Extended Reach

Orlando Sentinel
MEDIA GROUP

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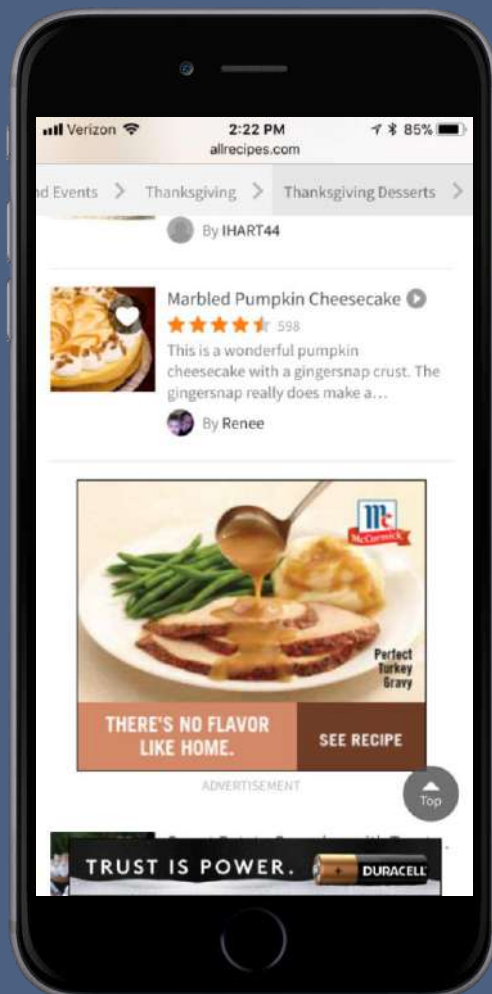
We are your **local, trusted media partner,** with a history of success in serving businesses big and small. We'll help you market your business in a digital world.

reach extension

marketing

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.

reach extension **tactics**

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

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 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
Reach an audience on their smart TVs as they are watching their favorite shows

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

IP LEVEL
TARGETING

WHAT IS IT?

Every digital device holds a unique IP address that specifies its physical location. IP targeting is when website visitors are tracked based on their location via their IP addresses. This allows advertisers to provide personalized advertising content.

WHAT IT DOES FOR YOU

Orlando Sentinel can match physical addresses to IP addresses with extreme precision than has ever been offered.

Our IP targeting utilizes online and offline verified data points. These data points prequalify the user's devices and validate the Device IDs by attaching them to human behavior. We extensively monitor Device IDs and exclude non-human bot traffic from our database, thus increasing conversion rates.

TARGETING TO ALL DEVICES IN THE HOUSEHOLD INCREASING VISIBILITY & REACH
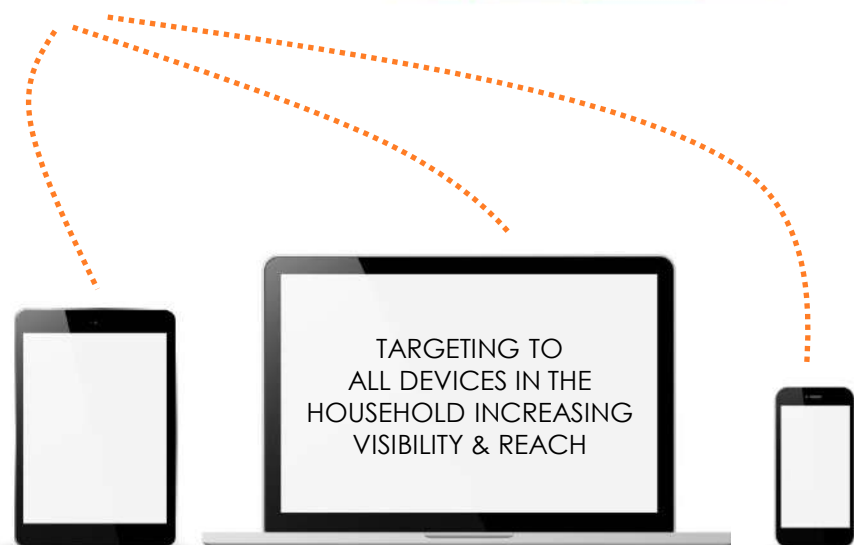
HOW IP TARGETING WORKS

ADDRESS LIST
Utilize provided physical addresses contained in your company's database. The more extensive the better. **Min: 5K** | **Best Practice: 10K+**

MATCH IP ADDRESS
Match physical addresses to IP addresses & segment based on behavioral data. Eliminate time targeting less-interested users.

