LOCAL PARTNER • LEGACY OF TRUST • LEADER IN DIGITAL

There Is No
Digital Strategy
Anymore, Just

STRATEGY IN A DIGITAL WORLD

ABOUT US

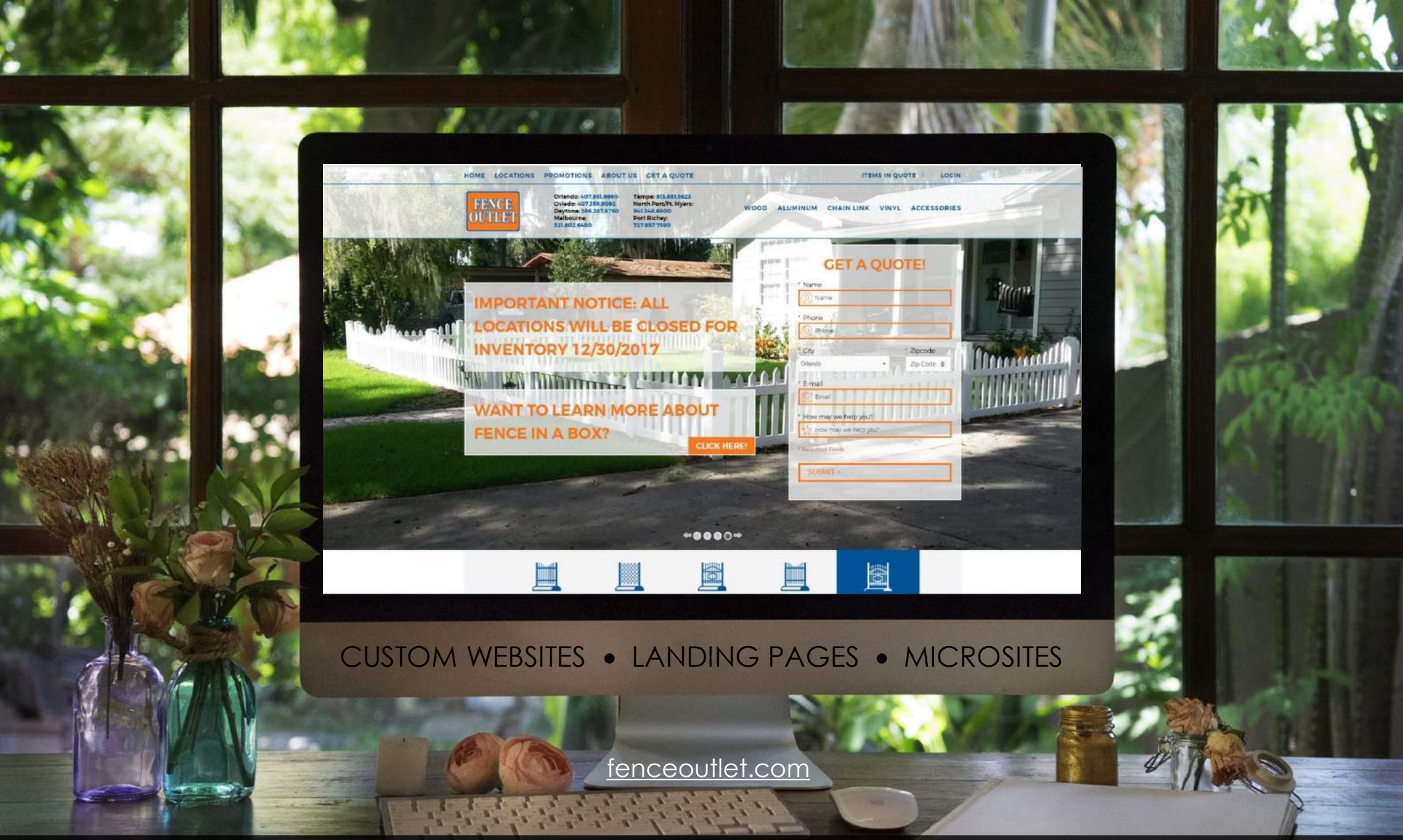
Orlando Sentinel Media Group is a cutting-edge, multimedia company with the technology and data to precisely target your message to **any audience**.

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.

Website

custom designs



website design

A BETTER WAY OF WEBSITE DEVELOPMENT

We develop sites that attract the right audience through design that focuses on converting visitors to customers!

