

A man with a beard, wearing a blue suit jacket and a white shirt, is sitting in a white leather chair. He is looking to his right while using a white laptop. In the foreground, there is a white pot containing a green plant. The background features a wall with horizontal wooden slats.

Orlando

A MARKET OF OPPORTUNITY

Orlando Sentinel
MEDIA GROUP

getting to

know us

ORLANDO'S

appeal



Weather

Every day is a beautiful day in Orlando... In fact, over 95% of the year, the sun is shining down on this beautiful city!



Employment

- #1 in the U.S. for job growth in 2015
- 2nd most competitive business location among large U.S. cities
- 4th best state in the U.S. for business tax climate
- Top 10 "American City of the Future"

#2 HOUSING

MARKET TO INVEST IN 2016



#7 FASTEST

GROWING CITY IN U.S.



NO STATE INCOME TAX – SAYS IT ALL



Diversity

- 22% of Orlando DMA population is Hispanic
- Growing almost twice the rate of U.S.



Lifestyle

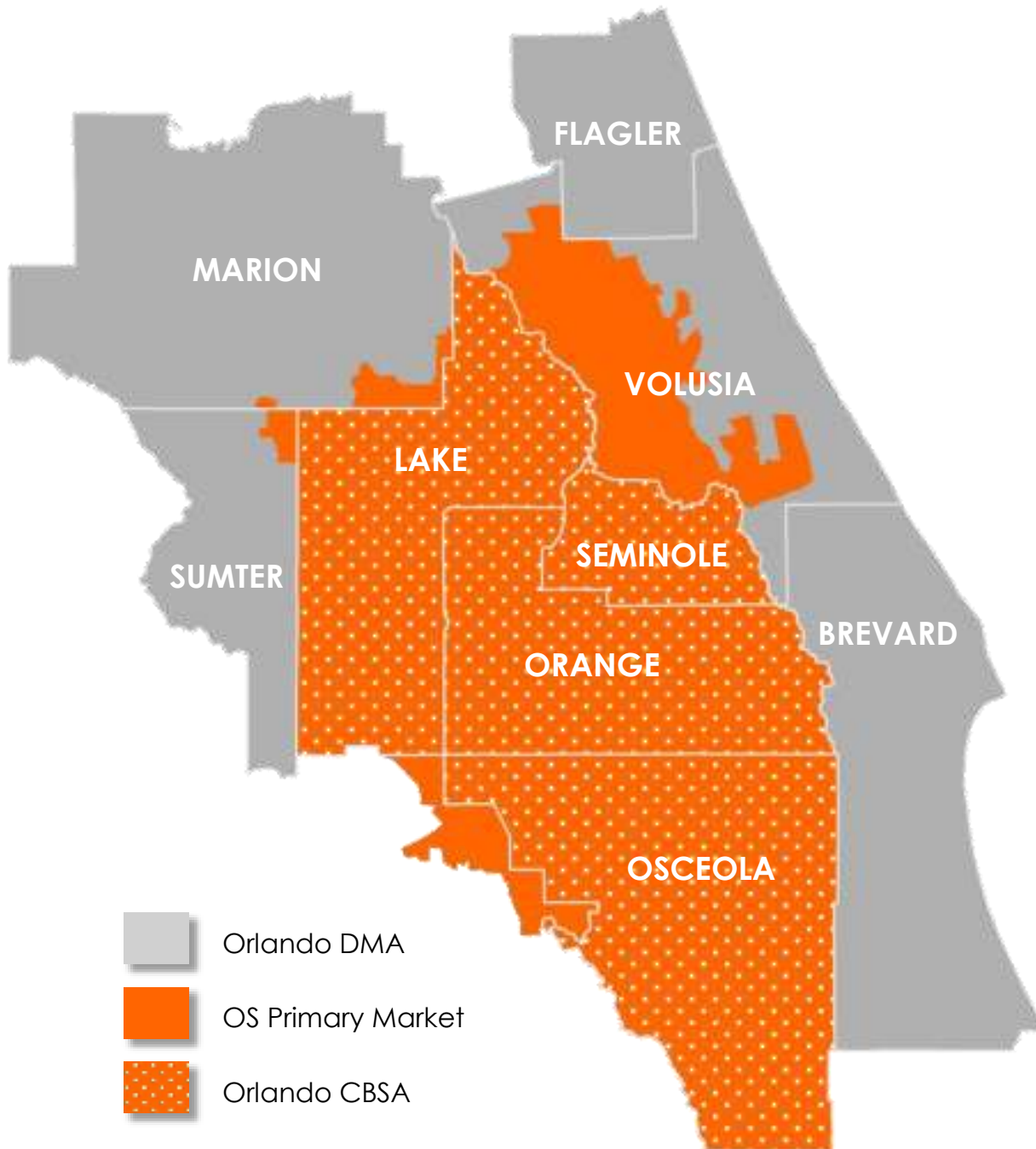
- 100+ top-rated golf courses open daily
- New USTA National Campus featuring 100-plus courts and houses the USTA's Community Tennis and Player Development divisions
- 100+ parks
- 21 community recreation centers

CENTRAL FLORIDA residents

4M⁺
people

19th
largest DMA

GROWING TWICE AS FAST
AS THE NATIONAL AVERAGE



CENTRAL FLORIDA visitors

#1 TOURIST
DESTINATION IN U.S.
68 Million visitors in 2016

#1 MEETING & EVENTS
DESTINATION IN U.S. –
5 out of the past 6 years

t
o
p

market

top

industries



tourism

7 OF THE WORLD'S
TOP THEME PARKS

4 WATER
PARKS

conventions

2nd LARGEST
EXHIBITION
SPACE

1.5M ATTENDEES
ANNUALLY

ORANGE COUNTY CONVENTION CENTER

education



2nd

LARGEST PUBLIC
UNIVERSITY IN U.S.



