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 shinning down on this beautiful city!

Employment

- #1 in the U.S. for job growth in 2016
- 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"

#1 HOUSING

MARKET TO INVEST IN 2018

#4 FASTEST

GROWING CITY IN U.S.

Source: Forbes, 'Best Buy Cities: Where To Invest IN Housing In 2018,' Full List: America's Fastest – Growing Cities 2018;' Taxfoundation.org, 2018 State Business Tax Climate Index; Orlando Economic Partnership; Claritas, 2018.

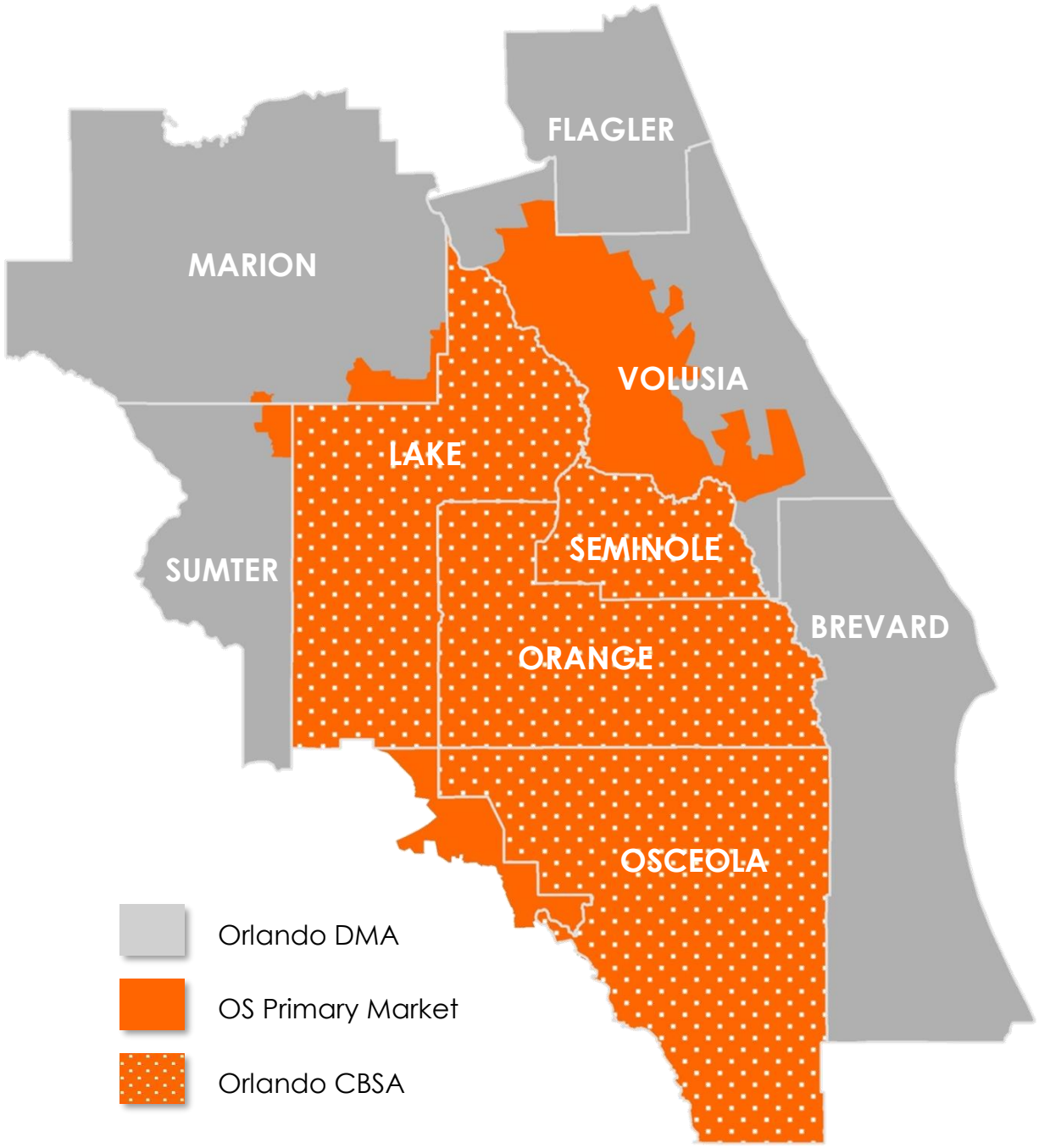
NO STATE INCOME TAX – SAYS IT ALL

Diversity

- 23% 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



Source: Claritas, 2018

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.
72 Million visitors in 2017

#1 MEETING & EVENTS

DESTINATION IN U.S. –
5 out of the past 6 years

Source: Visit Orlando 2018, Cvent 2017 Top 50 Meetings Destination in U.S. Annual List.

top market

top

industries

tourism

10 OF THE WORLD'S TOP THEME PARKS

5 WATER PARKS

Source: Visit Orlando 2018.

Source: Visit Orlando, 2018. Cvent 2017 Top 50 Meetings Destination in U.S. Annual

education

UNIVERSITY OF CENTRAL FLORIDA 1963

1st LARGEST PUBLIC UNIVERSITY IN U.S.

Source: Worldatlas.com, 2018

© Bright House Networks Stadium

technology

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

Source: Enterprise Florida 2015.

Source: Dr. Phillips Center Administration Statistics.

sports

4 PROFESSIONAL SPORTS TEAMS

dining

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

Source: Movoto.com 2016.

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.**

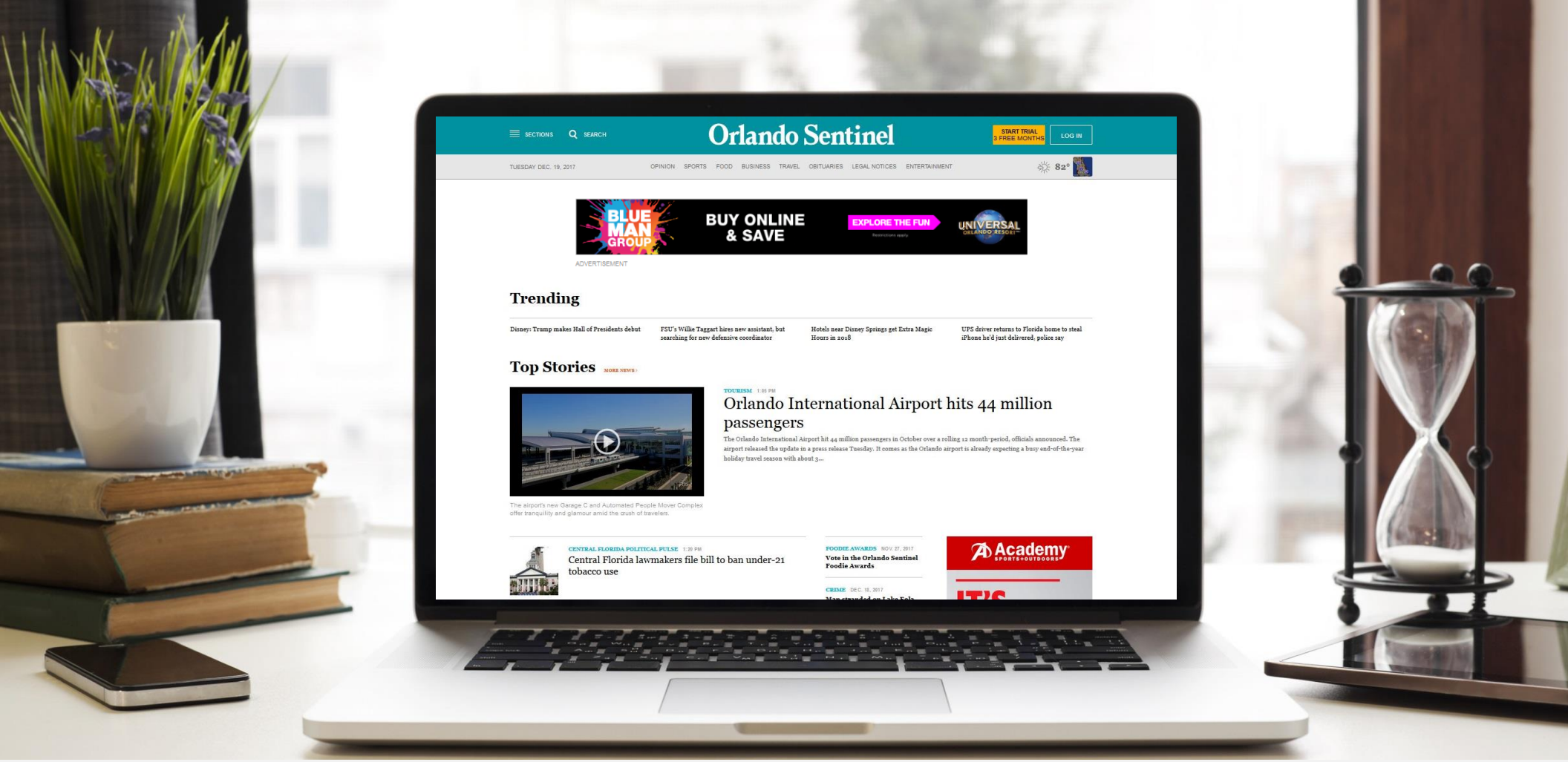
We are your **local, trusted media partner**, with a history of success in serving businesses big and small. We'll help you market your business in a digital world.