TARGET HOUSEHOLD
With behavioral, geographic, and demographic data you can deliver personalized creative messages to users looking for your product.

TARGET ENTERS WEB
Your ideal audience enter the web, tracked and segmented based on behavior for retargeting campaigns.

DISPLAY ADS
Collected data & intelligent analysis enables you with precision targeting down to individual households or business building.

VDP
Intelligence

WHAT IS IT?

An automotive vertical product that displays performance data for all digital channels in a way that is usable and understandable for dealers.

The data begins with the dealers inventory as the primary focus and then displays performance data as it relates to:

- Inventory Type
- Year
- Make
- Model
- Trim or Package
- VIN Number

# CONNECT ONLINE ADVERTISING TO OFFLINE SALES

AD IS SERVED → **USER VISITS VEHICLE PAGE** → **DATA IS COLLECTED** → **VEHICLE IS PURCHASED** → **PURCHASE IS MATCHED TO ADVERTISING**

WHAT YOU NEED TO GET STARTED

- Minimum gross monthly campaign spending over $5,000
- Highly recommended that the campaign includes Google search investment
- Google Analytics access
- Google Tag Manager access or access to web development to implement code

streaming audio

be heard

Streaming Audio is a powerhouse! Users have latched on to the convenience and pleasure of streaming personalized music stations allowing you to reach listeners who tend to be:

EDUCATED **AFFLUENT** **WHITE COLLAR**

42% OF ORLANDO DMA ADULTS LISTEN TO STREAMING AUDIO
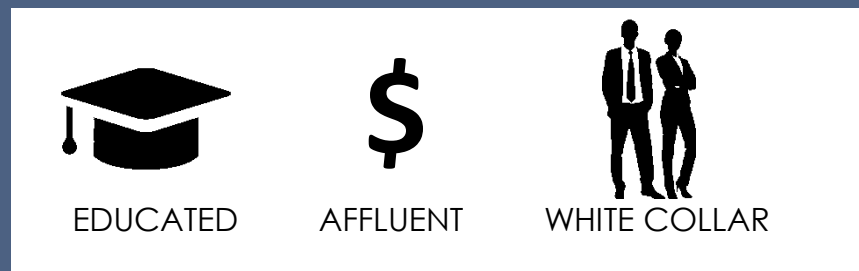
BENEFITS

- **Targeting** – Target your ideal customers by geography, time slots, audiences and retargeting

- **Frequency** - Your message is heard more often resulting in higher ROI

- **Attention** - Listeners typically tune in at work, while driving or exercising — usually alone and all ears

- **Timing** - Reached listeners when they're away from home and ready to buy

- **Engaging** - Stir emotions and engage with audiences in a personal and unique way

Spotify   TRITON   adswizz MEASURE TARGET MONETIZE   tunein   DEEZER PANDORA   SOUNDCLOUD   Slacker RADIO   iHeartMEDIA

Pandora, Spotify and iHeart Radio - COLLECTIVELY REACH OVER 200 MILLION USERS

Listened past 30 days. Source: Scarborough, 2018; Edison Research ' The Infinite dial 2017.'

video
across the web

video advertising opportunities
VIDEO ACROSS THE WEB

PRE-ROLL VIDEO

Plays before video content across a network of popular websites using programmatic

OUTSTREAM VIDEO

Places video ads within the heart of editorial content across the web using programmatic.

YOUTUBE/ TRUEVIEW

Reach a geo-targeted audience on one of the most popular websites in the world.

CONNECTED TV

Reach an audience as they watch their favorite shows – runs on over 150+ apps across TV, desktop, tablet and mobile.

VIDEO CREATION

We offer quality video creation and distribution for all budgets – from basic video footage to premium storytelling.

pre-roll
video

Your video spot appears before video content across the web. Plus, **video can be targeted to your best audiences** geographically, demographically and behaviorally.