technology

#1 WORLD'S LARGEST
MODELING, SIMULATION
& TRAINING MARKET

arts/culture



dr. phillips
center

3rd

LARGEST
PERFORMING ARTS
CENTER MEMBERSHIP

sports

4

PROFESSIONAL SPORTS TEAMS



A chef in a white uniform is pouring a pink sauce from a spoon onto a plate of food. The plate contains a salad with green leaves, red tomatoes, and orange slices. The background is blurred, showing a kitchen setting.

dining

IT WOULD TAKE OVER **6 YEARS** TO EAT AT
EVERY RESTAURANT IN ORLANDO, GOING OUT
3 TIMES A DAY

solutions

anyone, anytime, anywhere



ABOUT 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.



141 YEARS REPORTING

1 million + READERS WEEKLY



we have **more** weekly readers
in the Metro than

super bowl viewers



A MEDIA COMPANY & CONTENT PROVIDER



WHY US

Orlando Sentinel
MEDIA GROUP

QUALITY

Trusted, Award-Winning Content Delivering Quality, Engaged Audiences

REACH

Prominence As The #1 Daily Newspaper & Local News Site In Central Florida

SCALE

Power Of Tronc National Media Scale, Resources, Reach & Expertise

MEDIA MIX

Expanded Products & Services Reaching Anyone, Anytime, Anywhere

EXCLUSIVITY

Exclusive Ad Opportunities Only Available Through The Orlando Sentinel Media Group

EXPERTISE

Our Team Of Digital Experts Is Constantly Building, Monitoring & Optimizing Your Campaign

ROI

Data Driven Approach To Media Solutions, Analytics & Optimization

EFFICIENCY

Local Account Executive With Support Teams Handling All Your Marketing Needs

local MASS REACH



1M+
readers
weekly

#1 daily
newspaper & local
news site in
Central Florida

29.2M
page views
monthly
5.5M unique visitors

Source: Scarborough Report, 2017 R1 (Orlando + Tampa Markets); Ranking Based on Orlando Metro; SiteCatalyst, January-April 2017 Monthly Average; Includes Website, Apps, E-edition and GrowthSpotter.

national REACH

16.6M
readers weekly

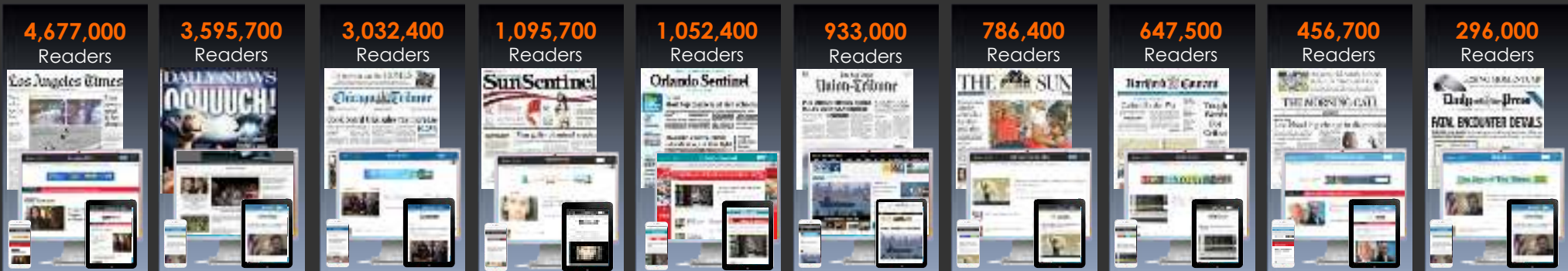
Tronc PROPERTIES

- Chicago Tribune – Chicago, IL
- Los Angeles Times – Los Angeles, CA
- New York Daily News – New York, NY
- Orlando Sentinel – Orlando, FL
- Sun Sentinel – Fort Lauderdale, FL
- San Diego Union – Tribune – San Diego, CA
- Baltimore Sun – Baltimore, MD
- The Hartford Courant – Hartford, CT
- The Morning Call – Allentown, PA
- Daily Press – Newport News, VA



UTILIZE OUR SCALE TO REACH YOUR MARKETS

Tronc hit a milestone, celebrating more than 250 years of delivering news, relevant content and information to engaged readers. From America's oldest continuously published newspaper to the latest entertainment mobile app, Tronc never stops striving to reach more people.



Source: Scarborough Research 2017, R1. Readership includes print/online readers past 7 days. Note: Orlando includes Orlando & Tampa DMAs and Sun Sentinel includes Miami & West Palm DMAs.

WE'RE SO MUCH **more**



Desktop
Mobile
Newspaper
Events
Search

Video
Quizzes
Inserts
Email
Direct Mail

Social Media
Websites
Sweepstakes
Directories
Custom Content

ANYONE • ANYWHERE • ANYTIME

Our media assets and partnerships allow us to provide strategic, targeted solutions to maximize the value of every advertising dollar invested.



our services

| | | |
|---|---|--|
| CREATIVE Concept & Production | STRATEGY Insights & Development | REPORTING Tracking & Lead Generation |
| MEDIA Planning & Buying | SEO/SEM Analysis & Optimization | CONTENT Creation & Direction |
| WEBSITE Design & Management | CAMPAIGN Development & Optimization | EMAIL Creation & Targeting |
| SOCIAL Media & Events | VIDEO Production & Placement | PRINT Production & Direct Mail |

COMPREHENSIVE • TURNKEY • HIGHLY CUSTOMIZABLE



digital

overview

e-edition

reach some of our most loyal and engaged readers



Optimize your presence digitally in the E-edition of the Orlando Sentinel. Be seen on the Reskin and Leaderboard/Mobile Banner Ad Units, as readers peruse a digital replica of our printed newspaper.