142 YEARS REPORTING

NEARLY 1 million + READERS WEEKLY

Source: Scarborough 2018, R1. Read the Orlando Sentinel in print and/or online past 7 days. Base: Orlando & Tampa DMAs.

Source: Scarborough 2017, R1. Read the Orlando Sentinel in print and/or online past 7 days. Base: Orlando Metro.



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

Nearly
1M
readers
weekly

#1 daily
newspaper & local
news site in
Central Florida

28.8M
page views
monthly
5.9M unique visitors

Source: Scarborough Report, 2018 R1 (Orlando + Tampa Markets); Ranking Based on Orlando DMA;
SiteCatalyst, January – June 2018 Monthly Average: Includes Website, Apps, E-edition and GrowthSpotter.

national REACH

Tronc Properties

- Chicago Tribune – Chicago, IL
- New York Daily News – New York, NY
- Orlando Sentinel – Orlando, FL
- Sun Sentinel – Fort Lauderdale, FL
- Baltimore Sun – Baltimore, MD
- The Hartford Courant – Hartford, CT
- The Morning Call – Allentown, PA
- Daily Press – Newport News, VA
- Virginia Pilot – Norfolk, VA

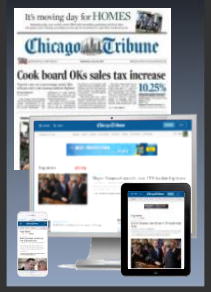
11M READERS weekly

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.

3,577,038 Readers

2,914,230 Readers



860,468 Readers

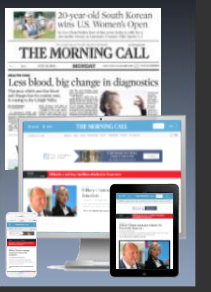
994,862 Readers

736,929 Readers

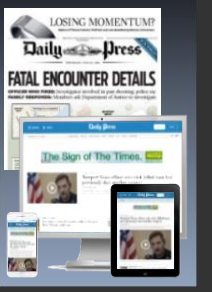
606,697 Readers

458,277 Readers

420,540 Readers



284,283 Readers



Source: Scarborough Research 2018, 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
Connected TV
Streaming Audio
Native 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
STREAMING Audio & TV	**SEO/SEM** Analysis & Optimization	**CONTENT** Creation & Direction
WEBSITE Design & Management	**CAMPAIGN** Management & 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

Orlando Sentinel E-Edition

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: **8.1 Million**
Unique Visitors: **73,800**

LOCAL

79% of page views are from the **Orlando DMA**, and **88%** are from **Florida.**

ENGAGED

Time Spent: Nearly **20 Minutes**
Tablet: 45% of Page Views
Desktop: 36% of Page Views

Source: SiteCatalyst, January – June, 2018.
Time spent is based on average time spent across all visits.

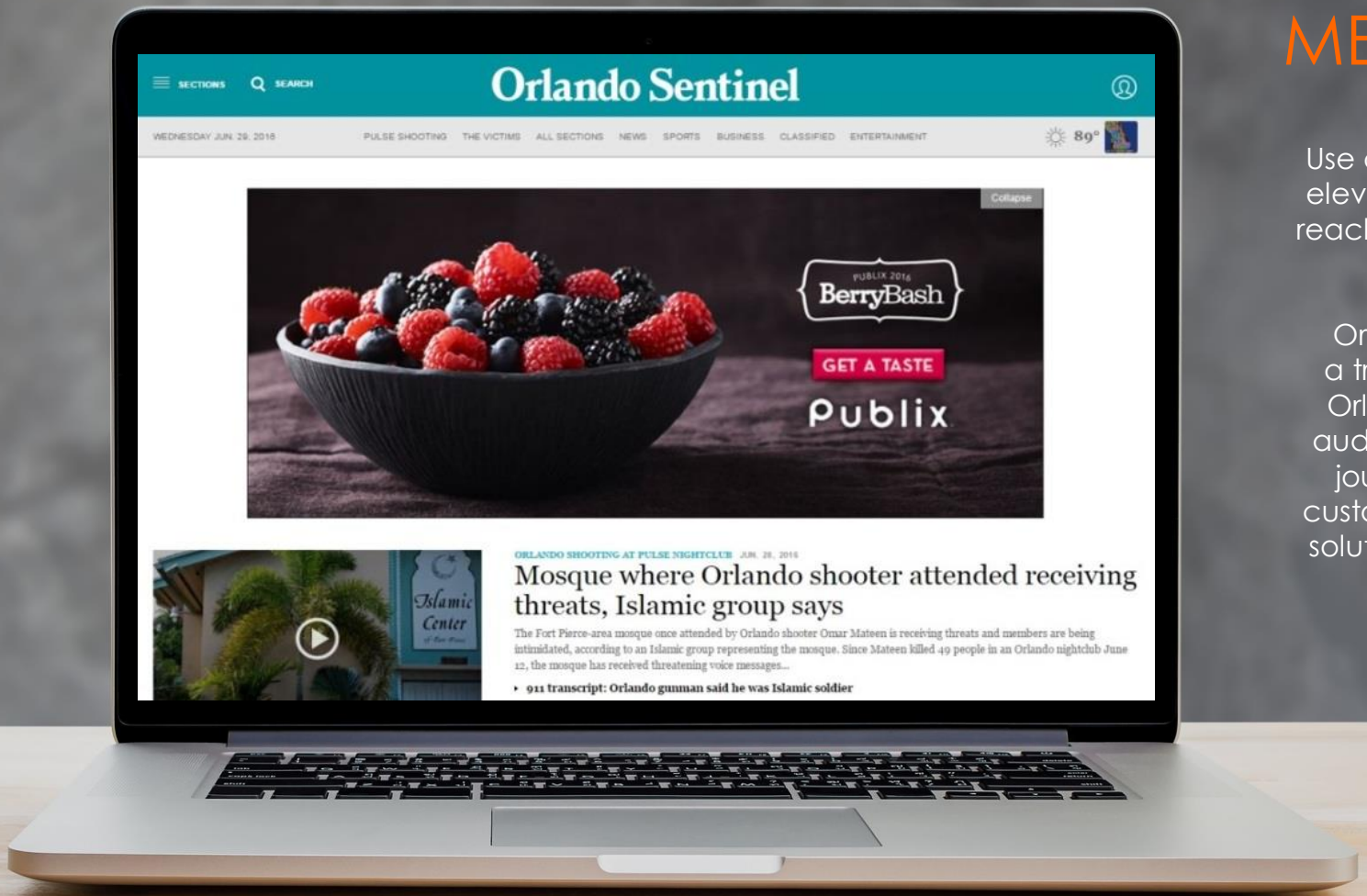
orlandosentinel.com

OrlandoSentinel.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.**



ORLANDOSENTINEL.COM Traffic	AVG. MONTHLY	TOTAL	FLORIDA	ORLANDO DMA
	Page Views:	19.3M	9.5M	6.9M
	Unique Visitors:	5.8M	1.9M	1.1M

Source: SiteCatalyst January – June 2018.