As part of your video campaign, we have the ability to **retarget display banners to those who clicked on your video.**

KEY FEATURES

Geo Targeting:
DMA, cities or zip codes

Audience Targeting:
Demographic and behavioral

Creative Accepted:
:15 and :30 spots

Companion Banner:
300 x 250 companion banner

Average Completion Rate:
70%

outstream video

Unlike pre-roll which plays **within video** content, Outstream Video plays **within non-video** content. It automatically begins playing once the user scrolls to the placement within the editorial. This video format is available across popular websites in our vast network. Benefits include increased size, viewability, and contextually relevant placements.
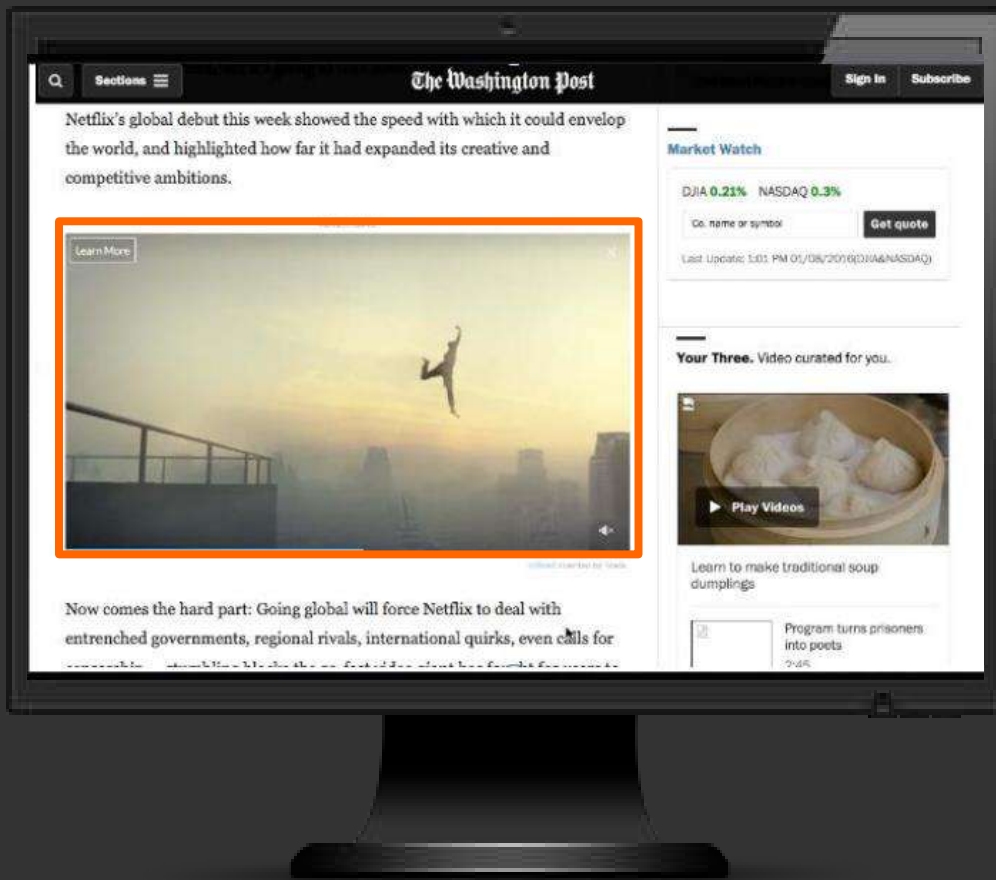
KEY FEATURES

Geo Targeting:
DMA, cities or zip codes

Audience Targeting:
Demographic and behavioral

Creative Accepted:
:15 and :30 spots

14

youtube
trueview

Reach an audience in a **social video environment** on YouTube.

YouTube viewers make an active choice to watch your video ad. With Cost Per View pricing, **ads are only charged if the skip ad button is not used.**