WE BUILD RESPONSIVE WEBSITES

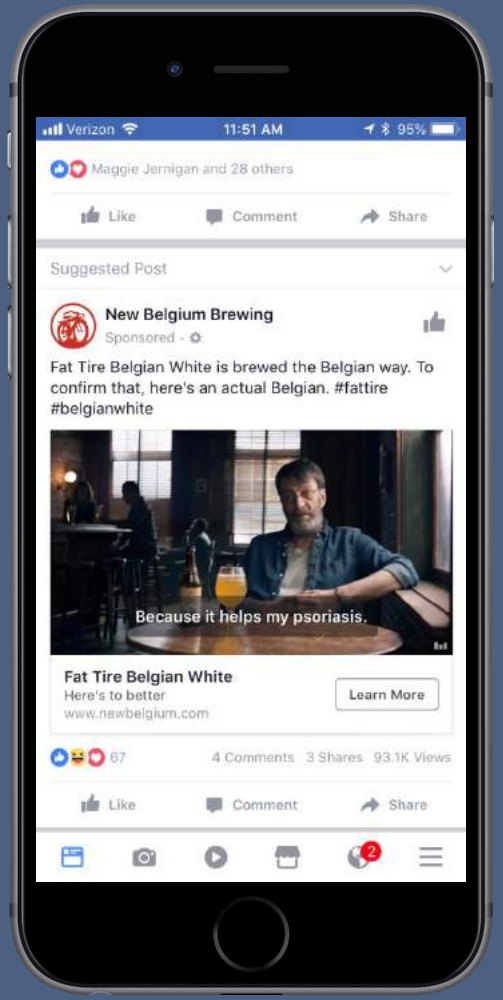
Our websites work on any desktop or mobile device.

social media

solutions

facebook advertising

53% of users who follow brands on social networks are more loyal to those brands.



ENGAGE WITH YOUR AUDIENCE

Facebook is the largest online social network with **over 2.2 billion monthly active users**, of which1.74 billion are active mobile users.

Facebook is a fantastic way for advertisers to engage with their audience on the most accessed social site. Facebook advertising offers different ad formats such as in-feed, carousel, and collection ads, and engagement metrics such as likes, shares, clicks and impressions.

Source: Statista; Convince & Convert.

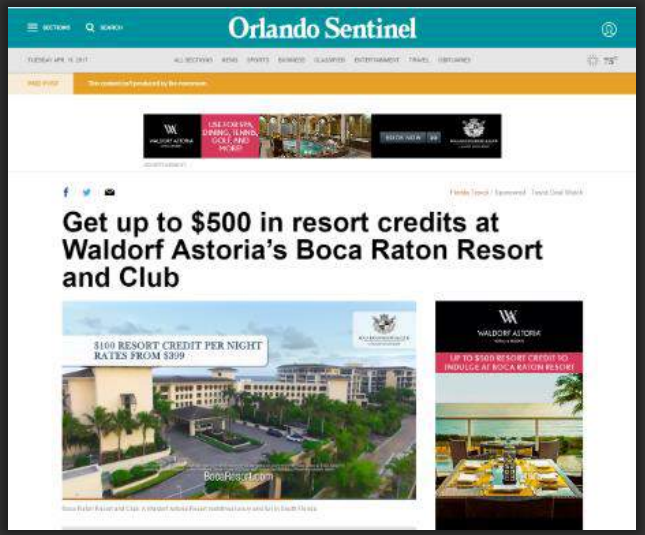
advertorial

paid posts

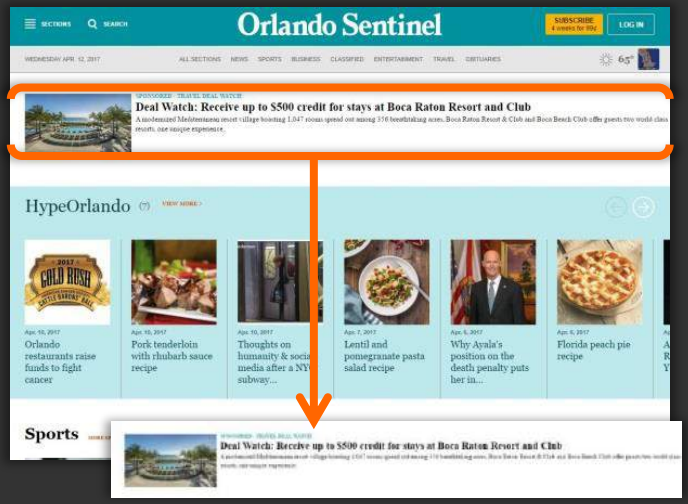
74% of OrlandoSentinel.com users accessed Facebook in the past 30 days. (vs. 63% in DMA)