ORLANDOSENTINEL.COM LOCAL VISITOR profile

$72,000
avg. household income
(+$10,700 to DMA)

70%
employed
(vs. 54% in DMA)

38%
college graduates
(vs. 25% in DMA)

39
median age
(-12 years to DMA)

51%
white collar occupations
(vs. 34% in DMA)

97%
own a smartphone or tablet
(vs. 89% in DMA)

90%
shopped for items on the Internet past year
(vs. 72% in DMA)

$960
avg. amount spent on Internet purchases*
(+$128 to DMA)

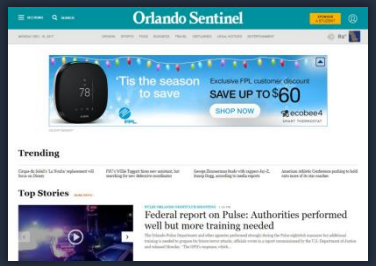
* Past year

Source: Scarborough 2018, R1; Based on Orlando DMA adults who visited OrlandoSentinel.com in the past 30 days vs. Orlando DMA adults as a whole.

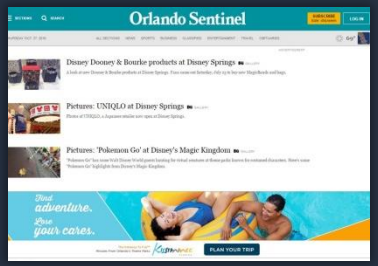
High Impact

STAND OUT OPTIONS

LIGHTHOUSE



BILLBOARD



RESPONSIVE AD

EXPANDABLE AD

FIXED CHANNEL FRONT POSITIONS

DAILY AVERAGE

Home Page
Page Views:
54,500 (M-F)

Sports
Page Views:
3,500

News
Page Views:
2,900

Breaking News
Page Views:
2,300

Source: Site Catalyst, Average Daily Page Views January – June, 2018.