LOYAL

Avg. Monthly Traffic
Page Views: **6 Million**
Unique Visitors: **49,900**

LOCAL

78% of page views are from the **Orlando DMA**, and **86%** are from **Florida**.

ENGAGED

Time Spent: Nearly **20 Minutes**
Tablet: 46% of Page Views
Desktop: 37% of Page Views

OS.COM

Central Florida's #1 LOCAL MEDIA WEBSITE



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

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

OS.COM Traffic

AVG. MONTHLY

Page Views:

Unique Visitors:

TOTAL

21.1M

5.4M

FLORIDA

11.5M

2.0M

ORLANDO DMA

8.7M

1.3M

OS.COM VISITOR

profile

\$78,400

avg. household income
(*\$17,000 higher than DMA*)

41%

children in HH
(*vs. 31% in DMA*)

42%

college graduates
(*vs. 24% in DMA*)

39

median age
(*11 years younger than DMA*)

55%

white collar
occupations
(*vs. 33% in DMA*)

97%

own a smartphone
or tablet
(*vs. 87% in DMA*)

91%

shopped for items on
the Internet past year
(*vs. 74% in DMA*)

\$930

avg. amount spent on
Internet purchases*
(*\$160 higher than DMA*)



* Past year

Source: Scarborough 2017, R1; Based on Orlando DMA adults who visited OrlandoSentinel.com in the past 30 days vs. Orlando DMA adults as a whole.

High **Impact** STAND OUT OPTIONS



LIGHTHOUSE



BILLBOARD



RESPONSIVE AD



EXPANDABLE AD

FIXED CHANNEL FRONT POSITIONS DAILY AVERAGE

Home Page

Page Views:
64,000

Sports

Page Views:
3,900

News

Page Views:
4,600

Breaking News

Page Views:
3,200

TAKEOVER AD



VIDEO SCROLL



COLOR SYNC



- 1 reskin
- 2 billboard
- 3 cube/half cube
- 4 responsive ad

targeting

OS.COM STRATEGIES

Target your ads to reach your most likely customers on OrlandoSentinel.com

Geographic Targeting

Target by Geography:
State, County or Zip

Daypart Targeting

Target by Time of Day

Contextual Targeting

Target by Channel (ROC)
Topic Targeting



Demographic Targeting

Target by Demographic:
Gender, HHI & Age

Examples:

- Ages 18-34
- Gender – Female
- Gender – Male
- HHI – \$75K+

Behavioral Targeting

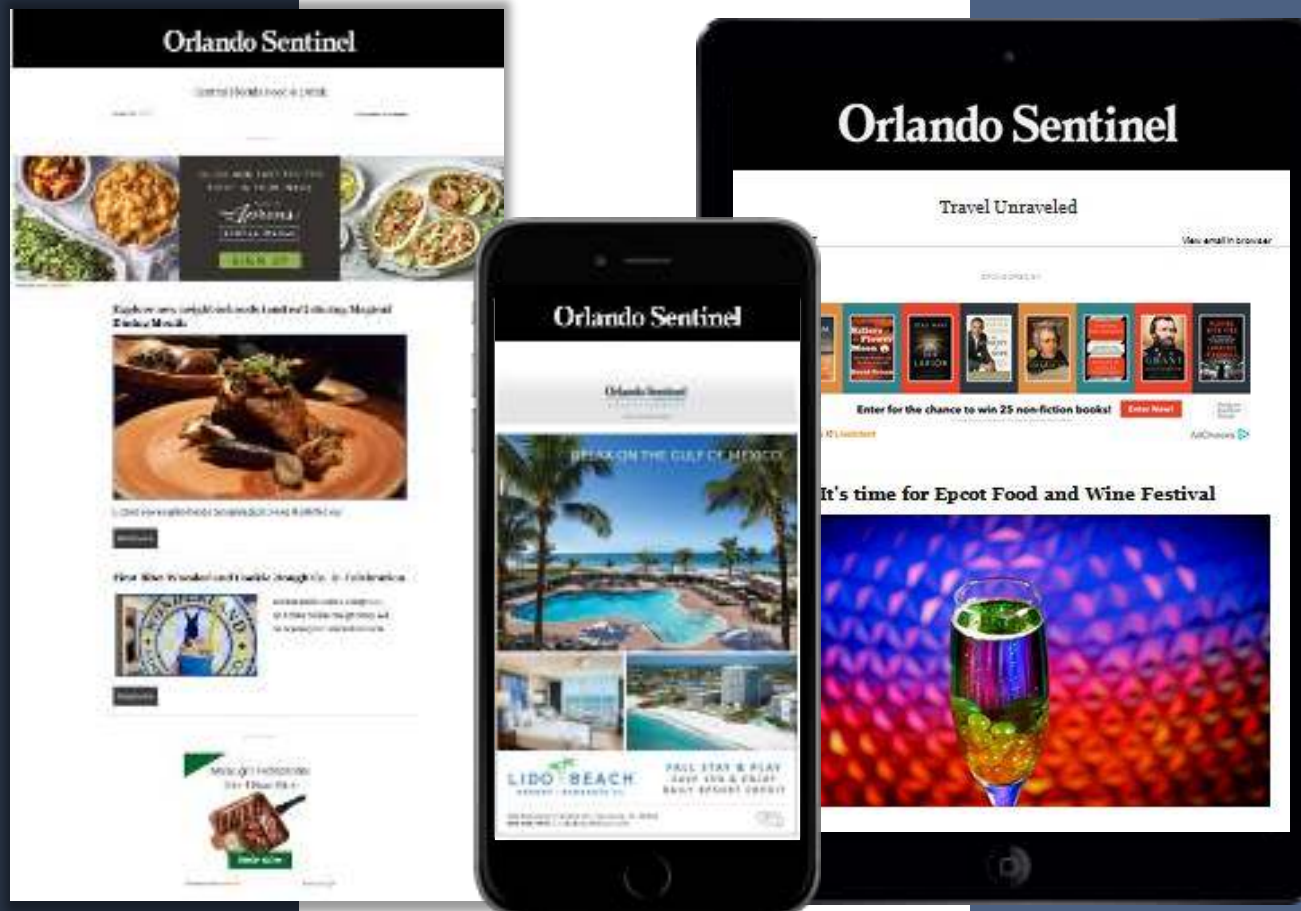
Target by Behavior in the
Past 30 Days

Examples:

- Auto Enthusiasts
- Entertainment Enthusiasts
- Social – Facebook Users
- Technology Intenders
- Travel Intenders

direct marketing online

70% of consumers prefer to receive promotions through email



NEWSLETTERS

14 E-NEWSLETTERS

Topics Include: Breaking News, Theme Parks, Sports, Entertainment, Travel, Etc.

ADMAIL

225,000 opt-in subscribers

Recipients Asked To Receive Advertising Messages From A Valued Source

EMAIL

Thousands of target lists

By Demographic, Geography, Interest, Etc.

Adults 18-54 are at a
smartphone penetration
rate upwards of

90%

- Mobile comScore

In 2015, nearly **20%**
of Americans relied
exclusively on smartphones
to access the Internet

- Pew Research Study 2015

With **85%** of Central
Florida households owning a
smartphone, it is **ESSENTIAL**
to include mobile in your
marketing strategy.

- Scarborough Research 2017

why

MOBILE



mobile OS APPS

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

The Orlando Sentinel is a leader in Central Florida mobile.

Our mobile apps generate nearly **2 million page views** each month.



ANDROID APP

Page Views: 280,100
Unique Visitors: 5,300
Time Spent: 2.87 Min.

IPAD APP

Page Views: 452,100
Unique Visitors: 8,400
Time Spent: 4.06 Min.

IPHONE APP

Page Views: 1.0 Million
Unique Visitors: 19,800
Time Spent: 3.99 Min



mobile

SNAPSHOT

37%

AGES 18-34

52%

AGES 35-64

32%

CHILDREN IN
HOUSEHOLD

30%

HOUSEHOLD
INCOMES \$100K+

2.5M UNIQUE VISITORS

TV VIEWING IS **shifting**

Consumers now fully control their TV viewing: watching what they want, when they want and how they want.

Technology is enabling a shift away from interruption based TV with:

- DVR expansion
- Connected devices/smart TV
- Ad free subscription services

42%

of local adults **do not subscribe to cable** – up 16 percentage points since 2010

43%

of local adults watched movies, TV shows or live sports **using the Internet or apps** in the past month

Source: Scarborough 2010 & 2017, R1 (Orlando DMA).



CONNECTED **TV**

- Connected-streaming TV is a video served before premium content on leading connected TV providers
- Video begins playing automatically when the user chooses to watch a content video
- Access to over 150+ apps including Hulu, Watch ESPN, CBS and Fox News across TV, desktop, tablet and mobile
- Connected TVs are a growing trend, stemming largely from high-income households

video

MARKETING



OPTIONS

- PRE-ROLL
- IN-UNIT
- VIDEO SCROLL
- OUTSTREAM
- YOUTUBE TRUEVIEW
- CONNECTED TV



a leader in **video**



OrlandoSentinel.com reached a **record** **breaking 27 Million video views** in 2016 (+60% YOY).

We average over **2.1 Million video views per month** on OrlandoSentinel.com.

OrlandoSentinel.com **won an Emmy** for video coverage of the Pulse Nightclub shooting aftermath.

tronc

NETWORK

- Los Angeles Times – Los Angeles, CA
LATimes.com
- New York Daily News – New York, NY
NYDailyNews.com
- Chicago Tribune – Chicago, IL
ChicagoTribune.com
- Sun Sentinel – Fort Lauderdale, FL
SunSentinel.com
- Orlando Sentinel – Orlando, FL
OrlandoSentinel.com
- San Diego Union-Tribune – San Diego, CA
SanDiegoUnionTribune.com
- Baltimore Sun – Baltimore, MD
BaltimoreSun.com
- The Hartford Courant – Hartford, CT
Courant.com
- The Morning Call – Allentown, PA
Mcall.com
- Daily Press – Newport News, VA
DailyPress.com



