

A woman with long brown hair, wearing a white long-sleeved shirt, is sitting at a desk in a bright office. She is smiling and looking at a large computer monitor. A golden retriever dog is sitting on the desk in front of her, looking towards the monitor. The woman's hand is resting on the dog's head. The background shows a window with blinds and a potted plant.

# DIGITAL MEDIA KIT 2023

**Orlando Sentinel**  
MEDIA GROUP

## DEDICATED TO YOUR **SUCCESS**

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As your media partner, we are dedicated to your success in reaching your goals and delivering your KPIs. We have the resources, expertise and the scale to reach your desired audiences – anyone, anytime, anywhere.

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# GETTING TO KNOW 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.

A photograph of two people in a business meeting. One person is pointing at a tablet displaying a bar chart, while the other is writing in a notebook. A calculator and a laptop are also visible on the desk. The scene is overlaid with a semi-transparent grey rectangle containing text.

[ORLANDOSENTINEL.COM](http://ORLANDOSENTINEL.COM)

FACTS AND FIGURES



# ORLANDOSENTINEL.COM

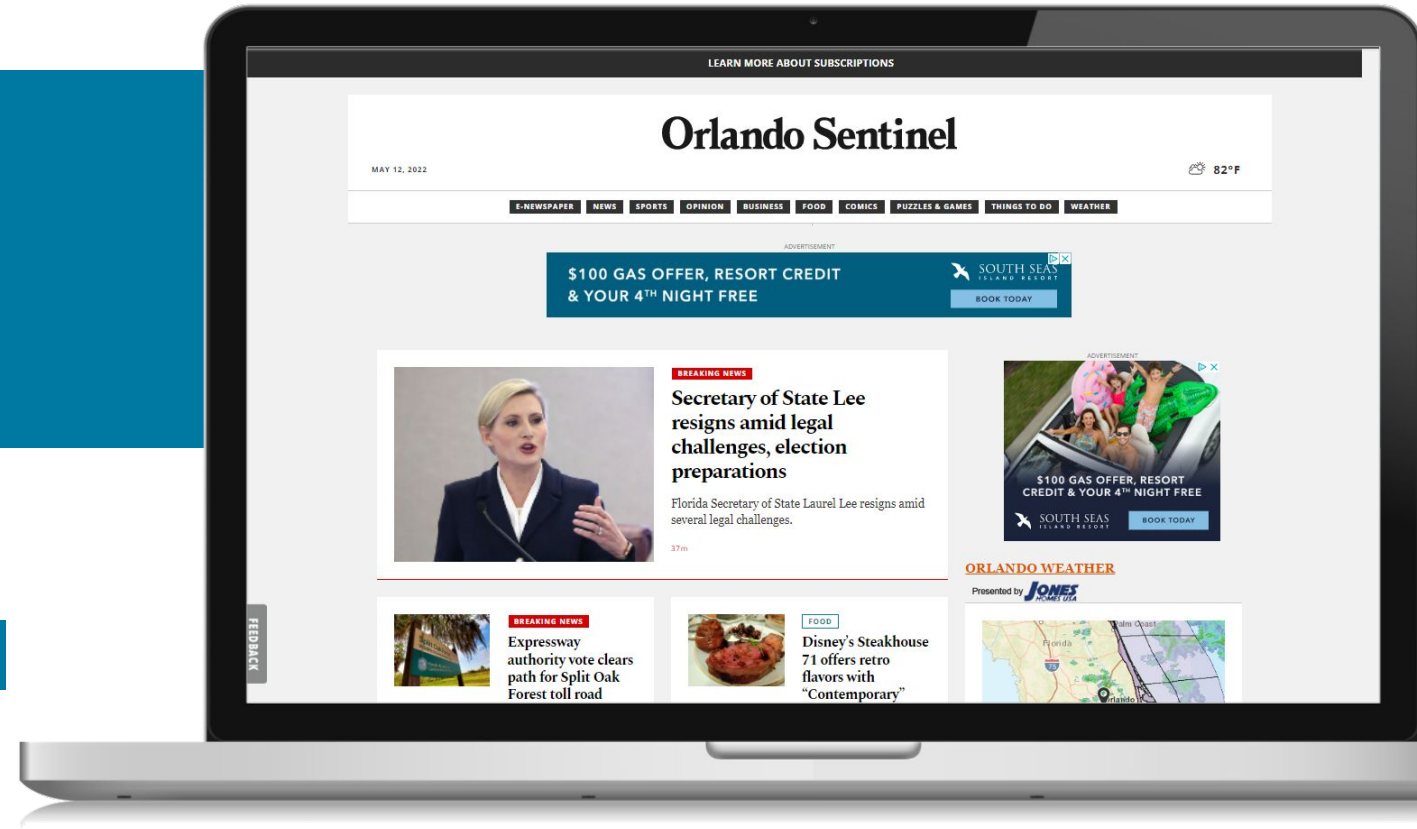
NO. 1 LOCAL NEWS SITE IN ORLANDO

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

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

## ORLANDOSENTINEL.COM TRAFFIC

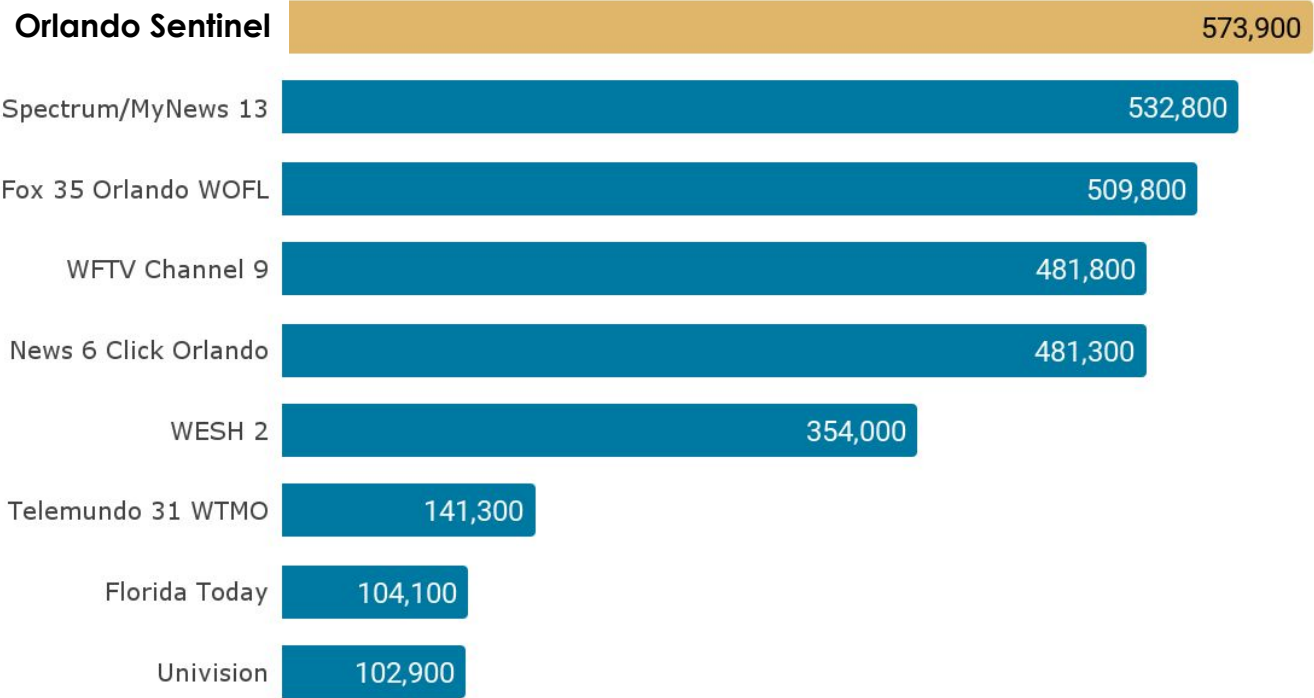
AVG. MONTHLY	TOTAL	FLORIDA	ORLANDO DMA
Page Views	7.0M	2.8M	1.7M
Unique Visitors	3.6M	1.2M	605,400



