Orlando
A MARKET OF OPPORTUNITY
getting to know us
ORLANDO’S appeal

#1 HOUSING MARKET TO INVEST IN 2018

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 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”

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

Central Florida residents

4M+ people

19th largest DMA

Growing twice as fast as the national average

Source: Claritas, 2018
Visitors

TOURIST

DESTINATION IN U.S.
72 Million visitors in 2017

MEETING & EVENTS

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

top industries
<table>
<thead>
<tr>
<th>TOURISM</th>
<th>CONVENTIONS</th>
<th>EDUCATION</th>
<th>ARTS/CULTURE</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 of the World’s Top Theme Parks</td>
<td>2nd Largest Exhibition Space</td>
<td>UCF 1st Largest Public University in the U.S.</td>
<td>Dr. Phillips Center 3rd Largest Performing Arts Center Membership</td>
</tr>
<tr>
<td>5 Major Water Parks</td>
<td>1.5M Attendees Annually</td>
<td>66,000 Students</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SPORTS</td>
<td>TECHNOLOGY</td>
<td>DINING</td>
<td>RETAIL</td>
</tr>
<tr>
<td>4 Professional Sports Teams</td>
<td>Number 1 Market</td>
<td>It Would Take Over 6 Years To Eat At Every Restaurant In Orlando, Going Out 3 Times A Day</td>
<td>$91 Billion Total Consumer Spending</td>
</tr>
<tr>
<td>Soccer (2), Basketball &amp; Hockey</td>
<td>The World’s Largest Modeling, Simulation &amp; Training Market</td>
<td></td>
<td>Five Year Spending Projected To Grow 19% (Higher Then National Avg.)</td>
</tr>
</tbody>
</table>
solutions

anyone, anytime, anywhere
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.
NEARLY 1 million + READERS WEEKLY

142 YEARS REPORTING

Source: Scarborough 2018, R1. Read the Orlando Sentinel in print and/or online past 7 days. Base: Orlando & Tampa DMAs.
we have more weekly readers in the Metro than Super Bowl viewers

Source: Scarborough 2017. RT. Read the Orlando Sentinel in print and/or online past 7 days. Base: Orlando Metro.
A MEDIA COMPANY & CONTENT PROVIDER
WHY US

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
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.
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

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 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

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

<table>
<thead>
<tr>
<th>CREATIVE</th>
<th>STRATEGY</th>
<th>REPORTING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concept &amp; Production</td>
<td>Insights &amp; Development</td>
<td>Tracking &amp; Lead Generation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STREAMING</th>
<th>SEO/SEM</th>
<th>CONTENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audio &amp; TV</td>
<td>Analysis &amp; Optimization</td>
<td>Creation &amp; Direction</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WEBSITE</th>
<th>CAMPAIGN</th>
<th>EMAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design &amp; Management</td>
<td>Management &amp; Optimization</td>
<td>Creation &amp; Targeting</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SOCIAL</th>
<th>VIDEO</th>
<th>PRINT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media &amp; Events</td>
<td>Production &amp; Placement</td>
<td>Production &amp; Direct Mail</td>
</tr>
</tbody>
</table>

COMPREHENSIVE • TURNKEY • HIGHLY CUSTOMIZABLE
digital overview
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: 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

Time spent is based on average time spent across all visits.
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.

<table>
<thead>
<tr>
<th>ORLANDOSENTINEL.COM Traffic</th>
<th>AVG. MONTHLY</th>
<th>TOTAL</th>
<th>FLORIDA</th>
<th>ORLANDO DMA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Views:</td>
<td>19.3M</td>
<td>9.5M</td>
<td>1.9M</td>
<td>6.9M</td>
</tr>
<tr>
<td>Unique Visitors:</td>
<td>5.8M</td>
<td>1.9M</td>
<td>1.1M</td>
<td></td>
</tr>
</tbody>
</table>

Source: SiteCatalyst January – June 2018.
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>$72,000</strong></td>
<td>avg. household income (+$10,700 to DMA)</td>
</tr>
<tr>
<td><strong>70%</strong></td>
<td>employed (vs. 54% in DMA)</td>
</tr>
<tr>
<td><strong>38%</strong></td>
<td>college graduates (vs. 25% in DMA)</td>
</tr>
<tr>
<td><strong>39</strong></td>
<td>median age (-12 years to DMA)</td>
</tr>
<tr>
<td><strong>51%</strong></td>
<td>white collar occupations (vs. 34% in DMA)</td>
</tr>
<tr>
<td><strong>97%</strong></td>
<td>own a smartphone or tablet (vs. 89% in DMA)</td>
</tr>
<tr>
<td><strong>90%</strong></td>
<td>shopped for items on the Internet past year (vs. 72% in DMA)</td>
</tr>
<tr>
<td><strong>$960</strong></td>
<td>avg. amount spent on Internet purchases* (+$128 to DMA)</td>
</tr>
</tbody>
</table>

* 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

BILLBOARD

RESPONSIVE AD

EXPANDABLE AD

LIGHTHOUSE

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

TAKEOVER AD

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

VIDEO SCROLL

COLOR SYNC
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
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.

Direct Marketing online

NeWLaTTeRs
16 E-NEWSLETTERS
Topics Include: Breaking News, Theme Parks, Sports, Entertainment, Travel, Etc.

70% of consumers prefer to receive promotions through email

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

The Orlando Sentinel is a leader in Central Florida mobile.

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

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

Source: SiteCatalyst, January – June 2018; Scarborough 2018, R1. Page Views and Unique Visitors are based on a monthly average; Time Spent is based on average time spent across all visits.

**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.
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
MARKETING

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

MONTHLY METRICS
FROM ORLANDO DMA TO ANY TRONC WEBSITES

- 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

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

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.

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

content marketing
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.
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.

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

LAW & ORDER TRUE CRIME: THE MENENDEZ MURDERS
Included the embedded trailer video

HIGHLY VISUAL BEAUTY ENTHUSIAST CONTENT

Nestlé
ARROWHEAD & ZEPHYRHILLS WATER
Created local-market specific written and video content promoting water brands
Emphasis on emotive content centered on sustainability and ecology

Walgreens
Series of slideshows, video tutorials and written content
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**
- Daily*: 102,175
- Thursday: 154,028
- Sunday: 159,732

**READERSHIP**
- Daily: 286,300
- Sunday: 599,100

**DEMOGRAPHICS**
- 55% Age 50+
- 29% HHI $75K+
- 27% Hispanic
- 71% own home

* Wed – Friday Average
Source: Scarborough Research 2018, R1; AAM Audit March 2018. 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.
custom ad shapes/sizes
HIGH impact
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.
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.
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.
event MARKETING

MEET
INTERACT
EDUCATE
COLLECT
DEMONSTRATE
TEACH
CELEBRATE
GIVE
ENTERTAIN
ACTIVATE
INFORM

DINING

SECRET SUPPER

ORLANDO SENTINEL
Pink Bash

ONE DAY UNIVERSITY

BUSINESS

2018 ORLANDO SENTINEL
TOP 100 COMPANIES

CENTRAL FLORIDIAN
OF THE YEAR

CULTURAL

30th Latin Jazz and Art Festival

LATIN JAZZ AND ART

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

GrowthSpotter.com

BEST BUSINESS FINANCE WEBSITE
Hispanic segment

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.

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

92% OWN A SMARTPHONE (112 INDEX)