TAKEOVER AD

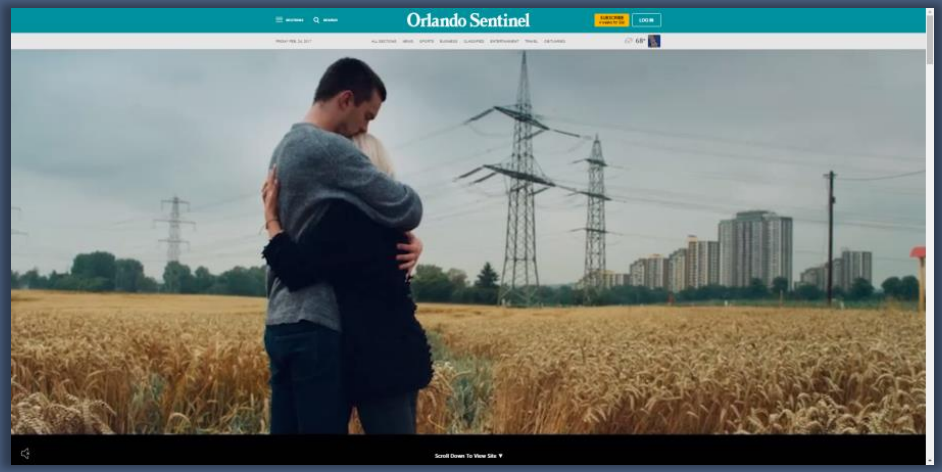
1 reskin

2 billboard

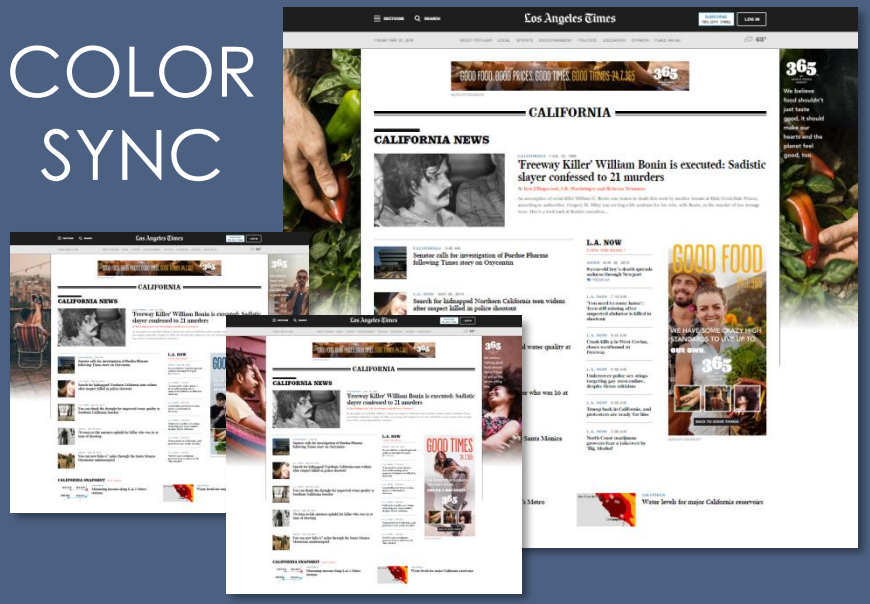
3 cube/half cube

4 responsive ad

VIDEO SCROLL



COLOR SYNC



targeting

ORLANDOSENTINEL.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

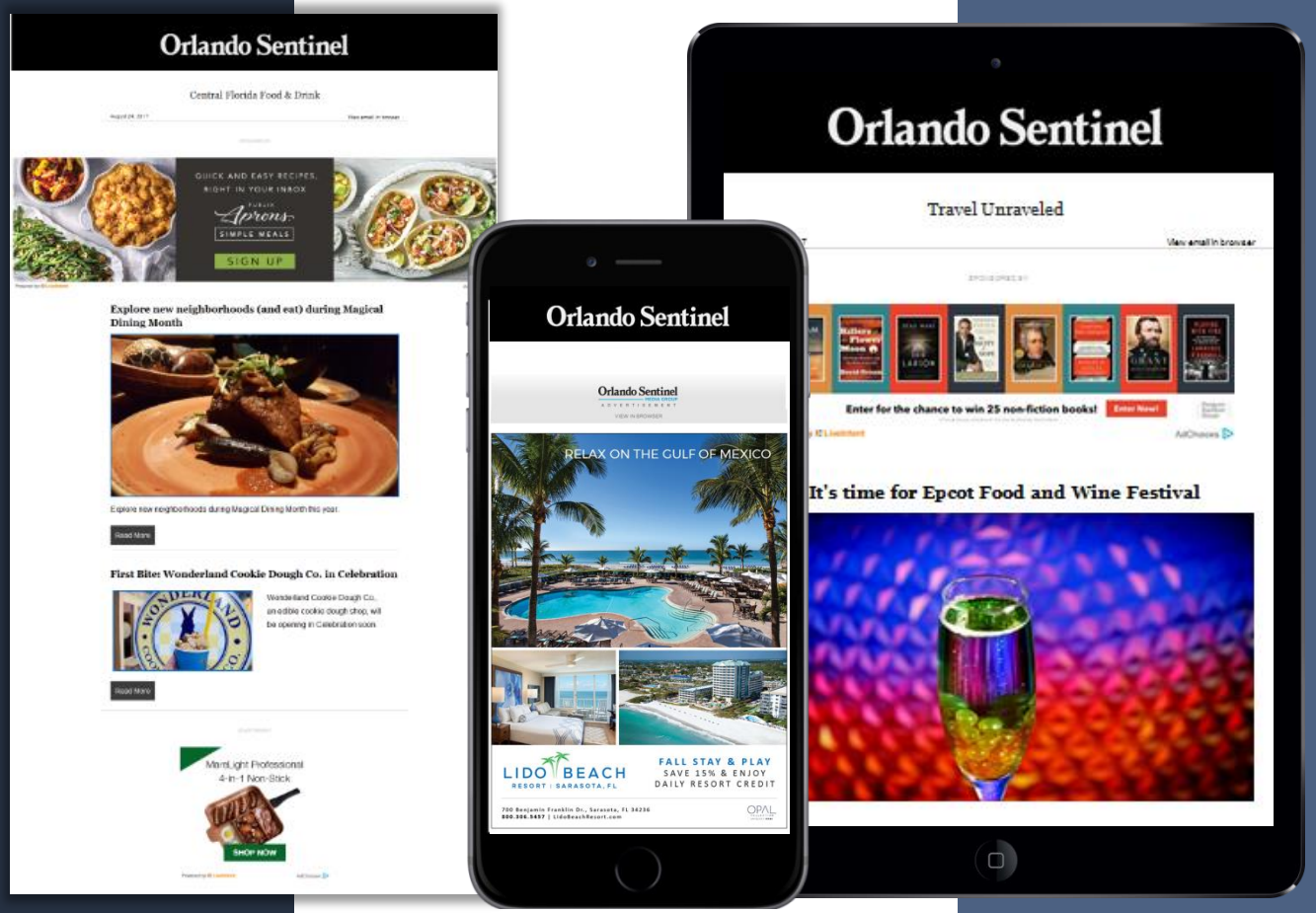
Target by Behavior in the Past 30 Days

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

16 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.

Source: tronc internal resources, 2018; V12data.com, 'Consumers prefer to receive brand offers through email comared to any other channel.'

why MOBILE

Adults 18-29 are at a smartphone penetration rate of

94%

- Pew Research Study, 2018

In 2018, nearly **20%** of Americans relied exclusively on smartphones to access the Internet

- Pew Research Study, 2018

With **86%** of Central Florida households owning a smartphone, it is **ESSENTIAL** to include mobile in your marketing strategy

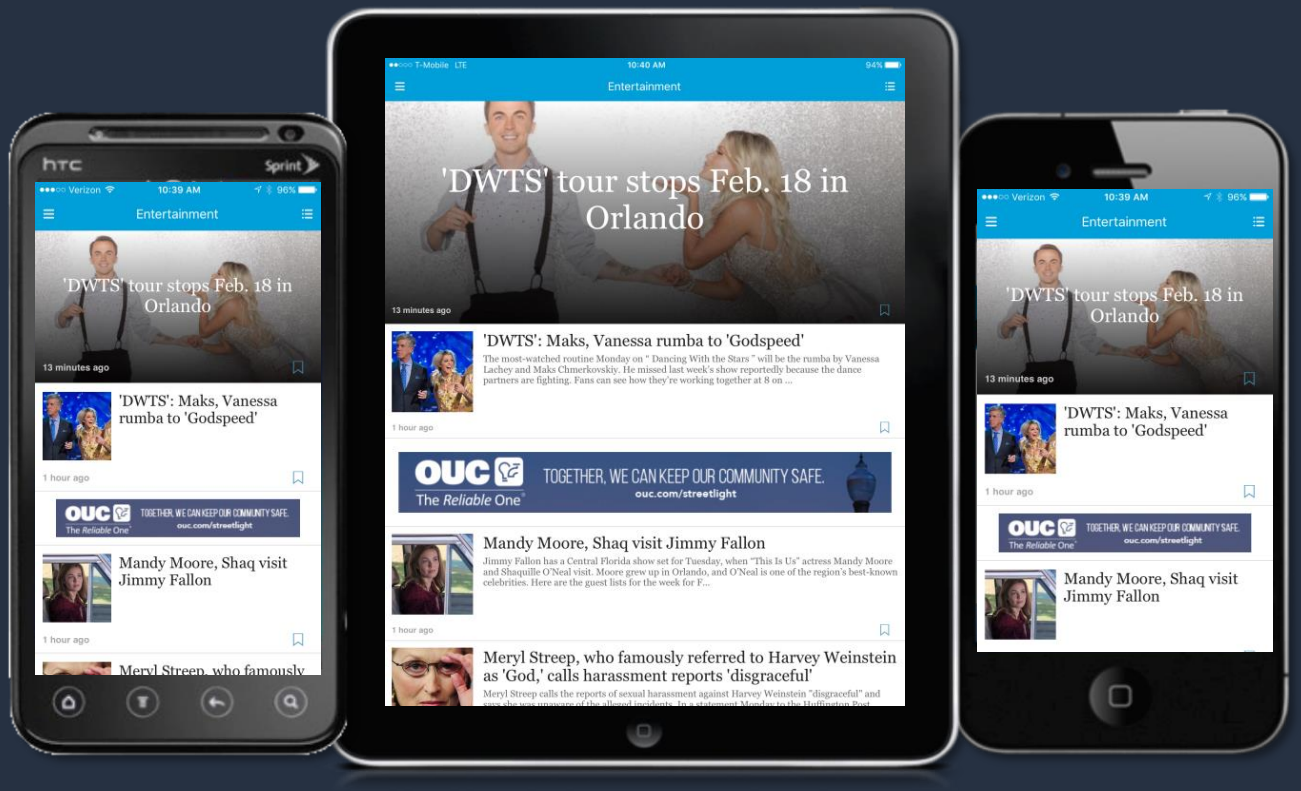
- Scarborough Research 2018

mobile 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: 194,100
Unique Visitors: 4,400
Time Spent: 3.00 Min.