# WEBSITE AUDIENCE

## ORLANDO

Metro Orlando Website Visitors Past 30 Days



RANKED  
#1

OrlandoSentinel.com consistently ranks as the **top local media website** in Metro Orlando.

Based on Orlando DMA adults who visited these websites in the past 30 days.  
Source: Scarborough Research 2022, Release 1.



# MAXIMIZE OUR AUDIENCE REACH

## LOCALS

## INSIDE

### FROM WITHIN FLORIDA

Top DMAs to OrlandoSentinel.com

- 1) Orlando/Daytona/Melbourne
- 2) Tampa/St. Petersburg
- 3) Miami/Ft. Lauderdale
- 4) Jacksonville/Brunswick
- 5) West Palm Beach/Ft. Pierce
- 6) Ft. Myers/Naples

Central Florida is a unique market.  
In any given week, there are **4.6 million residents** mingling with nearly **1.5 million visitors**

---

57%  
OUT-OF-STATE

43%  
FLORIDA

26%  
ORLANDO DMA

---

We can help you reach not only the local audience, but the out-of-market tourists too

## & TOURISTS

## OUTSIDE

### FROM OUTSIDE FLORIDA

Top DMAs to OrlandoSentinel.com

- 1) Atlanta
- 2) New York
- 3) Chicago
- 4) Washington D.C.
- 5) Los Angeles
- 6) Dallas

# LOCAL VISITORS

ORLANDOSENTINEL.COM **DEMOGRAPHICS**

**\$92,500**

avg. household income  
(+\$16,800 to DMA)

**74%**

employed  
(vs. 58% in DMA)

**44%**

college graduates  
(vs. 28% in DMA)

**41**

median age  
(-10 years to DMA)

**54%**

white collar  
occupations  
(vs. 40% in DMA)

**40%**

have children  
in household  
(vs. 28% in DMA)

**81%**

shopped for items on  
the Internet past 30 days  
(vs. 70% in DMA)

**\$1,100**

avg. amount spent on  
Internet purchases\*  
(+\$313 to DMA)

\* Past year.