MONTHLY METRICS

FROM ORLANDO DMA TO OTHER TRONC WEBSITES

18.3M

PAGE VIEWS

2.2M

UNIQUE VISITORS

tronic

REACHES KEY MARKETS



MONTHLY METRICS

488M
PAGE VIEWS

94M
UNIQUE VISITORS

**LOS ANGELES
TIMES**



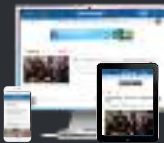
UNIQUE VISITORS: 47M
PAGE VIEWS: 142M

**NEW YORK
DAILY NEWS**



UNIQUE VISITORS: 29M
PAGE VIEWS: 165M

**CHICAGO
TRIBUNE**



UNIQUE VISITORS: 25M
PAGE VIEWS: 89M

**SUN
SENTINEL**



UNIQUE VISITORS: 4M
PAGE VIEWS: 19M

**ORLANDO
SENTINEL**



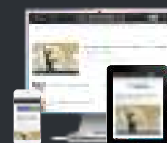
UNIQUE VISITORS: 5M
PAGE VIEWS: 21M

**SAN DIEGO
UNION**



UNIQUE VISITORS: 5M
PAGE VIEWS: 13M

**BALTIMORE
SUN**



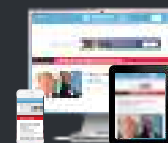
UNIQUE VISITORS: 6M
PAGE VIEWS: 23M

**HARTFORD
COURANT**



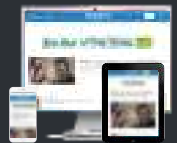
UNIQUE VISITORS: 3M
PAGE VIEWS: 12M

**MORNING
CALL**



UNIQUE VISITORS: 2M
PAGE VIEWS: 12M

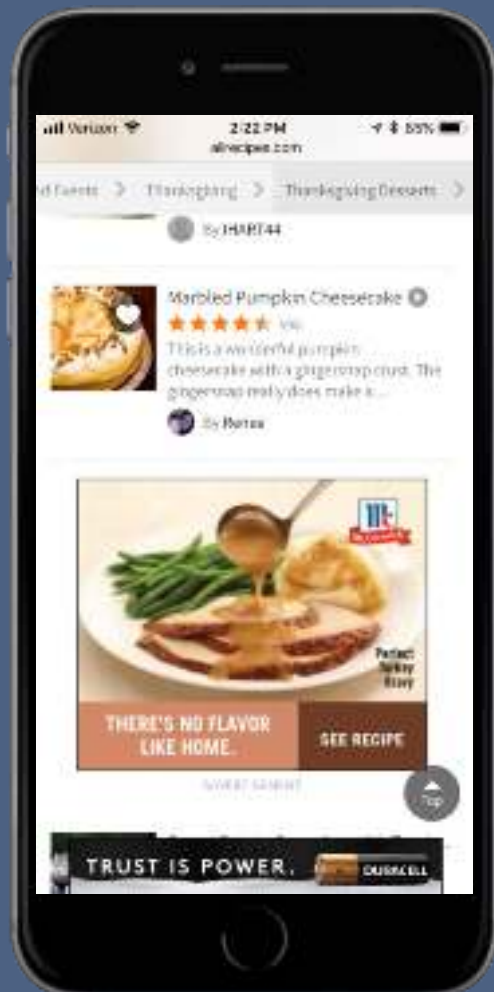
**DAILY
PRESS**



UNIQUE VISITORS: 1M
PAGE VIEWS: 5M

programmatic reach extension

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



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.**

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**.

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.



targeting

programmatic capabilities

EXTENDED REACH (RON)

Maximize reach across a wide 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 by geographic location