KEY FEATURES

Geo Targeting:
DMA, cities or zip codes

Audience Targeting:
ROS

Creative Accepted:
:15 and :30 spots

Companion Banner:
300 x 250 companion banner
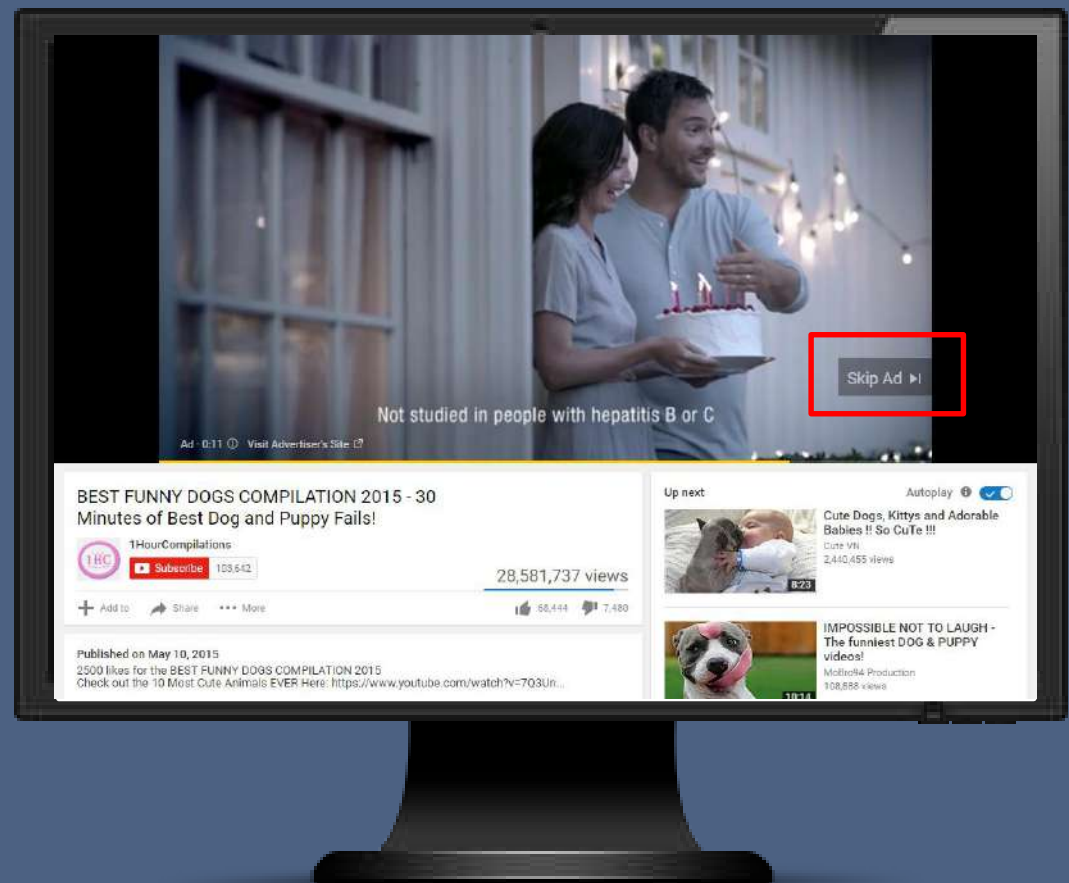
CONNECTED TV

Reach an audience as they watch their favorite shows. Connected TV offers **video advertising served before premium content on leading connected TV providers.**

69% of US households have a connected TV, and this is expected to rise through 2021. Consumers spend an average of 9.5 hours per week viewing programs on CTV.