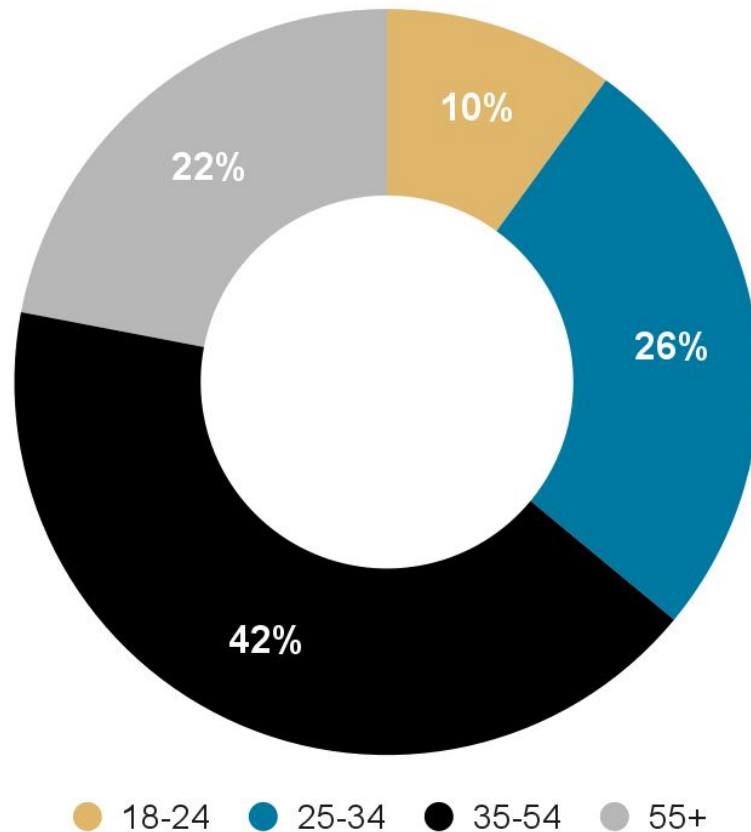
Source: Scarborough 2022, R1; Based on Orlando DMA adults who visited OrlandoSentinel.com in the past 30 days vs. total Orlando DMA adults.