A BLEND OF NATIVE CONTENT & SOCIAL

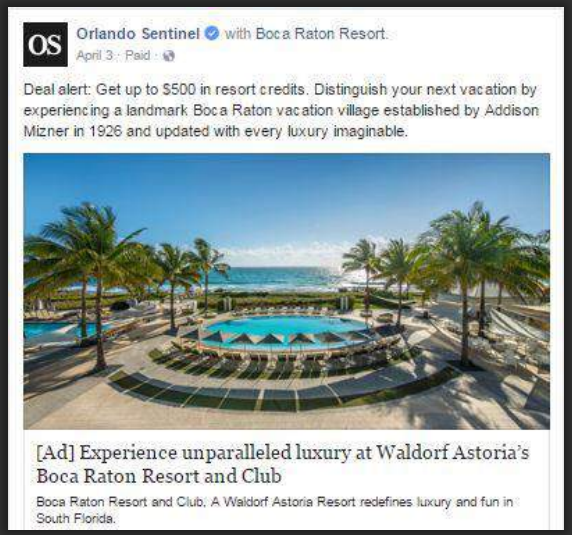
Advertorial Paid Posts allow you to publish advertorial content promoting your special offer, event or grand opening on OrlandoSentinel.com. We then utilize on-site native integration and social media to drive a targeted audience to your story.



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



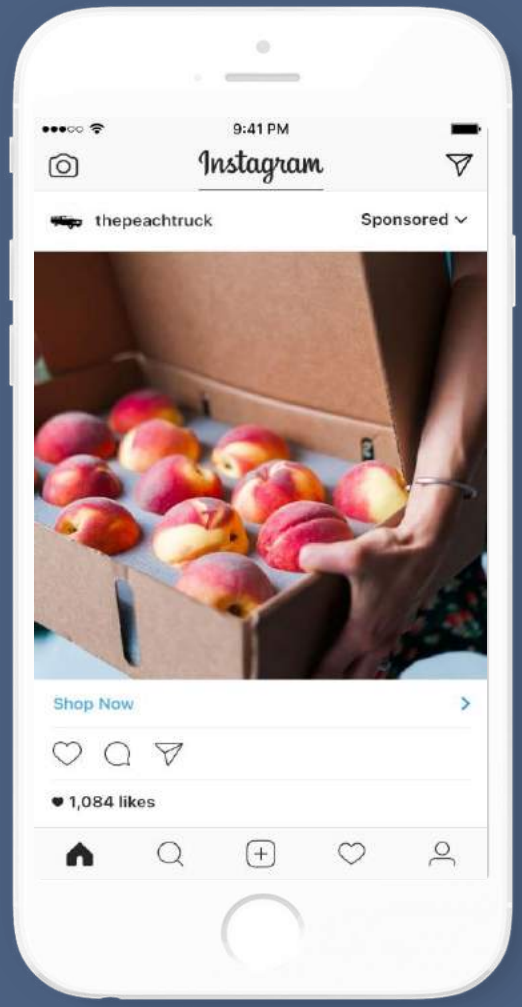
2 Native Story Promotion on OrlandoSentinel.com



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.

instagram advertising



CREATE VISUAL INTEREST

Instagram is one of the most image rich social network platforms. Instagram has **800 million users**, and over 70% of businesses are using Instagram.

Instagram allows for video ads alongside their standard photo ads, with video accounting for over 25% percent of ads.

59% of Instagram users are 18-29 years old, creating a **large millennial market**.

60% of users say they discover new products on Instagram.