KEY FEATURES

Geo Targeting:
DMA or State

Audience Targeting:
RON

Creative Accepted:
:15 and :30 spots

Companion Banner:
300 x 250 companion banner

Completion Rates:
95%+ completion rates (non skippable)
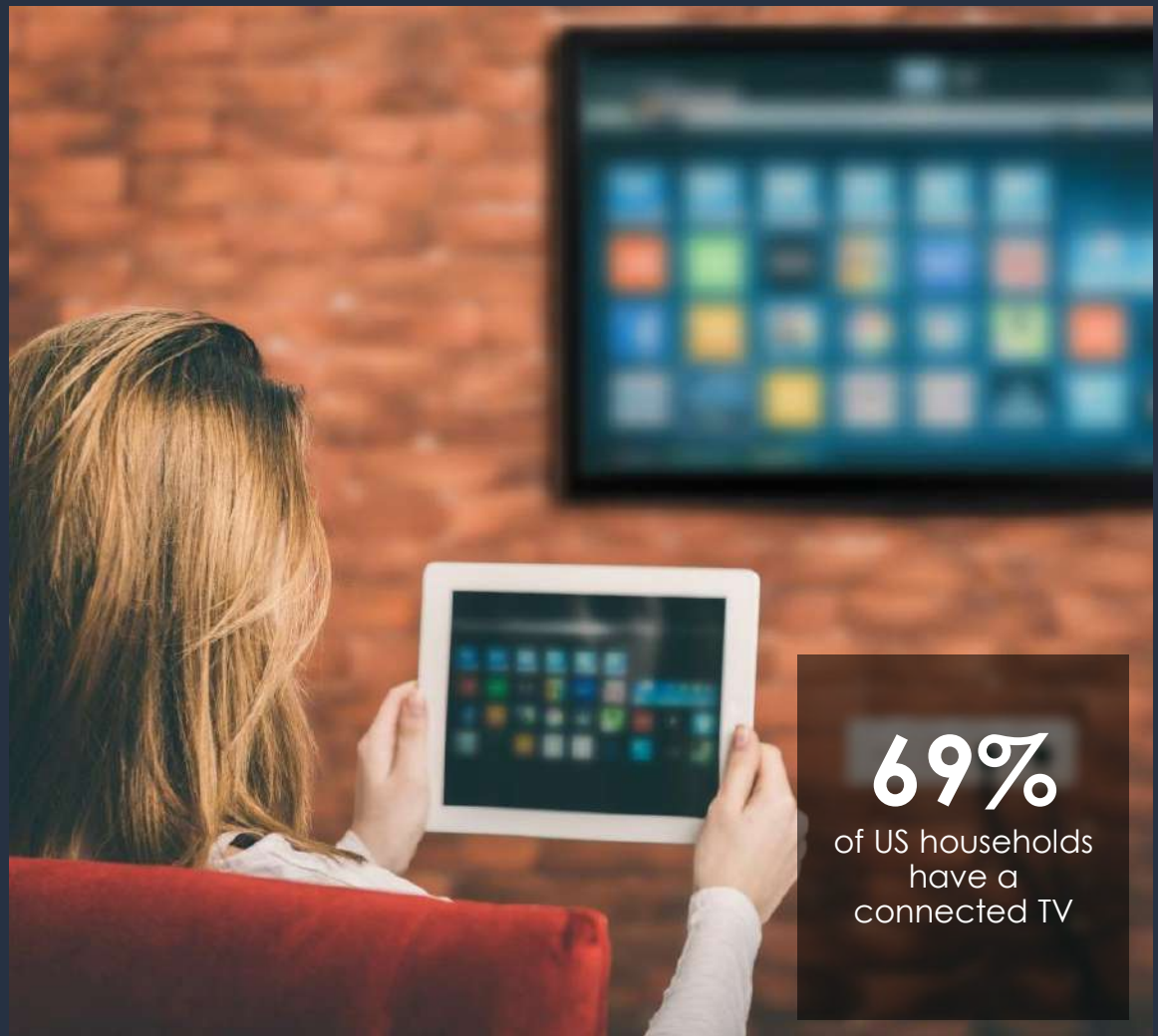
69%
of US households have a connected TV

- Consumers engage with Connected TV on TV, desktop, mobile, tablet, gaming consoles & other streaming devices such as Roku.

- We give you access to 150+ apps including Netflix, Watch ESPN, CBS & Fox News. (Hulu can be purchased through a separate buy, but is not part of the Run of Network buy).

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 10 percentage points since 2015

52%
of local adults watched movies, TV shows or live sports **using the Internet or apps** in the past month

Source: Scarborough 2015 & 2018, R1 (Orlando DMA).
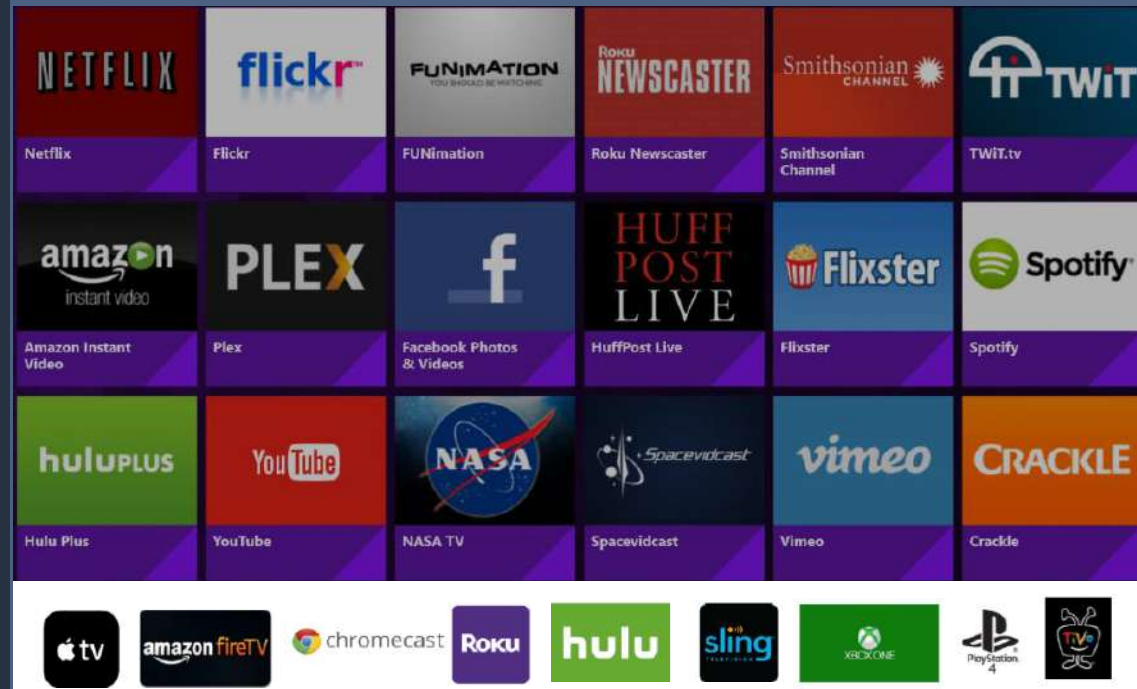
CONNECTED TV