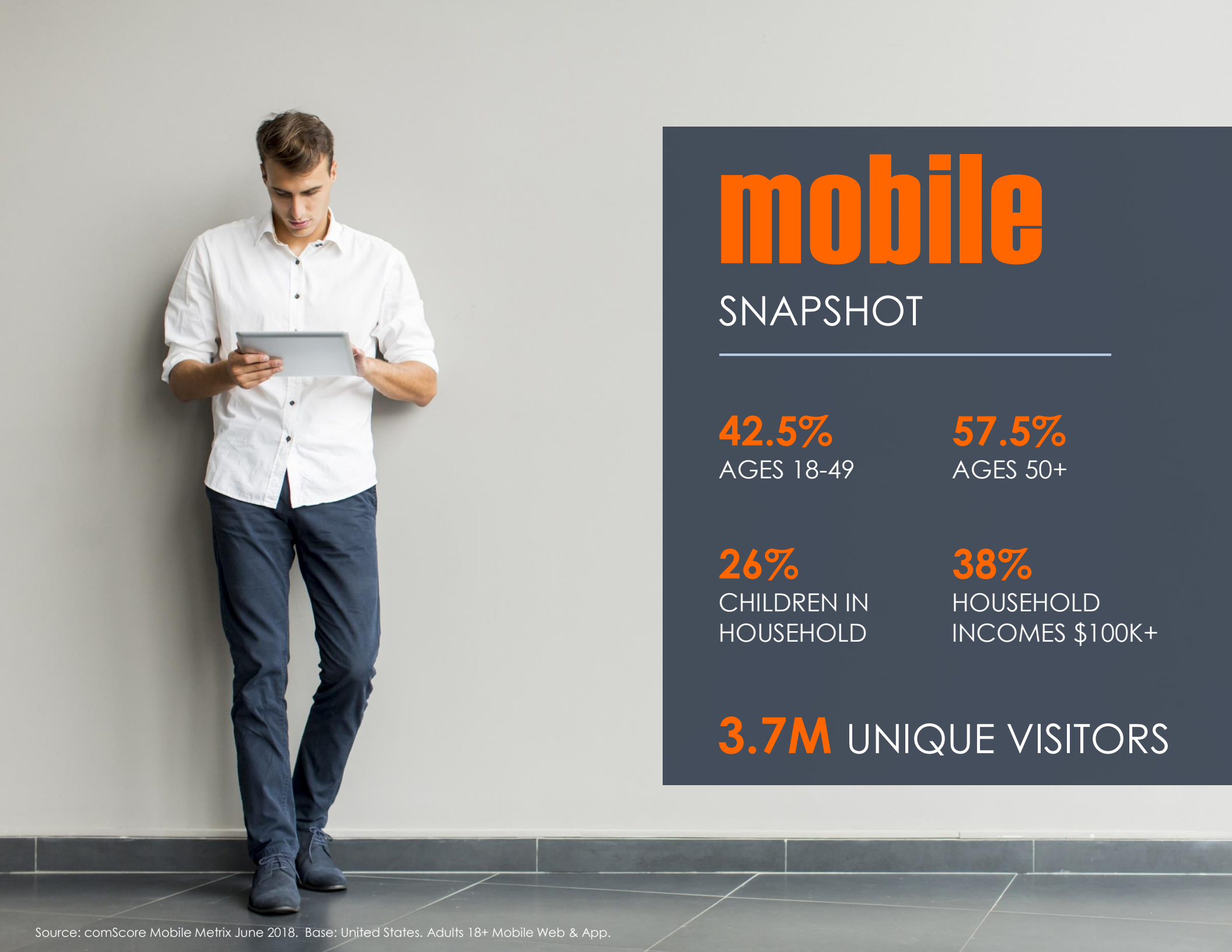
IPAD APP

Page Views: 301,100
Unique Visitors: 9,300
Time Spent: 3.72 Min.

IPHONE APP

Page Views: 711,100
Unique Visitors: 20,400
Time Spent: 3.78 Min

Source: SiteCatalyst, January – June 2018; Scarborough 2018, R 1. Page Views and Unique Visitors are based on a monthly average; Time Spent is based on average time spent across all visits.



mobile

SNAPSHOT

42.5%
AGES 18-49

57.5%
AGES 50+

26%
CHILDREN IN HOUSEHOLD

38%
HOUSEHOLD INCOMES $100K+

3.7M UNIQUE VISITORS

Source: comScore Mobile Metrix June 2018. Base: United States. Adults 18+ Mobile Web & App.

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

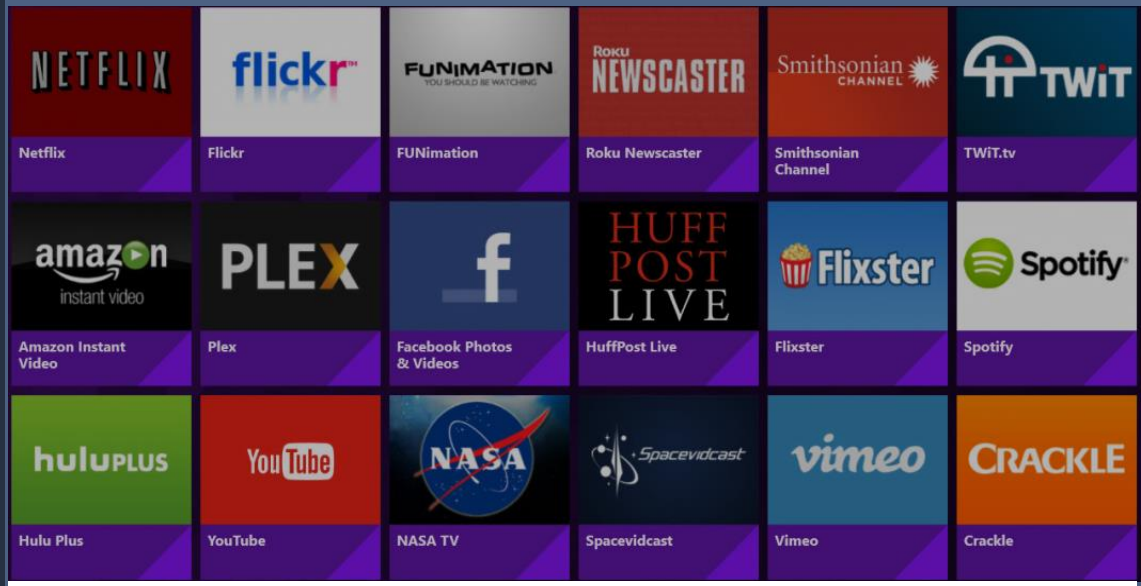
46%

of local adults **do not subscribe to cable –** up 31 percent since 2013

40%

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

Source: Scarborough 2013 & 2018, R1 (Orlando DMA).



CONNECTED **TV**

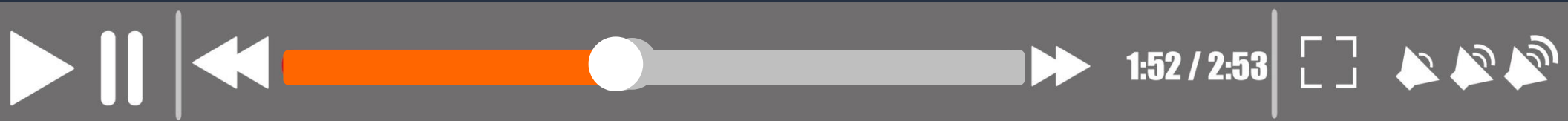
- Connected-streaming TV is a video served before premium content on leading connected TV providers
- Video begins playing automatically when the user chooses to watch a content video
- Access to over 150+ apps including Hulu, Watch ESPN, CBS and Fox News across TV, desktop, tablet and mobile
- Connected 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 36 Million video views** in 2017 (+33% YOY)

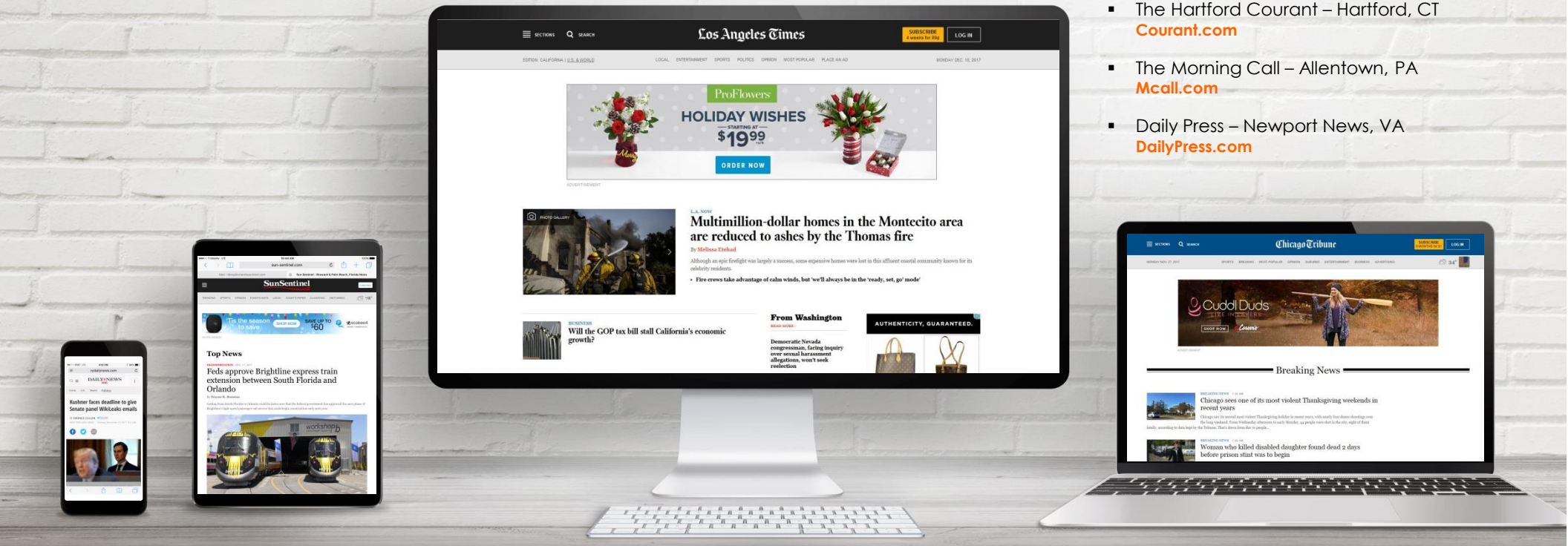
In the first 6 months of 2018, OrlandoSentinel.com averaged nearly **4.2 Million video views per month**

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

Source: SiteCatalyst, January – June, 2018 and January – December, 2017.