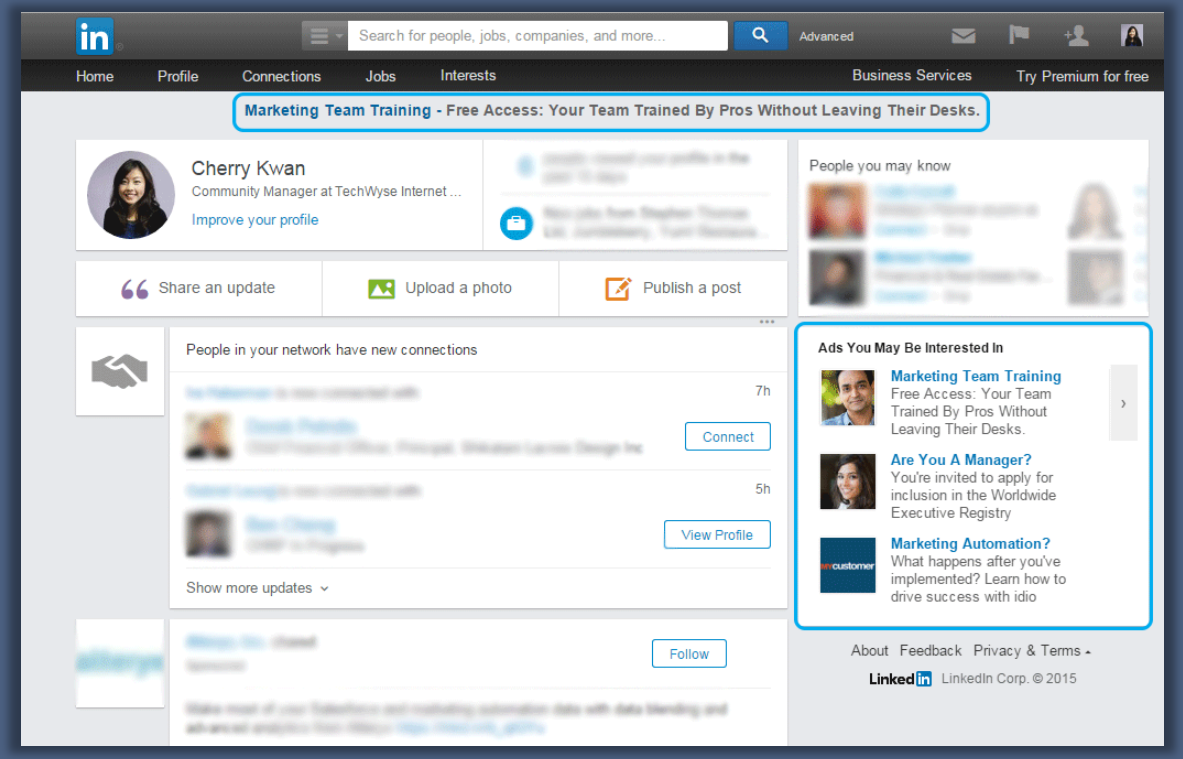
Source: Statista; Instagram.com.

linkedin

advertising

4 out of 5

LinkedIn members drive business decisions.



PERFECT FOR B2B MARKETING

LinkedIn is the largest professional social network platform, with **over 500 million members** and continued growth year after year.

In 2017, 260 million users were active every month – more than 2x their active users from 2016. On average, 40% of active users are using LinkedIn on a daily basis.

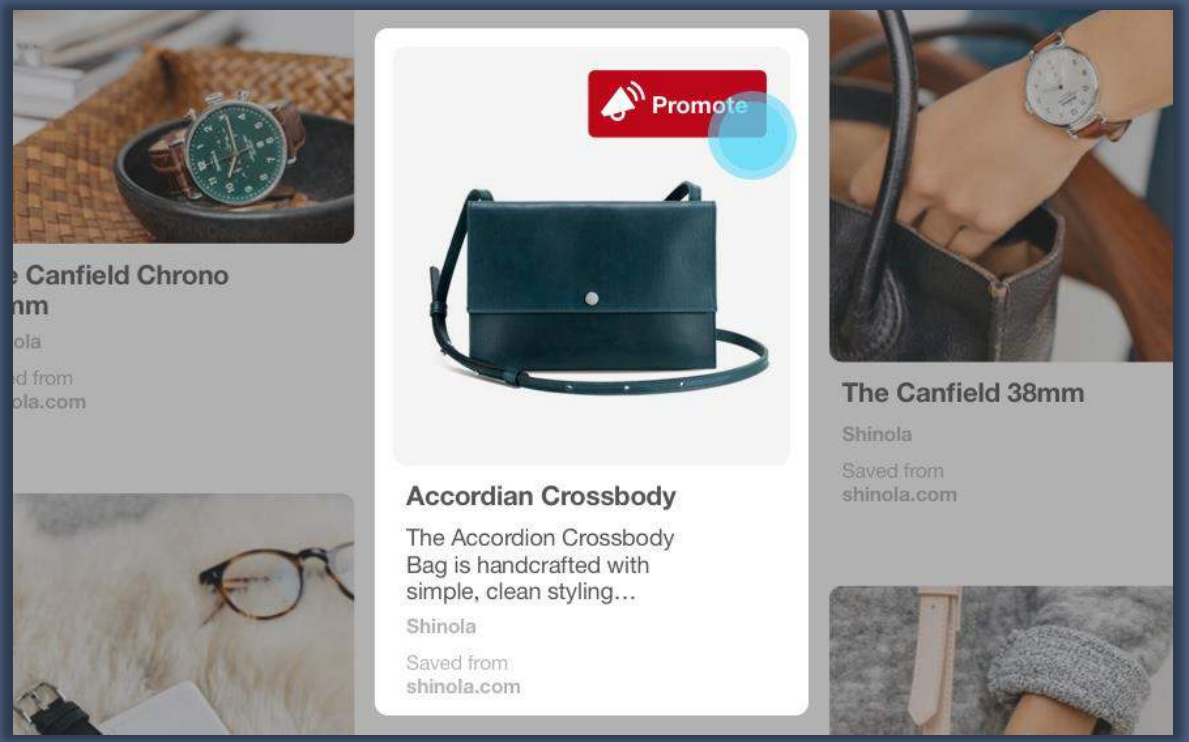
Advertising solutions include Sponsored Content, Sponsored Inmail, Text Ads, and Display Ads.