- 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

CONNECTED TV
benefits

- 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
- Campaign reporting – full service campaign reporting and metrics

search
engine marketing

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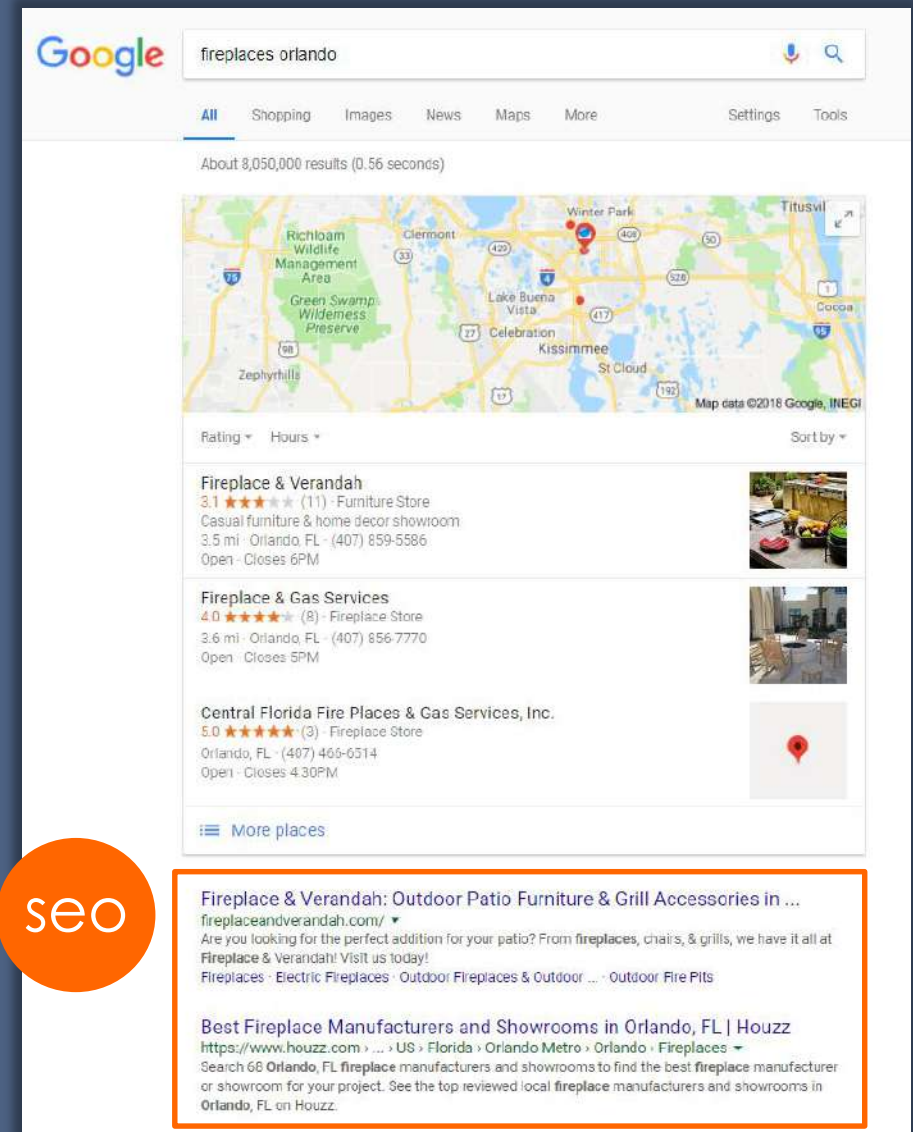
Search Engine Optimization (SEO) can move your business above the competition in online searches, creating strategic, long-term results to ensure consumers find your business.

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**

ppc

contact US

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