# AGE BREAKOUT

ORLANDOSENTINEL.COM LOCAL READER COMPOSITION

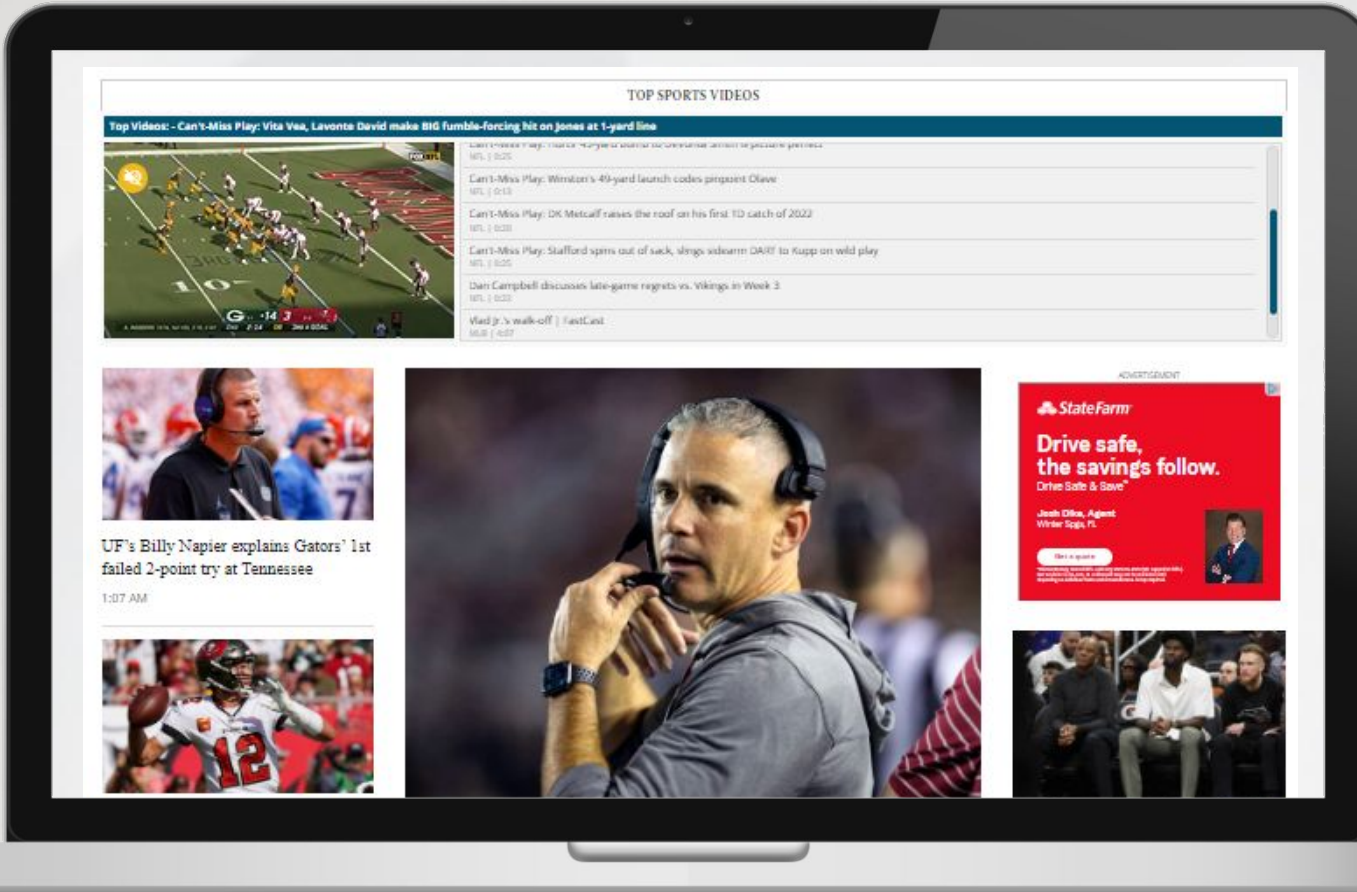


YOUNG  
ADULTS

ADULTS 18-34 MAKE UP

**36%**

OF ORLANDOSENTINEL.COM'S  
LOCAL VISITORS



# TOP CHANNELS

## ORLANDOSENTINEL.COM CHANNEL TRAFFIC

Avg. Monthly	Weather	News	Home Page	Sports	Business	Politics	Opinion
Page Views	1.9M	1.8M	629,400	386,300	297,400	297,300	258,700
Unique Visitors	1.1M	1.1M	184,000	218,000	189,000	192,100	168,300



# E-EDITION

REACH SOME OF OUR MOST LOYAL & ENGAGED READERS

Orlando Sentinel E-Edition

LOCAL READERSHIP UP **57%** SINCE 2020



## LOYAL

15.3M

MONTHLY PAGE VIEWS

79K

MONTHLY UNIQUE VISITORS

## LOCAL

60% OF PAGE VIEWS ARE FROM THE ORLANDO DMA, AND 69% ARE FROM FLORIDA

## ENGAGED

17

MINUTES SPENT

74%

OF VIEWS ON TABLET/DESKTOP

# REACH YOUR IDEAL TARGETS

With Advanced Data Target Metrics

## LEVERAGE

### EXISTING DATA

Using millions of first-, second- and third-party behavioral and demographic metrics, we can determine key placements and effective channels on our sites to message to your core audience segments.



## ACQUIRE

### ADDITIONAL DATA

By leveraging display placements on our websites, including high-impact premium positions, we'll collect a viable pool of consumers who were exposed to and acted on your ads (including video) and match those users against our third-party behavioral and demographic metrics to develop a more robust picture of your audience.

ADVANCED TARGETING & CONTENT EXCLUSIONS  
CONTROL WHERE AND WHO SEES YOUR AD

A photograph of three women of different ages sitting together on a couch, looking at a tablet held by the youngest woman. The woman on the left is older, wearing glasses and a blue and white striped shirt. The woman in the middle is elderly, wearing a red and white striped shirt. The woman on the right is younger, with long curly hair, wearing a light-colored sweater. The scene is brightly lit, suggesting a window nearby. A semi-transparent grey box is overlaid on the bottom half of the image, containing the text.

# HIGH IMPACT

STAND OUT & BE SEEN



# TAKEOVER

OWN THE ENTIRE PAGE ON HOME PAGE OR TOP SECTION FRONTS

## RESKIN

Captivate your audience with a full screen reskin that includes clickable space surrounding the page.

**BILLBOARD** 970X 250/728x90/ 320x50 responsive sizes.

This unique ad automatically displays as open, dominating the reader's attention while displaying your message. This eye-catching ad can be collapsed by the user.

**CUBE OR HALF PAGE** 300x250 or 300x600

## RESPONSIVE AD

This responsive ad unit dynamically adjusts its size to be correctly formatted on the user's screen. The actual size of the ad optimizes depending on the device.

## MOBILE AD UNITS

Mobile ad units include many opportunities to engage –with a Responsive Ad, Mobile Banner and a Cube.