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 ANY TRONC WEBSITES

18.7M
PAGE VIEWS

2.3M
UNIQUE VISITORS

Source: Sitecatalyst, January - December 2017, Monthly Average.

tronc REACHES KEY MARKETS

MONTHLY METRICS

309M
PAGE VIEWS

82M
UNIQUE VISITORS

NEW YORK DAILY NEWS

UNIQUE VISITORS: 30M
PAGE VIEWS: 126M

CHICAGO TRIBUNE

UNIQUE VISITORS: 26M
PAGE VIEWS: 87M

SUN SENTINEL

UNIQUE VISITORS: 6M
PAGE VIEWS: 23M

ORLANDO SENTINEL

UNIQUE VISITORS: 6M
PAGE VIEWS: 19M

BALTIMORE SUN

UNIQUE VISITORS: 7M
PAGE VIEWS: 26M

HARTFORD COURANT

UNIQUE VISITORS: 3M
PAGE VIEWS: 12M

MORNING CALL

UNIQUE VISITORS: 3M
PAGE VIEWS: 12M

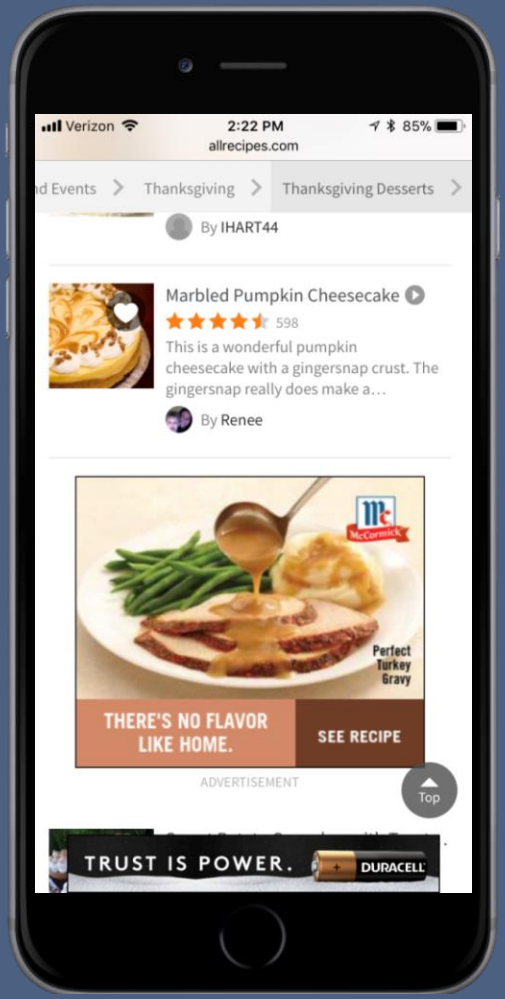
DAILY PRESS

UNIQUE VISITORS: 877K
PAGE VIEWS: 4M

Source: SiteCatalyst, January-June 2018, Monthly Average.

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

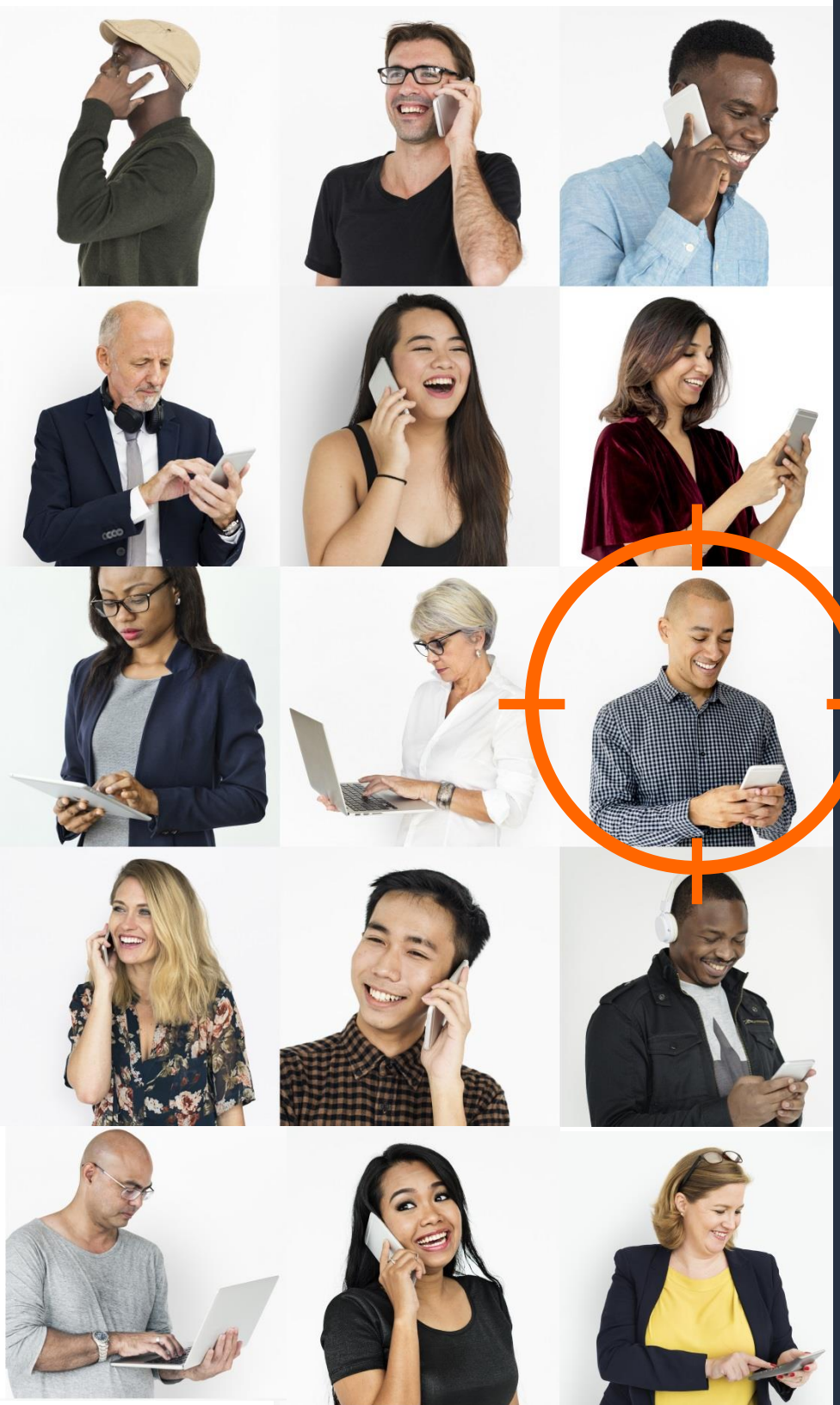
We have been on **the forefront** of programmatic real-time bidding since **2015.**

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

STREAMING AUDIO
Reach listeners as they are tune in to their favorite music and podcast channels