Source: www.foundationinc.co/lab/b2b-marketing-linkedin-stats; Linkedin.com.

pinterest

advertising

Pinterest had over
60 million users
in 2017, and is forecasted
to reach **64 million** users
in 2018.



INSPIRE YOUR AUDIENCE

People use Pinterest to plan for what's important in their lives. Pinterest takes a photo- rich approach to its social media network and incorporates sharing capabilities, allowing advertisers to create multiple engagement points within the ad experience.

Pinterest ad types offer a native and organic feel, garnering more opportunity for impressions.

Source: Statista.

Search

engine marketing

SEO be seen & capture share

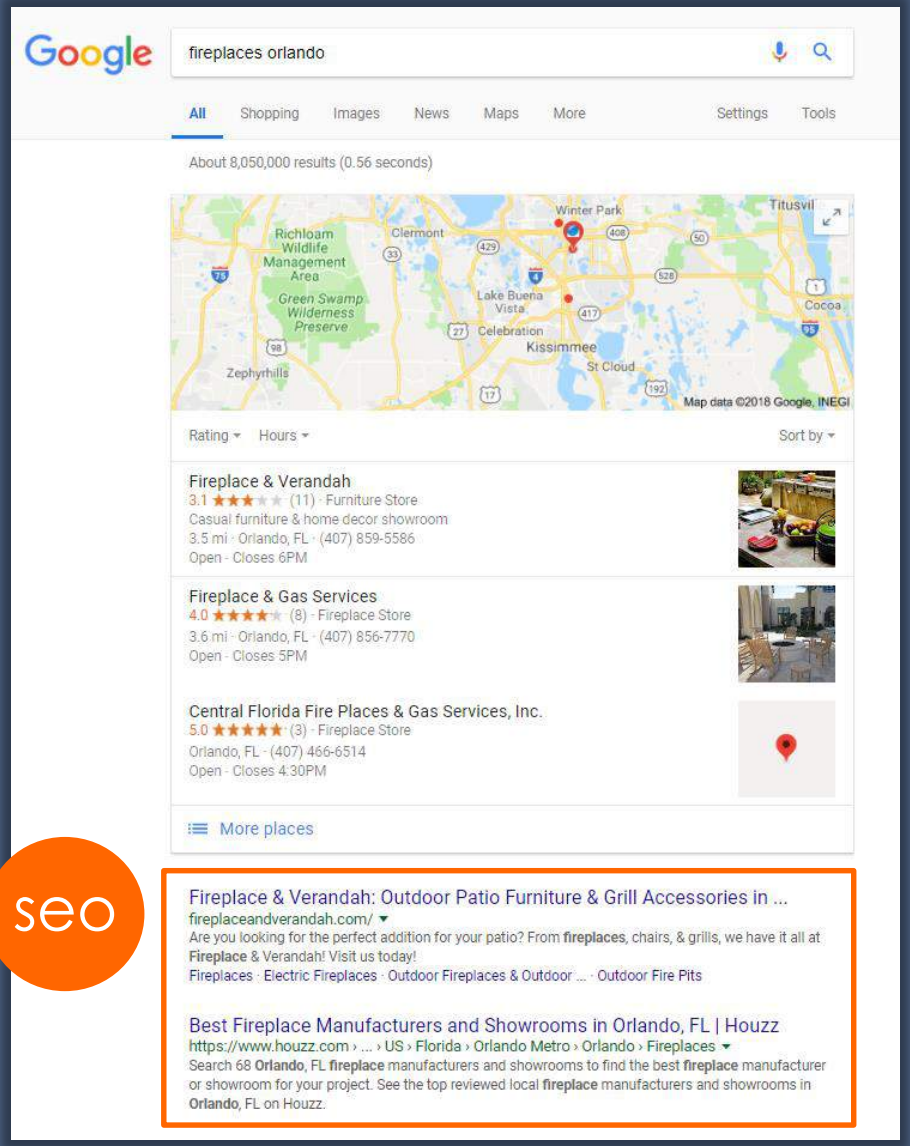
Search Engine Optimization (SEO) can move your business above the competition in online searches, creating strategic, long-term results to ensure consumers find your business.