HOME PAGE

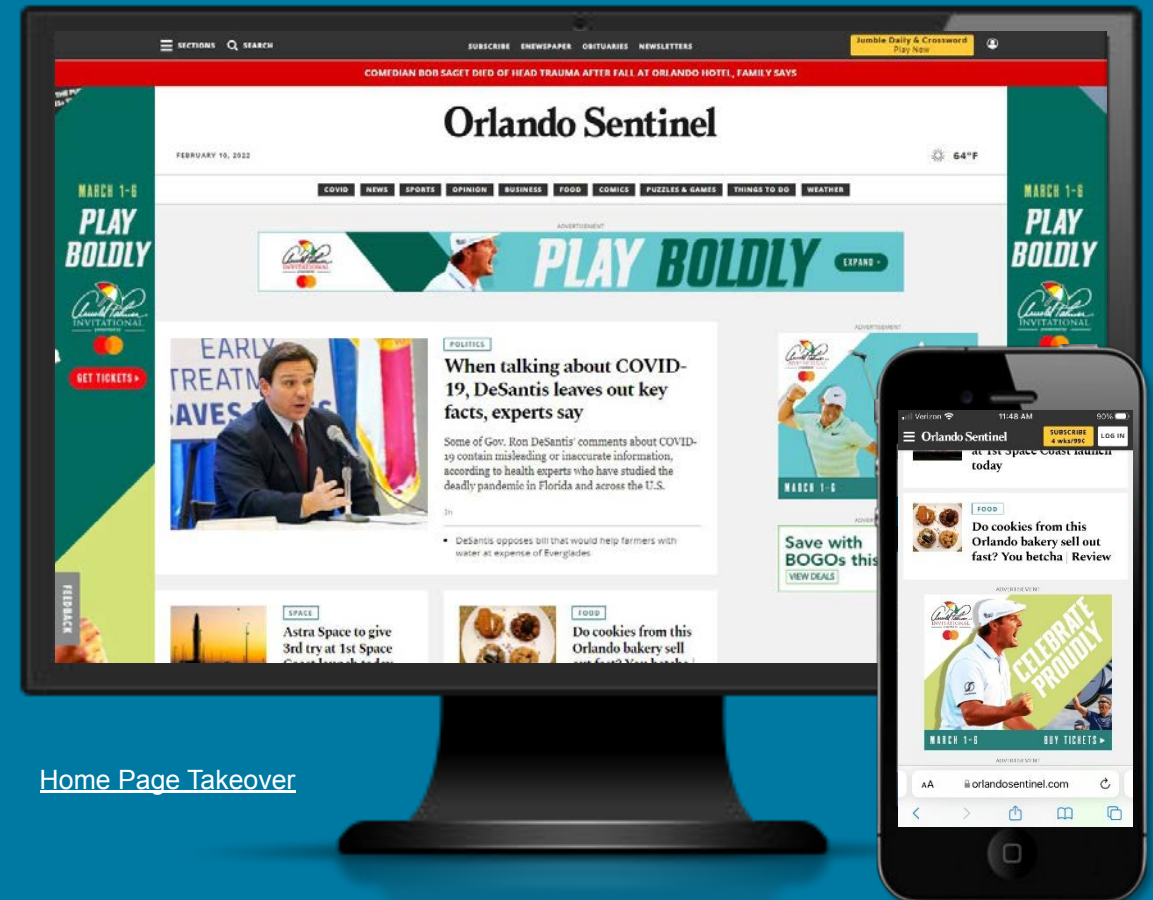
AVG. DAILY TRAFFIC

20,700

PAGE VIEWS/DAY

11,800

UNIQUE VISITORS/DAY



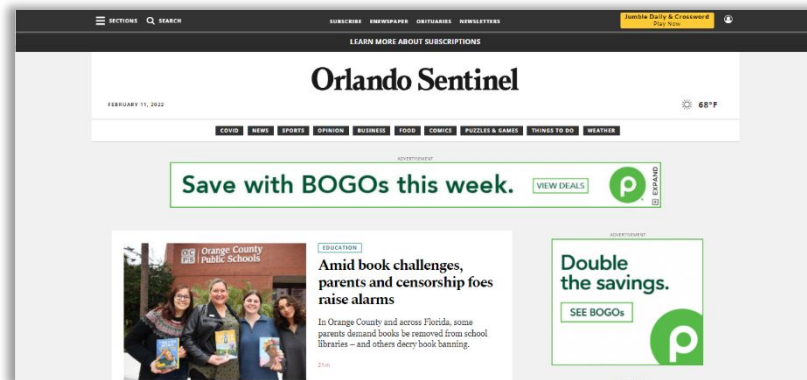
Home Page Takeover

# BILLBOARD RICH MEDIA

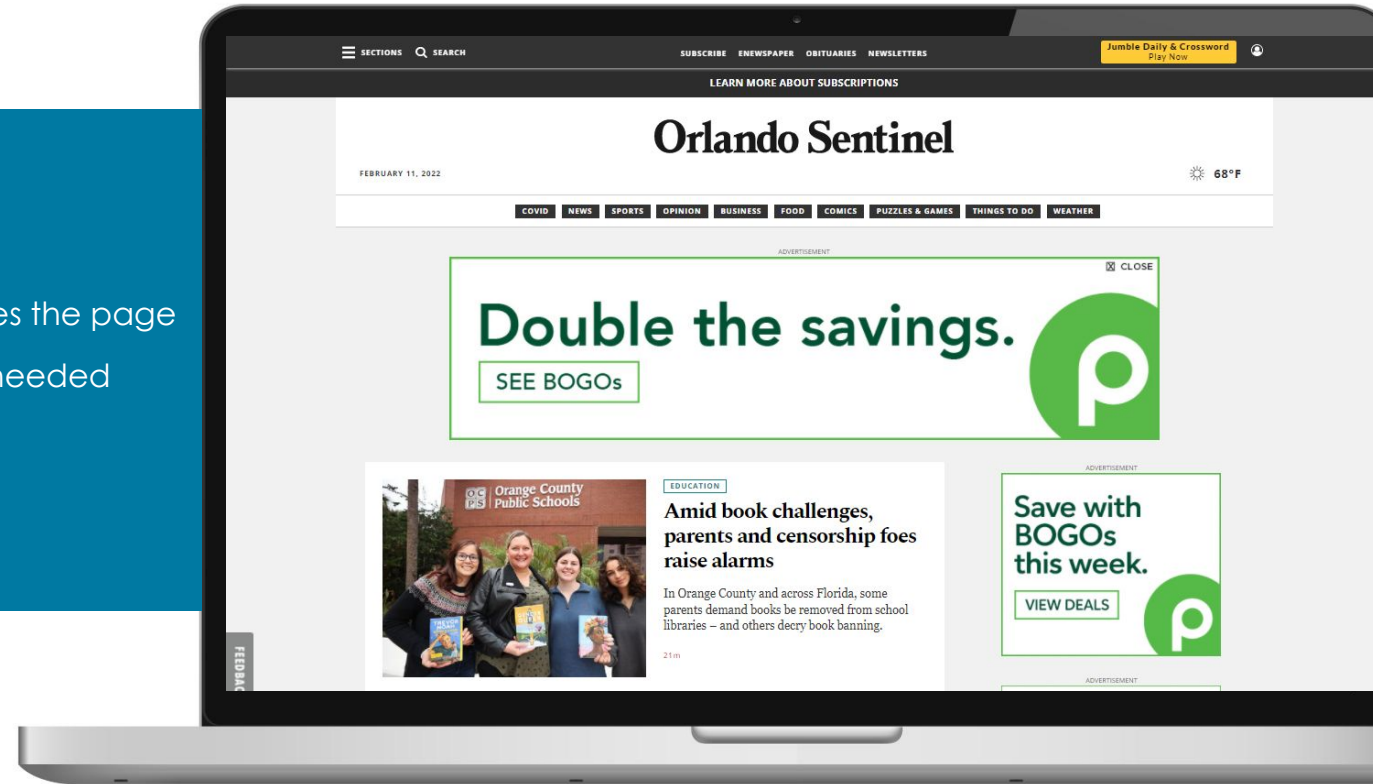
ACHIEVE HIGH VISIBILITY ON HOME PAGE OR SECTION FRONTS

## AD FEATURES

- Oversized ad unit
- Automatically displayed as “open” each time the reader refreshes the page