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

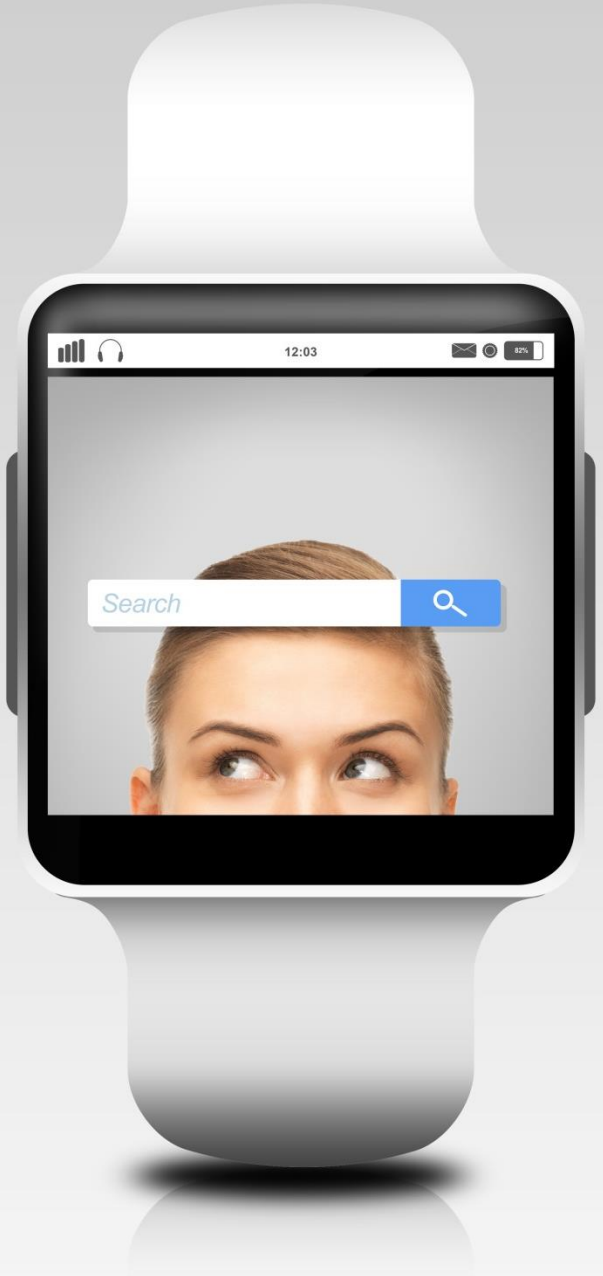
CATEGORY
Target via a mini network of websites based upon your category of business

digital marketing

services

search

marketing



seo **ORGANIC**
search engine optimization

ppc **PAID**
pay per click

THE EXPERIENCE & RESOURCES TO GET YOU FOUND

CUSTOM WEBSITES • LANDING PAGES • MICROSITES

website design

fenceoutlet.com

social media

STRATEGY • DEVELOPMENT • MANAGEMENT

Source: eMarketer.com - How Social Media Influences Shopping Behavior 2016.

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

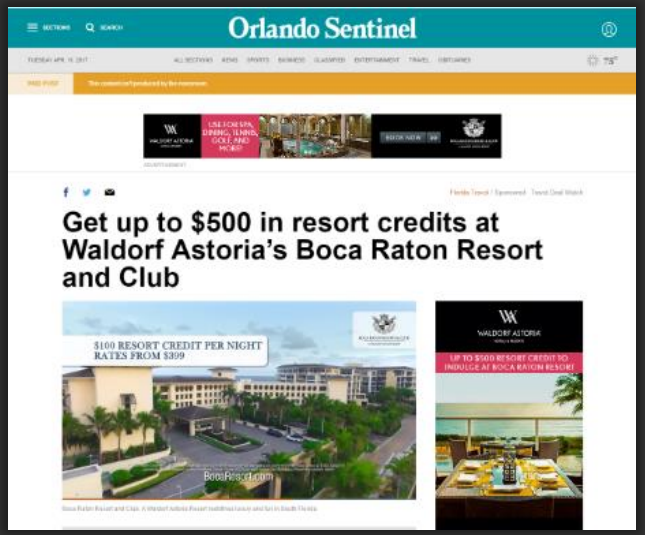
advertorial

paid posts

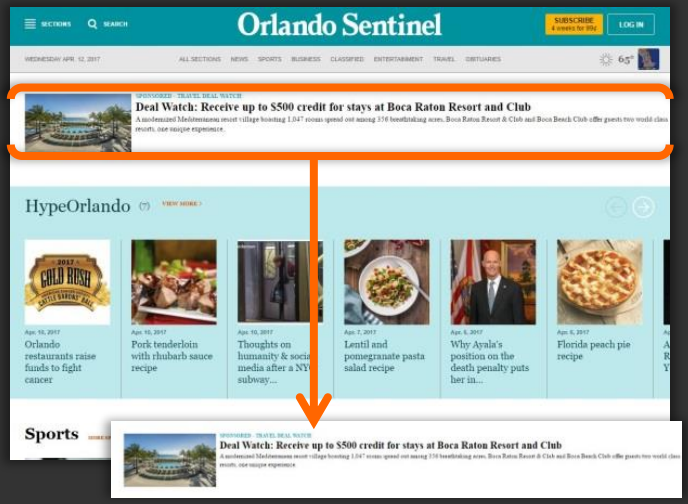
74% of OrlandoSentinel.com users accessed Facebook in the past 30 days. (vs. 63% in DMA)

A BLEND OF NATIVE CONTENT & SOCIAL

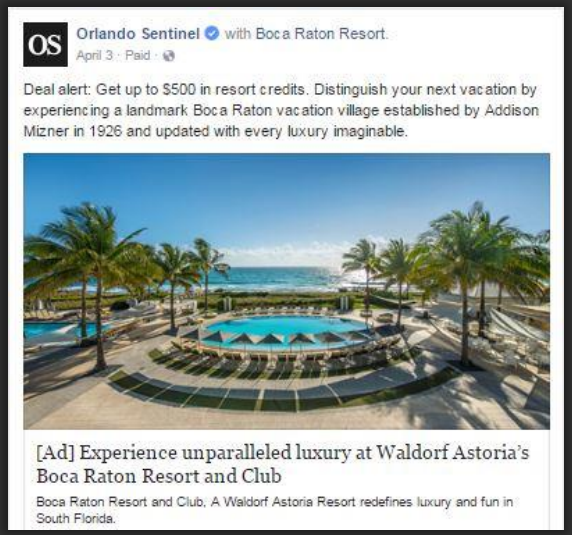
Advertorial Paid Posts allow you to publish advertorial content promoting your special offer, event or grand opening on OrlandoSentinel.com. We then utilize on-site native integration and social media to drive a targeted audience to your story.



1 Advertorial Story Published on OrlandoSentinel.com + Fixed Ad Adjacencies



2 Native Story Promotion on OrlandoSentinel.com



3 Promoted Facebook Post Targeting Your Desired Audience

Source: Scarborough Research 2018, R1. Based on Orlando DMA adults that accessed OrlandoSentinel.com at least once in the past 30 days.

quizzes & CONTESTS

OrlandoSentinel.com Contests

SOCIAL, SHAREABLE, TARGETED

Sponsor a unique and entertaining quiz or contest 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 studio

We are

STORYTELLERS.

STRATEGISTS.

COLLABORATORS.

PRODUCERS.

PARTNERS.

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.

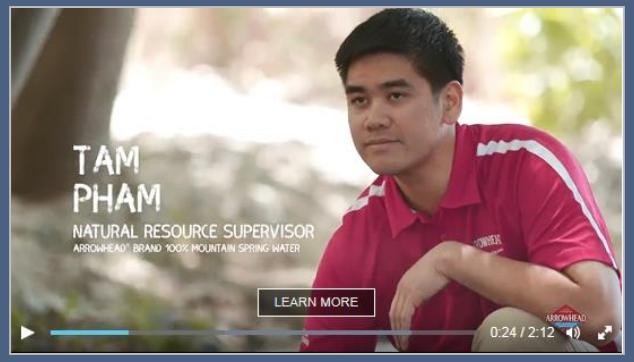
This history of storytelling excellence now extends to our content studio.

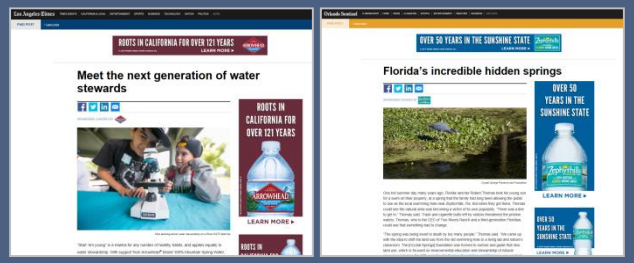
content studio samples

View the page

LAW & ORDER TRUE CRIME: THE MENENDEZ MURDERS

Included the embedded trailer video





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

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

121,799
Daily

187,646
Sunday

READERSHIP

286,300
Daily

599,100
Sunday

DEMOGRAPHICS

55%
Age 50+
107 INDEX

29%
HHI $75K+
107 INDEX

27%
Hispanic
138 INDEX

71%
own home
109 INDEX

Source: Scarborough Research 2018, R1; AAM Audit March 2017. 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.

