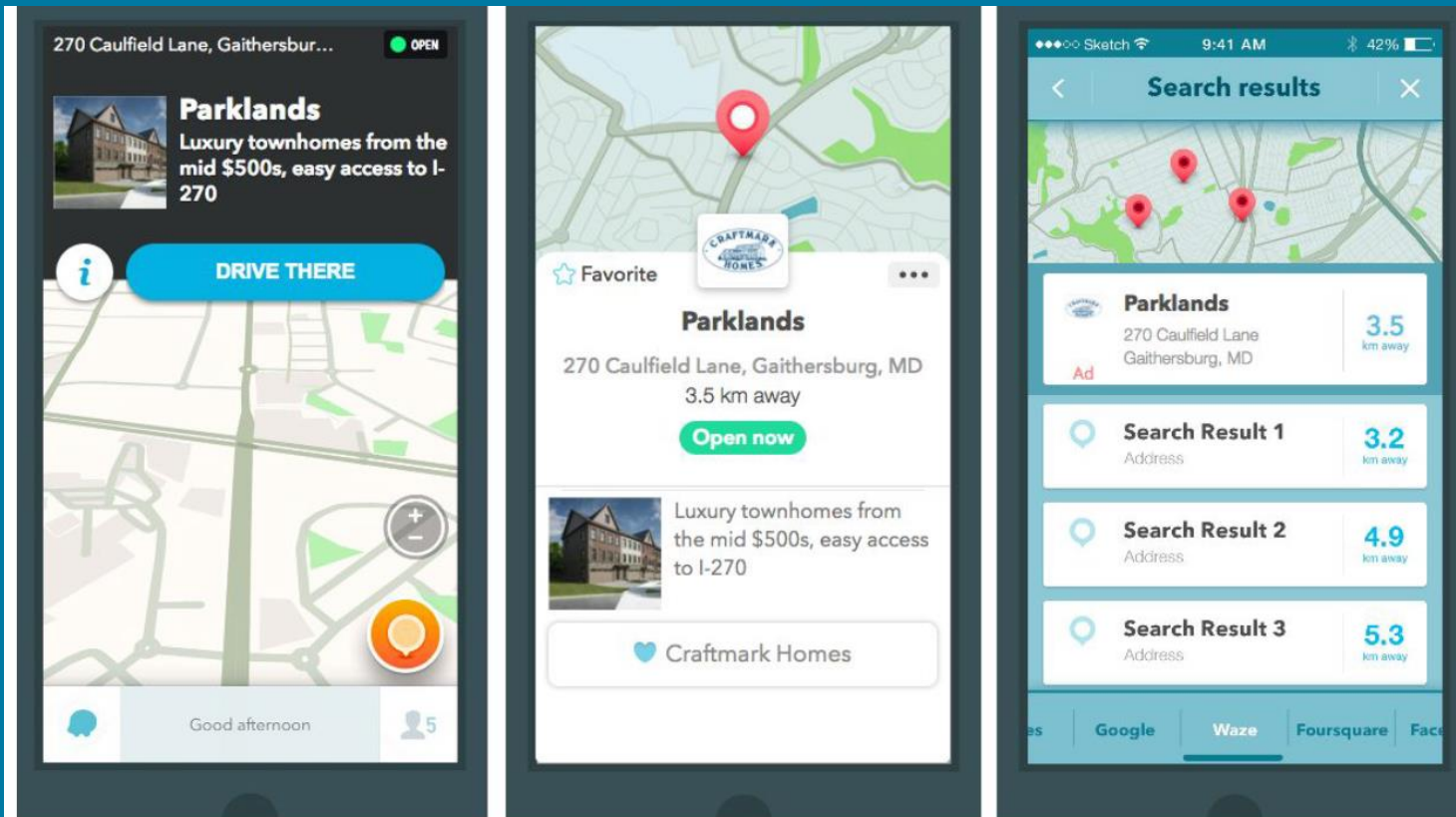
- **Dashboard Reporting**
- **Monthly Call With Strategist**
- **Google Ad Words by Default, Bing Available by Request**

WAZE ADVERTISING

DRIVE TRAVELERS TO YOUR BUSINESS

Waze is a community-based navigation app that helps consumers find and navigate to your resort. Waze "Branded Pins" are like digital store signs, educating and reminding drivers of places near their drive. Waze also offers high impact ads and promoted search, positioning your business as the top result when drivers search with a high intent to navigate to your category of business.

Waze's popularity with advertisers and users continues to grow. With 100+ million users spending around 11 hours/month in the app, it's a prime platform to literally drive users to your business.



ENGAGE WITH YOUR
AUDIENCE

20%

average navigation
increase for businesses
advertising on Waze



THANK YOU

SOURCES

OS & Tribune Publishing Digital Traffic Metrics: Google Analytics, January – December 2020.
Local Competitive Traffic Metrics: comScore January – November 2020.
All Tribune Website Traffic Combined: comScore, July 2019 – June 2020

Market Statistics: Nielsen 2020
Audience/Readership Statistics: Scarborough 2021, R1; Orlando DMA unless otherwise noted.
Base for indexes is the Orlando DMA average. Audience profiles are those with indexes 108+.

E-Newsletter: Subscribers updated January 2021; Ad Click Thru Rates based on January – December, 2020 (Source: Live Intent).
Connected TV: Leichtman Research Group; Digiday.com.

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