MOBILE GEO RETARGETING

Reach targets on mobile & tablet devices based on previously visited locations

CONNECTED TV

Reach audiences on their smart TVs as they are watching their favorite shows

VIDEO

Reach consumers across video content

NATIVE

Align your ads with the look and feel of their environment

SEARCH RETARGETING

Reach audiences based on their previous search history

SITE RETARGETING

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

CATEGORY

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

digital marketing

services

search

marketing

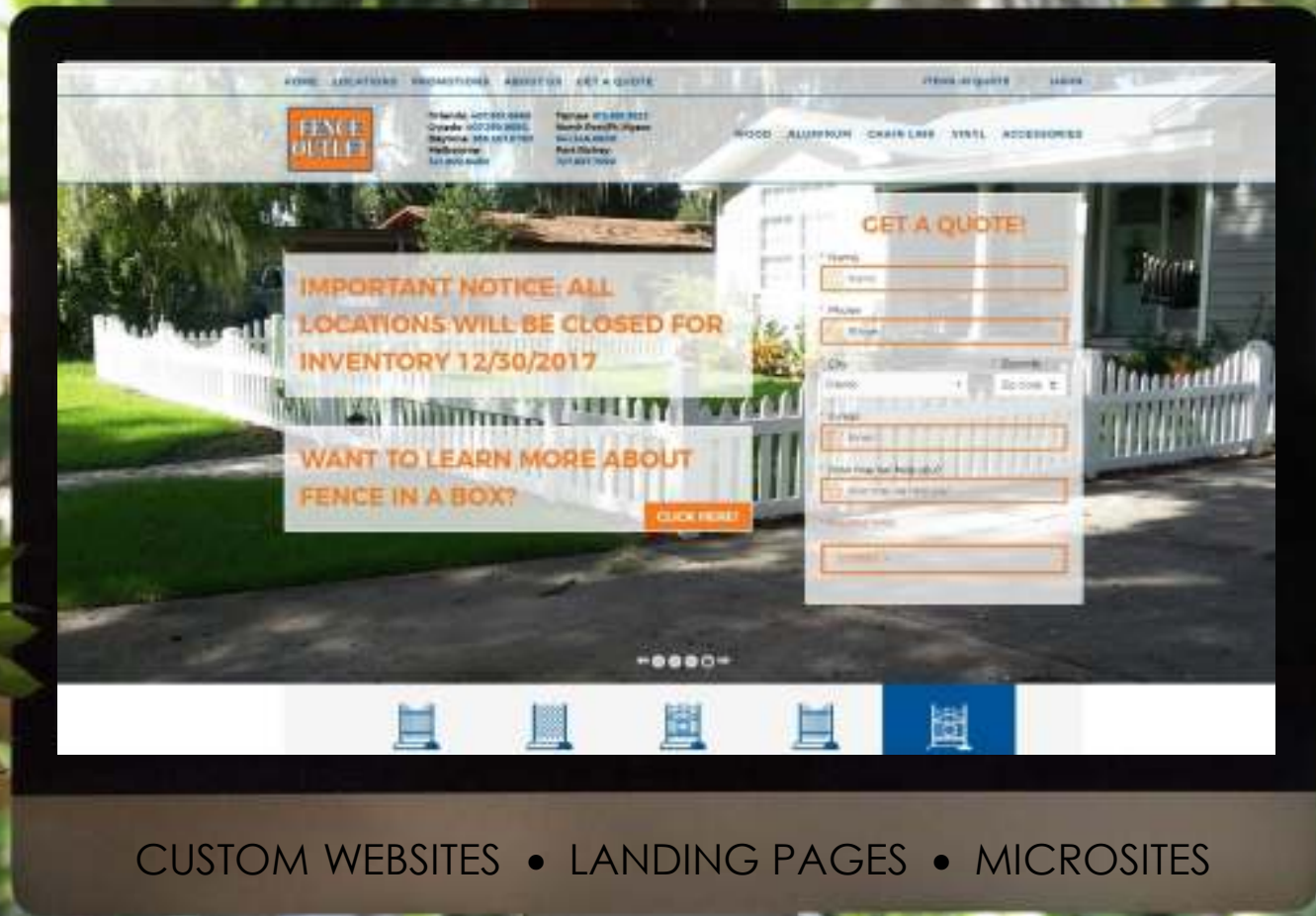


ORGANIC
search engine optimization



PAID
pay per click

THE EXPERIENCE & RESOURCES TO GET YOU FOUND



CUSTOM WEBSITES • LANDING PAGES • MICROSITES

website design

fenceoutlet.com



Nearly **half** of digital buyers' shopping behavior is influenced by social media

social media

STRATEGY • DEVELOPMENT • MANAGEMENT

content

marketing

custom

channel
sponsorships

BE ALIGNED WITH CUSTOM CONTENT

By partnering with Orlando Sentinel, your business can sponsor any content on our website.

Own relevant content with exclusive fixed positions, keeping your locations top-of-mind with Central Floridians.

SPACE CHANNEL SPONSORED
BY SPACE FLORIDA



getting **social**

9 out of **10**

Orlandosentinel.com
visitors use social media

A BLEND OF NATIVE CONTENT & SOCIAL

Advertorial Paid Posts allow you to publish advertorial content promoting your special offer, event or grand opening 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 OS.com +
Fixed Ad Adjacencies



2 Native Story Promotion
on OrlandoSentinel.com



3 Promoted Facebook
Post Targeting Your
Desired Audience

quizzes & POLLS

A screenshot of a quiz titled "WHICH HIGH SCHOOL MASCOT ARE YOU?". The header image shows a group of cheerleaders and a trophy. The quiz is on "Question 1 of 7". The question is "#1 On a Friday night, you're most likely...". There are four options: "At the big game at the high school", "Catching up on your favorite shows", "Hanging out with your friends at a party", and "Baby-sitting your younger siblings". Below the options are social media sharing icons for Facebook, Twitter, and YouTube. At the bottom is the "GROVE MALL" logo with the text "Orlando, Florida".

WHICH HIGH SCHOOL MASCOT ARE YOU?

Question 1 of 7

#1 On a Friday night, you're most likely...

At the big game at the high school

Catching up on your favorite shows

Hanging out with your friends at a party

Baby-sitting your younger siblings

Share with your friends!

GROVE MALL
Orlando, Florida

SOCIAL, SHAREABLE, TARGETED

Sponsor a unique and entertaining quiz or poll on OrlandoSentinel.com. Be aligned with interactive content that will be popular with your audience. **Quizzes spread like crazy on social media**, and all of those shares will mean lots of great exposure for your product or service.

As part of the custom quiz, we can ask survey questions. Use that valuable information to generate leads and build a targeted list. **Let us design a custom campaign to build awareness and increase traffic for your business.**

tronc content

We are

STORYTELLERS.

STRATEGISTS.

COLLABORATORS.

PRODUCERS.

PARTNERS.

studio

Because every institution

HAS A UNIQUE POSITION.

DESERVES A VOICE.

HAS A STORY TO TELL.

For more than 150 years, tronc publishing brands have created award-winning stories that engage the world.

Every month, tronc produces more than 15,000 pieces of original content.

This history of storytelling excellence now extends to our content studio.

content studio samples



[View the page](#)



LAW & ORDER TRUE CRIME: THE MENENDEZ MURDERS

Included the embedded trailer video



Nestlé

ARROWHEAD & ZEPHYRHILLS WATER

Created local-market specific written and video content promoting water brands



Emphasis on emotive content centered on sustainability and ecology

[View sample article](#)

HIGHLY VISUAL BEAUTY ENTHUSIAST CONTENT



Walgreens

Series of slideshows, video tutorials and written content



print

overview



ORLANDO SENTINEL

audience

The Orlando Sentinel reaches the largest audience in Central Florida – delivering timely news, entertainment and advertising to “The City Beautiful” for 141 years. Inviting content keeps readers engaged and makes sure your message is seen by hundreds of thousands of consumers every day.