#1 daily newspaper in Central Florida

custom ad shapes/sizes

STRIP AD

INNOVATIVE AD SPREAD

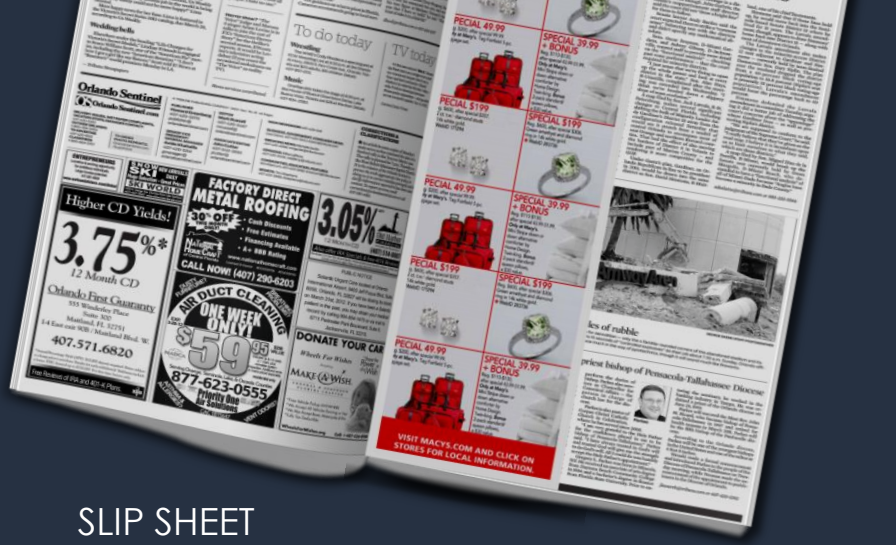
L SHAPE

CUSTOM

HIGH **impact**

EXTENDER AD

SPADEA



SLIP SHEET

NEWS BAG

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

Source: NAA How America Shops and Spends 2014.

Preprint

advertising

TOTAL COVERAGE

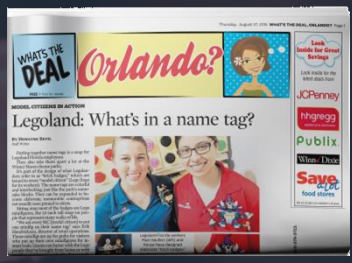
Thursdays

- **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

Source: Orlando Sentinel Adit Distribution, Effective May 1, 2016. *Circulation figures may fluctuate.

SPECIAL SECTIONS

direct mail

Tribune Direct

- 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

- 20th Annual Orlando Sentinel FOODIE AWARDS
- SECRET SUPPER
- 2017 Barrel NIGHT

BETTERMENT

- Orlando Sentinel Pink Bash
- ONE DAY UNIVERSITY
- successful AGING EXPO

BUSINESS

- 2018 Orlando Sentinel TOP 100 Companies — The Best Workplaces in Central Florida
- Orlando Sentinel best Bets
- Orlando Sentinel CENTRAL FLORIDIAN OF THE YEAR

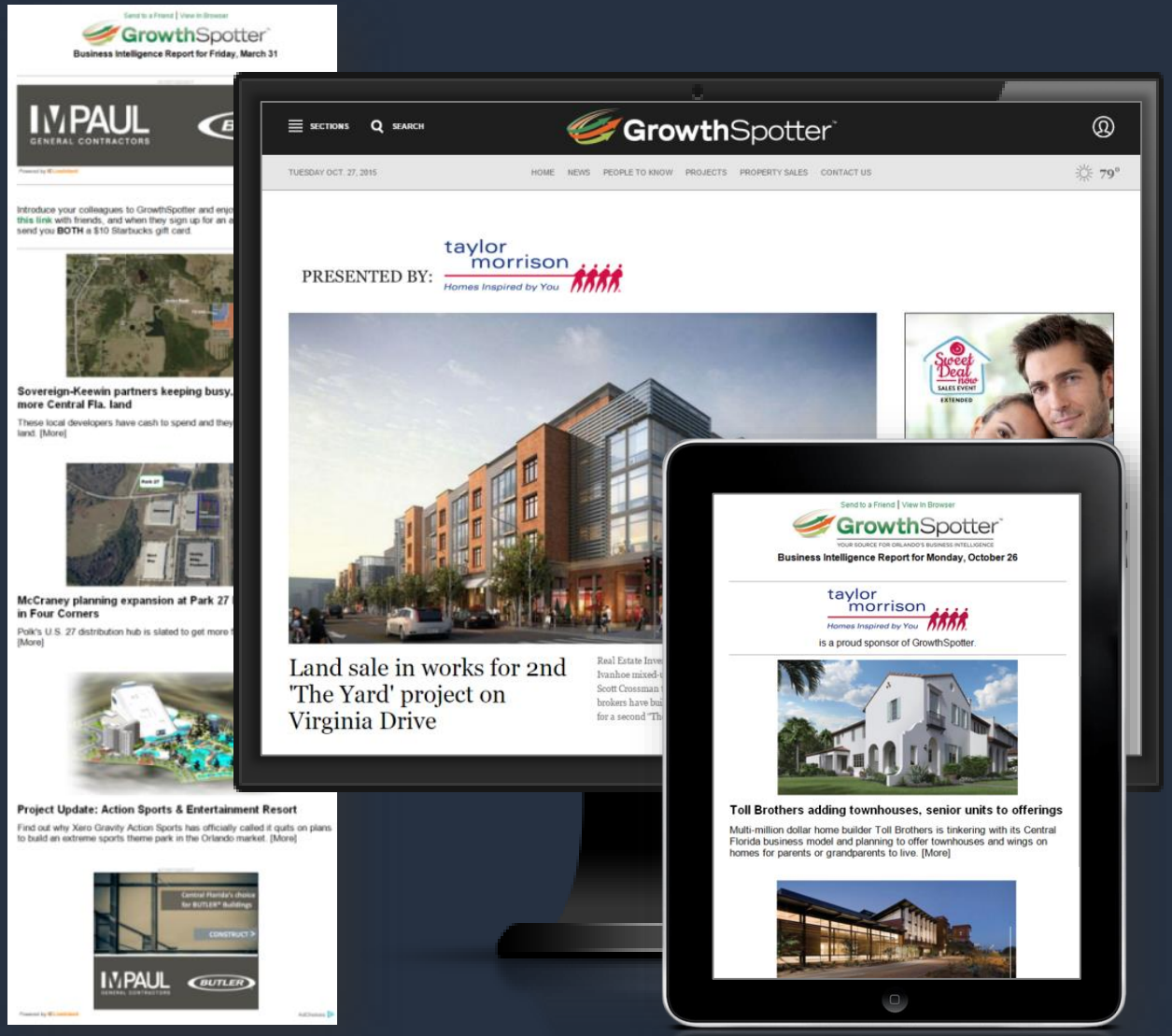
CULTURAL

- 58th Annual Orlando Sentinel SPELLING Bee
- Orlando Sentinel SUMMER CAMP & Adventure EXPO
- El Sentinel Latin Jazz and Art FESTIVAL

prime audience

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

GrowthSpotter.com



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: 46,900
Page Views: 109,800

Audience profile

68%
Children
222 INDEX

65%
Age 25-54
138 INDEX

31%
College+
128 INDEX

ElSentinel.com

92% OWN A SMARTPHONE (112 INDEX)

Source: Scarborough Research 2018 & 2017 R1; SiteCatalyst, January – June 2018.
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.

Orlando Sentinel
MEDIA GROUP