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



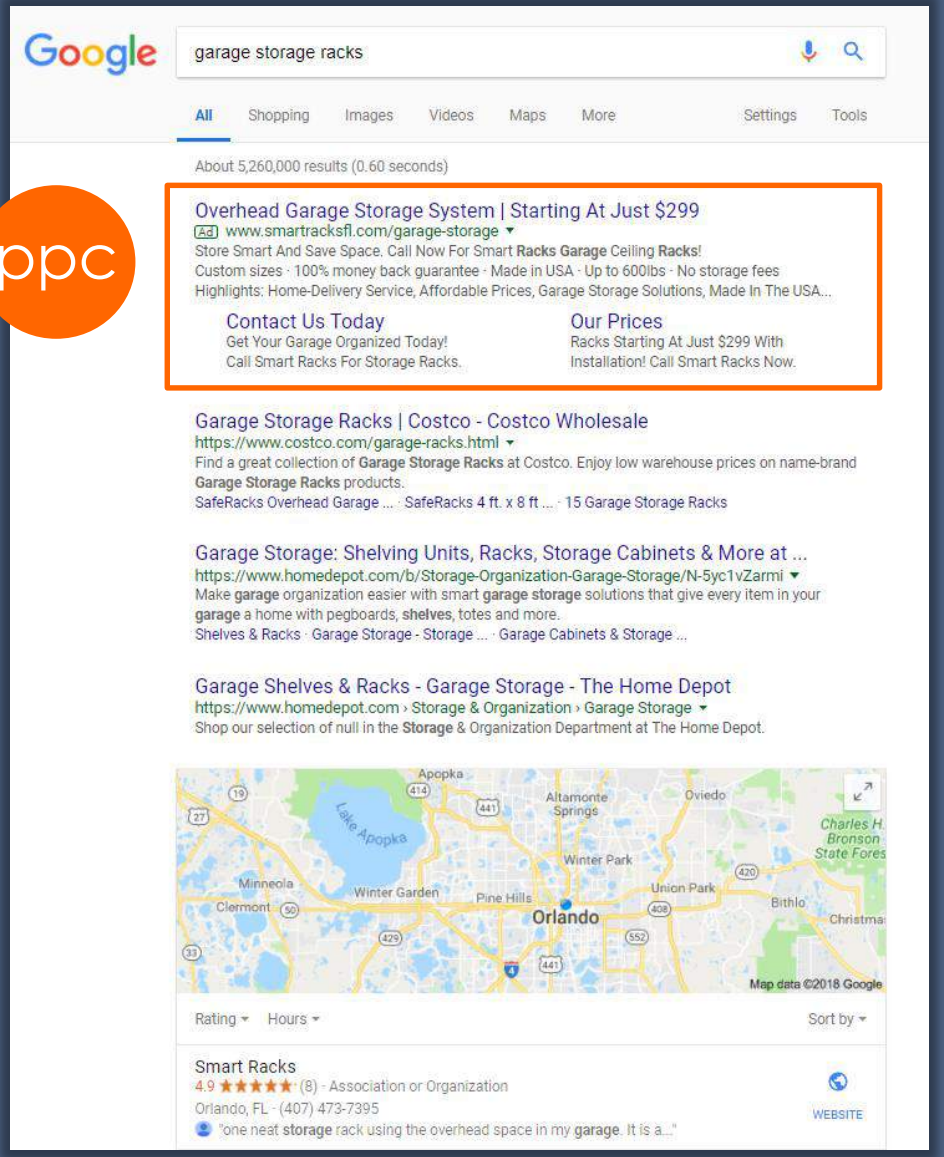
ppc

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.