CIRCULATION

141,843 Daily
221,613 Sunday

READERSHIP

318,400 Daily
611,700 Sunday

DEMOGRAPHICS

| | | | |
|------------------------------------|---------------------------------------|-------------------------------------|-------------------------------------|
| 58% Age 50+ 113 INDEX | 27% HHI \$75K+ 107 INDEX | 25% Hispanic 118 INDEX | 63% own home 106 INDEX |
|------------------------------------|---------------------------------------|-------------------------------------|-------------------------------------|



#1 daily
newspaper in
Central Florida

Source: Scarborough Research 2017, R1; AAM Audit March 2016. Readership includes Orlando and Tampa DMAs. Demographics based on Orlando Past Week readers in the Orlando DMA. Base for market index is the Orlando DMA average.

HIGH **impact**



SLIP SHEET



NEWS BAG



EXTENDER AD



SPADEA



AD NOTE



INSERT



inserts

78% of adults have taken
some action from
newspaper circulars *(past 30
days)*

Newspapers are the
#1 preferred
method for receiving
ad inserts or fliers

Preprint

advertising

TOTAL COVERAGE

Thursdays

- 566,626 copies
- 2 publications home delivered & mailed



SELECT COVERAGE

Thursdays

- 286,251 copies
- Select households in key advertiser zip codes



SUNDAY SELECT

Sundays

- 139,278 copies
- Neighbors of subscribers & opt-in households



EL SENTINEL

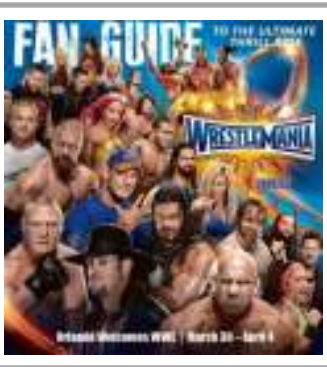
Saturdays

- 148,494 copies
- Home delivered & racks targeted to Hispanics

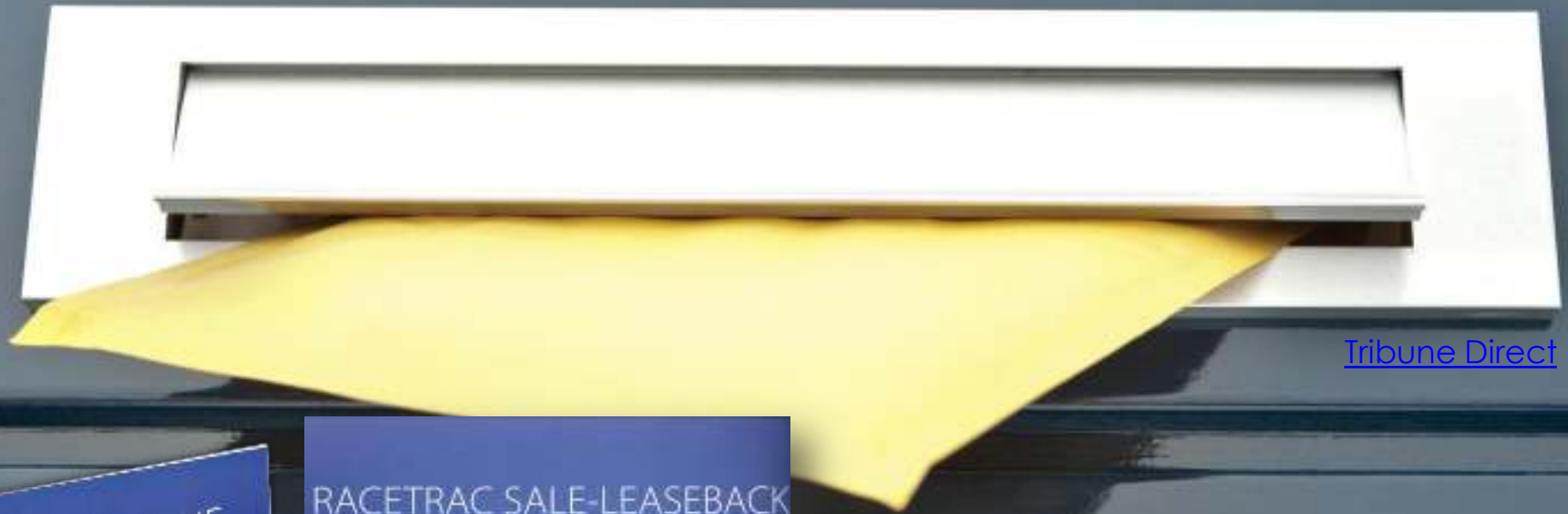




SPECIAL SECTIONS



direct mail



[Tribune Direct](#)

EXCLUSIVE INVESTMENT OPPORTUNITY
Race Trac

RACETRAC SALE-LEASEBACK

WESTERN INVESTMENTS
11000 West 10th Avenue
Denver, Colorado 80202
Phone: 303.755.1234
www.westerninvestments.com

FREE 12oz. Smoothie or Frozen Cappuccino
Available only at participating Wawa locations.

FREE Sizzli® Breakfast Sandwich
Available only at participating Wawa locations.