- The reader can manually collapse and expand the message as needed
- Can include video or other rich media
- Open ad size: 970x250
- Collapsed ad size: 970x90



collapsed



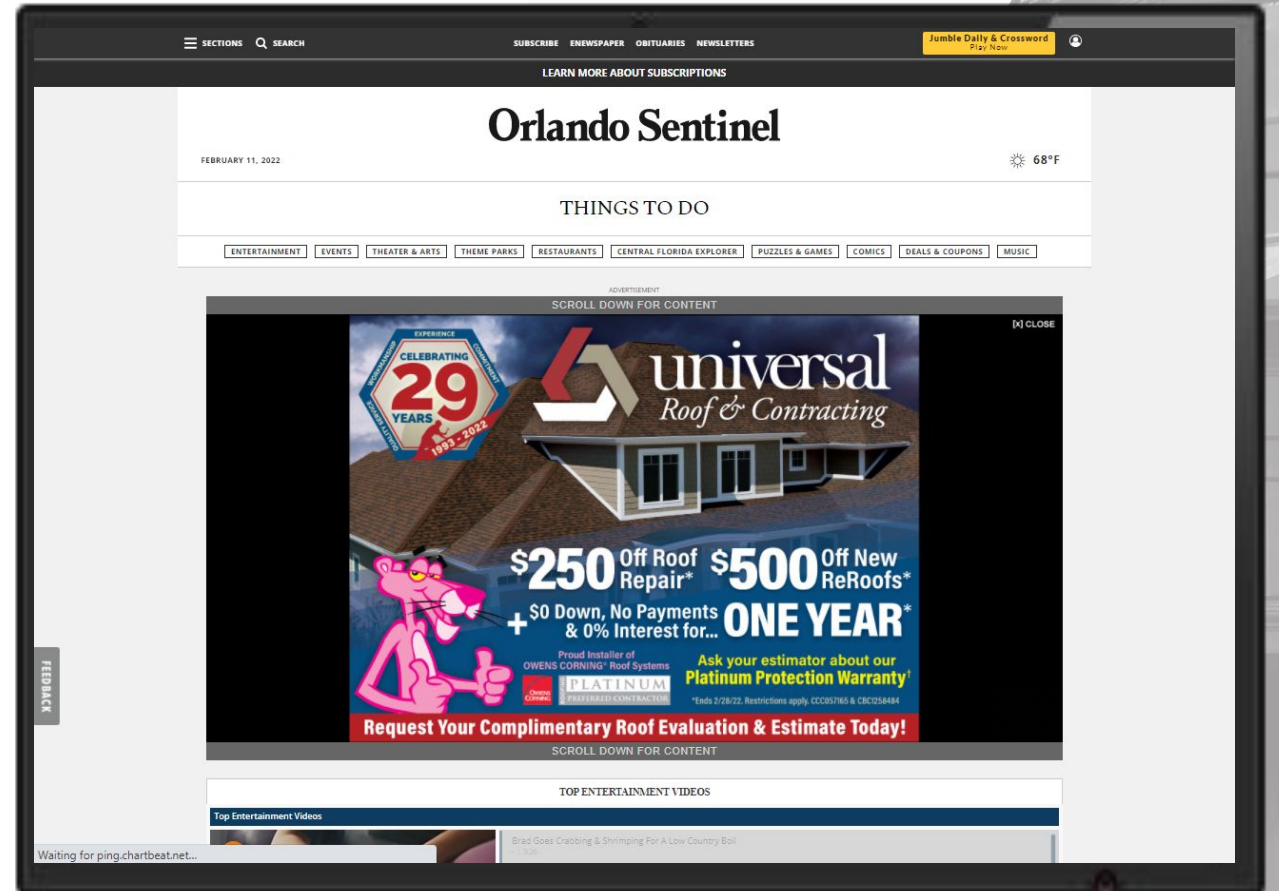
open

# LIGHTHOUSE RICH MEDIA

Just as a lighthouse shines as a beacon, our rich media ad unit is designed to guide consumers to your doorstep. With prominent positioning, the lighthouse ad is the first thing a consumer sees on the page.