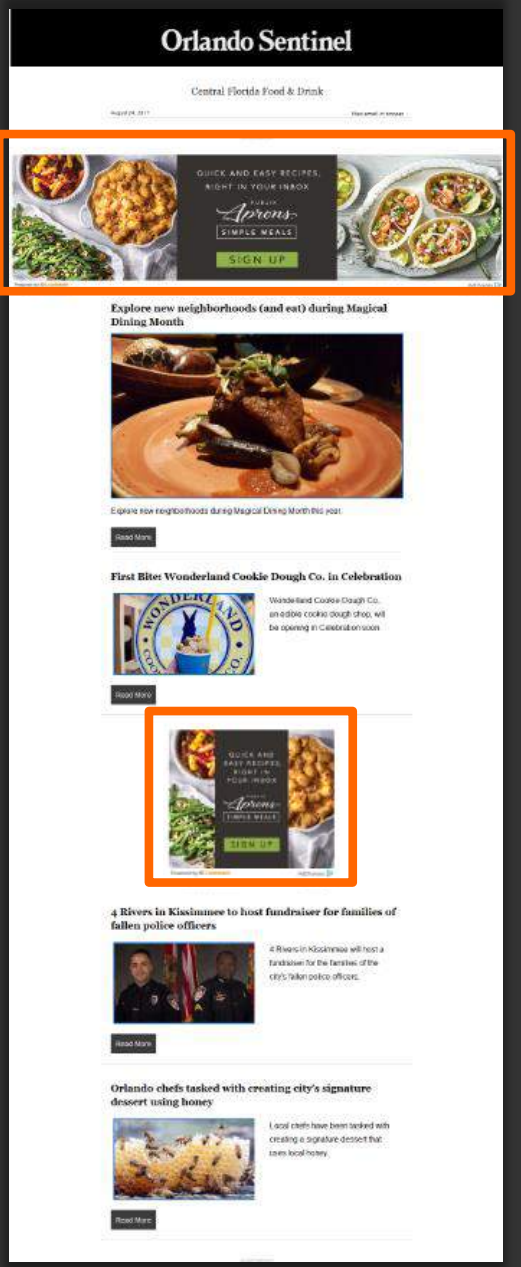
- **Dashboard Reporting**
- **Monthly Call With Strategist**
- **Google Ad Words by Default, Bing Available by Request**



email
marketing

e-newsletters

OrlandoSentinel.com E-Newsletters



Subscribers updated June 2018.

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 marquee and cube ad units alongside our entertaining and informative content.

DAILY E-NEWSLETTERS

The Morning Report
(Daily)
Subscribers: 20,400
Unique Open Rate: 15%

Breaking News Alerts
(Daily)
Subscribers: 18,200
Unique Open Rate: 17%

Sports Final
(As Needed)
Subscribers: 1,600
Unique Open Rate: 13%

GrowthSpotter
(Monday - Friday)
Subscribers: 1,400
Unique Open Rate: 39%

WEEKLY E-NEWSLETTERS

Trending Weekly
(Thursday)
Subscribers: 120,800
Unique Open Rate: 15%

Orlando Magic
(Monday)
Subscribers: 3,600
Unique Open Rate: 19%

The Health Report
(Monday)
Subscribers: 1,200
Unique Open Rate: 20%

College Sports
(Wednesday)
Subscribers: 1,900
Unique Open Rate: 20%

The Weekly Smile
(Tuesday)
Subscribers: 2,900
Unique Open Rate: 16%

Theme Park Rangers
(Tuesday)
Subscribers: 24,200
Unique Open Rate: 13%

Go For Launch
(Wednesday)
Subscribers: 3,100
Unique Open Rate: 25%

Food & Drink
(Thursday)
Subscribers: 5,500
Unique Open Rate: 13%

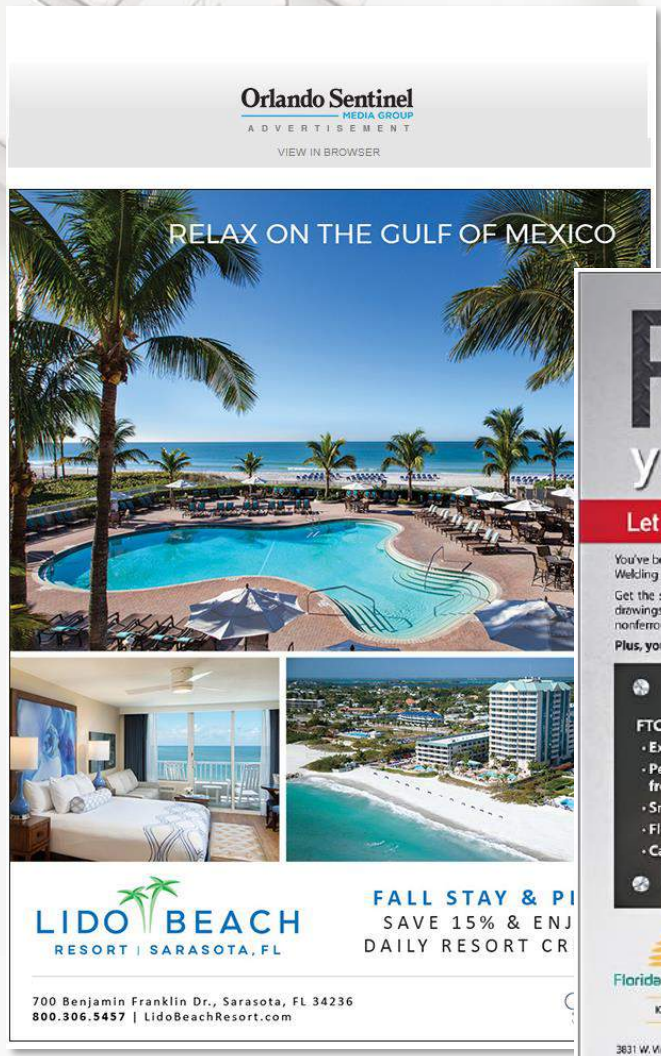
Sentinel Insight
(Sunday & Wednesday)
Subscribers: 1,800
Unique Open Rate: 13%