FREE 16oz. Tropic Full Serve Specialty Beverage
Available only at participating Wawa locations.

Wawa

Race Trac
REAL ESTATE

- Data Analytics
- Marketing Automation
- Offset & Variable Digital Print
- National Direct Mail Production
- Targeted Email Marketing
- IP Matching Banner Ads / Integrated Campaigns
- Response Analysis

we can help improve your digital marketing with results-oriented, direct response techniques.

niche

marketing

event MARKETING

MEET
INTERACT
EDUCATE
COLLECT
DEMONSTRATE
TEACH
CELEBRATE
GIVE
ENTERTAIN
ACTIVATE
INFORM

DINING



SECRET SUPPER



BETTERMENT



BUSINESS

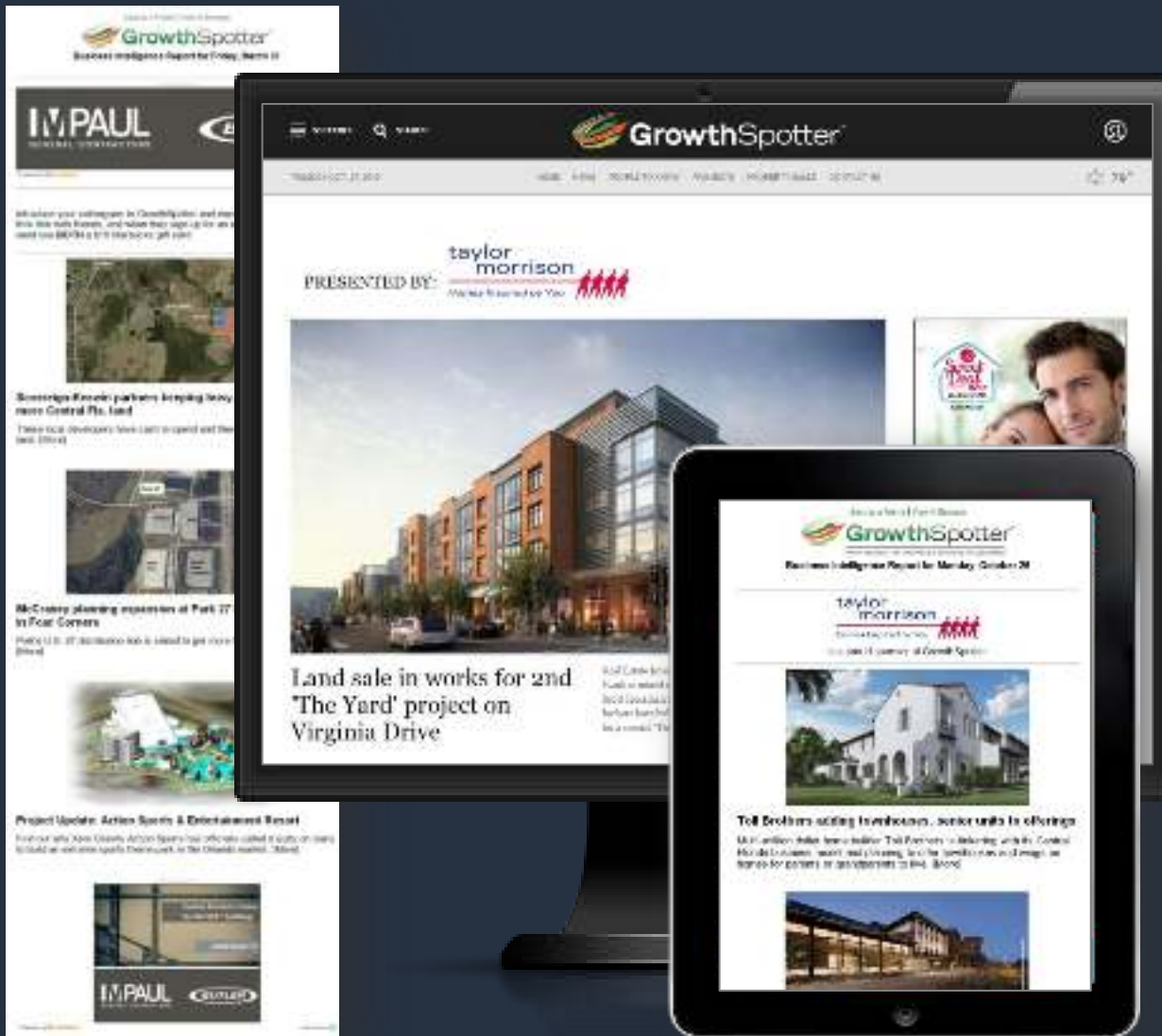


CULTURAL



prime audience

REACH LOCAL BUSINESS LEADERS ENGAGED WITH OUR CONTENT AND YOUR ADVERTISING MESSAGE



EDITOR & PUBLISHER
EPPY
2017 Awards

BEST
BUSINESS
FINANCE
WEBSITE

Hispanic

segment



EL SENTINEL

Published on Saturdays

148,498 Distribution

92% Home Delivered

ELSENTINEL.COM

Average Monthly Traffic

Unique Visitors: 37,500

Page Views: 117,700

Audience profile

60%

Children
193 INDEX

60%

Age 25-54
125 INDEX

29%

College+
120 INDEX



Source: Scarborough Research 2017 R1.

Note: Profile based on El Sentinel one issue print and/or elsentinel.com past 30 day readers.
Education is based on 4 year college graduates plus.

96% OWN A SMARTPHONE (118 INDEX)

Orlando Sentinel

MEDIA GROUP