## AD FEATURES

- Appears below masthead and navigation bar.
- Responsive design allows the creative to scale proportionally to fit any device
- Can be targeted to desired audience
- Doesn't disrupt the user experience; simply scroll past the lighthouse to get to the story
- Ad size: 800 x 600
- Optional: 320 x 270 for mobile
- In-unit video available





# VIDEO MARKETING

ENGAGE & CONNECT



# A LEADER IN VIDEO

## PRE-ROLL VIDEO

Plays before video content on OrlandoSentinel.com to our audience of upscale readers.

## IN-UNIT VIDEO

Video can be embedded in many standard ad units making them more visible and interactive.

## OUTSTREAM VIDEO

Places video ads within the heart of editorial content on OrlandoSentinel.com.

## VIDEO SCROLLER

Highly impactful, this video is 100% SOV and is a full screen takeover with your video embedded and showcased.

## VIDEO LIGHTHOUSE

Run this over-sized ad unit with your video. It displays story-level and has prominent positioning.

## EDITORIAL VIDEO SPONSORSHIPS

Let us create a custom video sponsorship around a Live Stream Event or Video Series.



IN 2021, ORLANDOSENTINEL.COM AVERAGED **OVER 1 MILLION VIDEO VIEWS/MONTH** ACROSS ALL VIDEO PLATFORMS.



# VIDEO RICH MEDIA

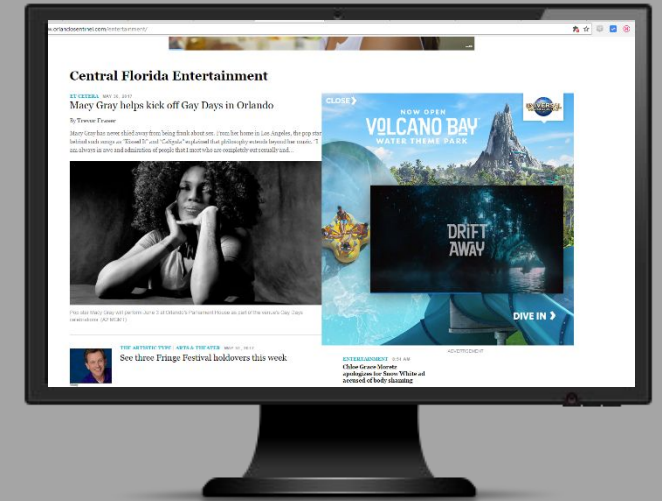
PRE-ROLL  
RUN OF SITE

VIDEO SCROLLER  
HOMEPAGE & SECTION FRONTS

IN-UNIT VIDEO  
TARGET BY GEO, AUDIENCE & CHANNEL



Video Scroller – 1<sup>st</sup> Page Load    Video Scroller – 2<sup>nd</sup> Page Load



In-Unit Video

Your video appears before our award-winning video content. Pre-roll runs across all channels and is viewable on all devices.

Your video takes over the home page or channel front, pushing the content down and giving you a large canvas for creative.

Your ad unit expands and plays your video within the ad unit. Can be targeted to your desired audience.



# TV VIEWING IS SHIFTING

**87%** of U.S. households have a connected TV device, with a mean of 3.9 devices per household. 46% of adults watch video on a TV via a connected device daily.

## Video on Across the Web

- 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
- Full-service campaign reporting and metrics

**55%**

of Central Florida adults do **not subscribe to cable.**

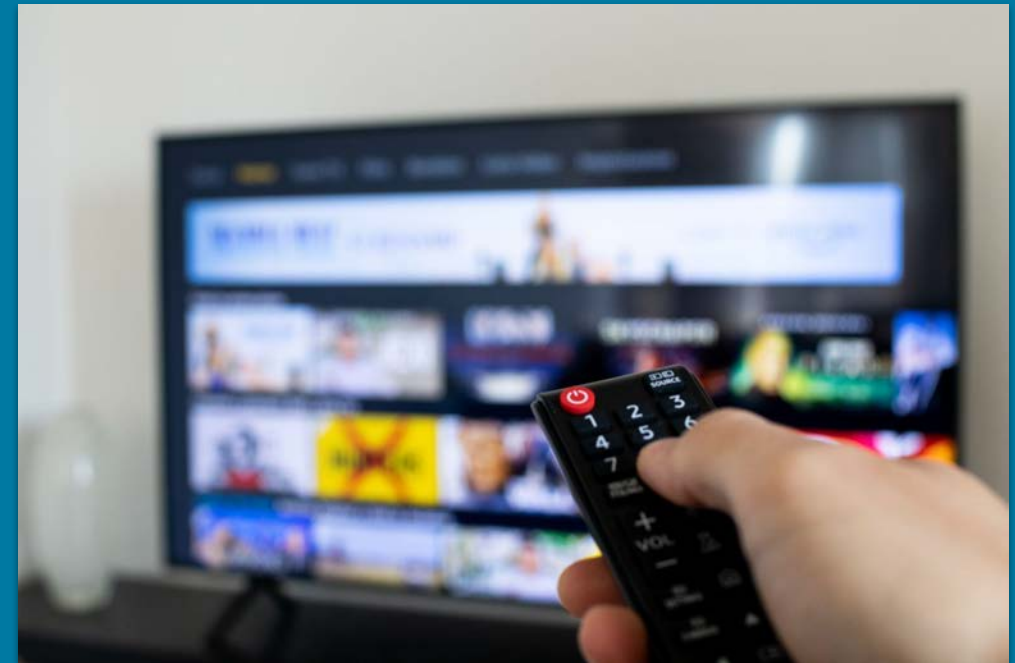
**84%**

of Central Florida adults use **video streaming services** (like Hulu, Netflix or Sling TV).