Travel Unraveled
(Thursday)
Subscribers: 4,400
Unique Open Rate: 16%

email & admail

REACH YOUR BEST PROSPECTS QUICKLY AND EFFICIENTLY

ADMAIL



THIRD PARTY EMAIL

ADMAIL

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

- **Total Audience:** 225,000
- **Unique Open Rate:** 12%
- **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.

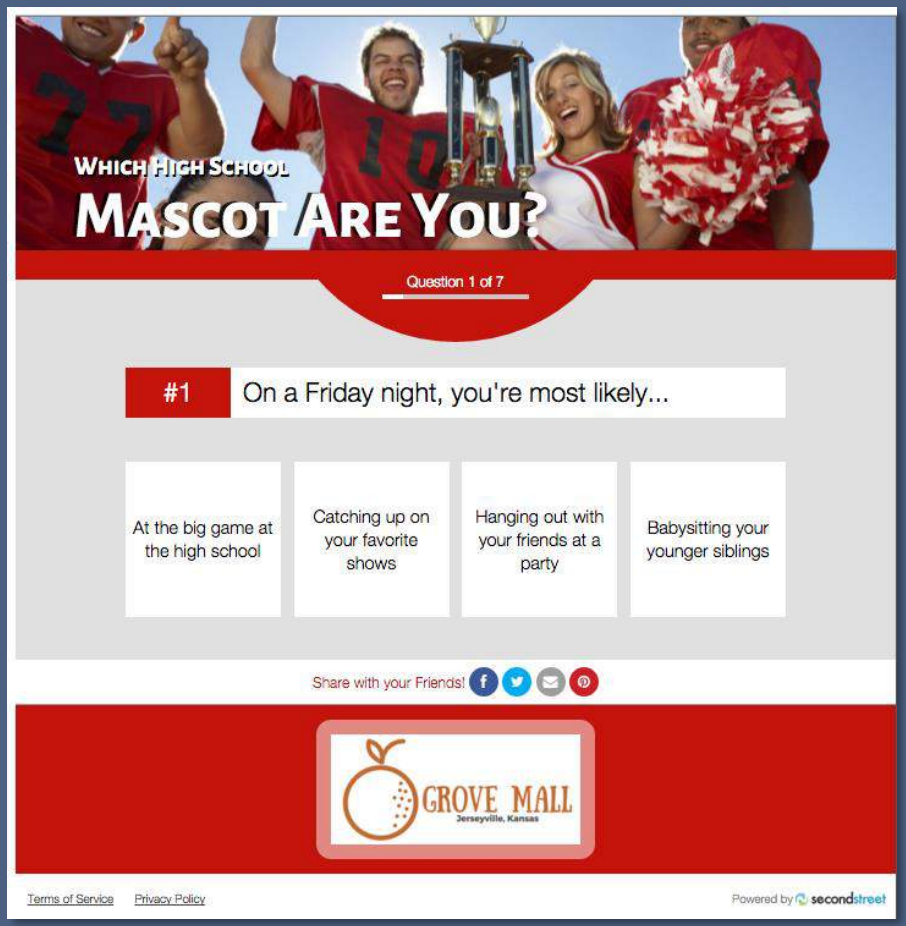
- **Unique Open Rate:** 7% – 11%
- **Select Audience:** Geography, Highly Specific Demographics & Behavioral Interests are available

database

quizzes & contests

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.**

contact US

ORLANDO SENTINEL MEDIA GROUP

Multimedia Account Manager
www.OrlandoSentinelMediaGroup.com
Office Phone: 407.420.5100
Request A Proposal

Orlando Sentinel
MEDIA GROUP