Source: Leichtman Research Group, 2022. Scarborough 2022, Release 1, Release 1; Orlando DMA.

# CONNECTED TV SOLUTION

Extend the reach of your TV ads and be seen as consumers watch their favorite shows. Connected TV offers **video advertising served before premium content on leading connected TV providers.**



- Consumers engage with Connected TV on TV, desktop, mobile, tablet, gaming consoles & other streaming devices such as Roku.
- Video begins playing automatically when the user chooses to watch a content video.
- We give you access to 150+ apps including Sling, Watch ESPN, CBS & Fox News. (Hulu can be purchased through a separate buy, but is not part of the Run of Network buy).

A woman in a light blue denim jacket is smiling while pushing a shopping cart in a grocery store. She is holding a gold smartphone in her hands. The cart is filled with fresh produce, including lettuce and bread. The background is slightly blurred, showing other shoppers and store shelves.

# MOBILE MARKETING

RIGHT TIME, RIGHT PLACE, RIGHT AUDIENCE, RIGHT MESSAGE



# WHY MOBILE



Smartphone  
penetration for  
adults 18-29 is

96%

- Pew Research Study, 2021

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15%

of Americans rely  
exclusively on  
smartphones to access  
the Internet

- Pew Research Study, 2021

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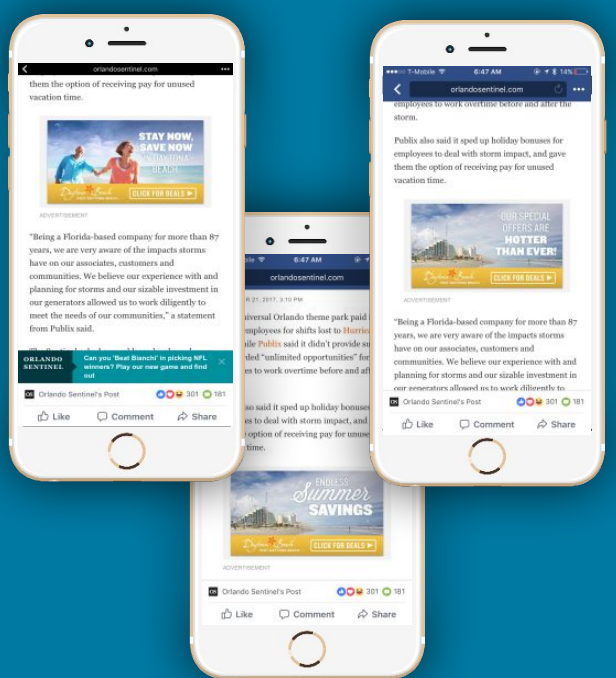
84% of Central Florida  
adults own a smartphone,  
making it is essential to include  
mobile in your marketing strategy

- Scarborough Research 2022



# MOBILE RICH MEDIA

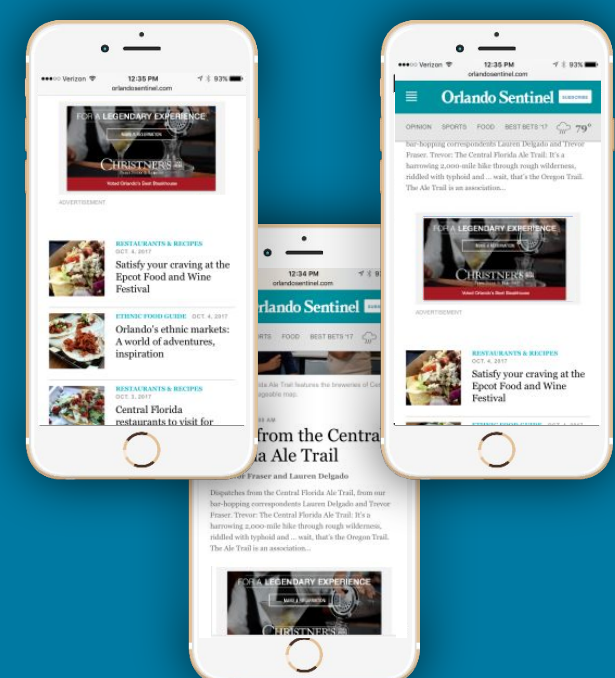
DESIGNED TO DELIGHT  
INSTEAD OF DISRUPT



**MOBILE PULL**

- In-content placement
- Sequential messaging
- Awareness & storytelling

MORE THAN  
**TWO-THIRDS**  
OF OS.COM'S  
PAGE VIEWS  
COME FROM  
**MOBILE**  
PLATFORMS



**MOBILE WINDOW**

- More image is revealed as user swipes up
- Touch-controlled placement
- Attention grabbing

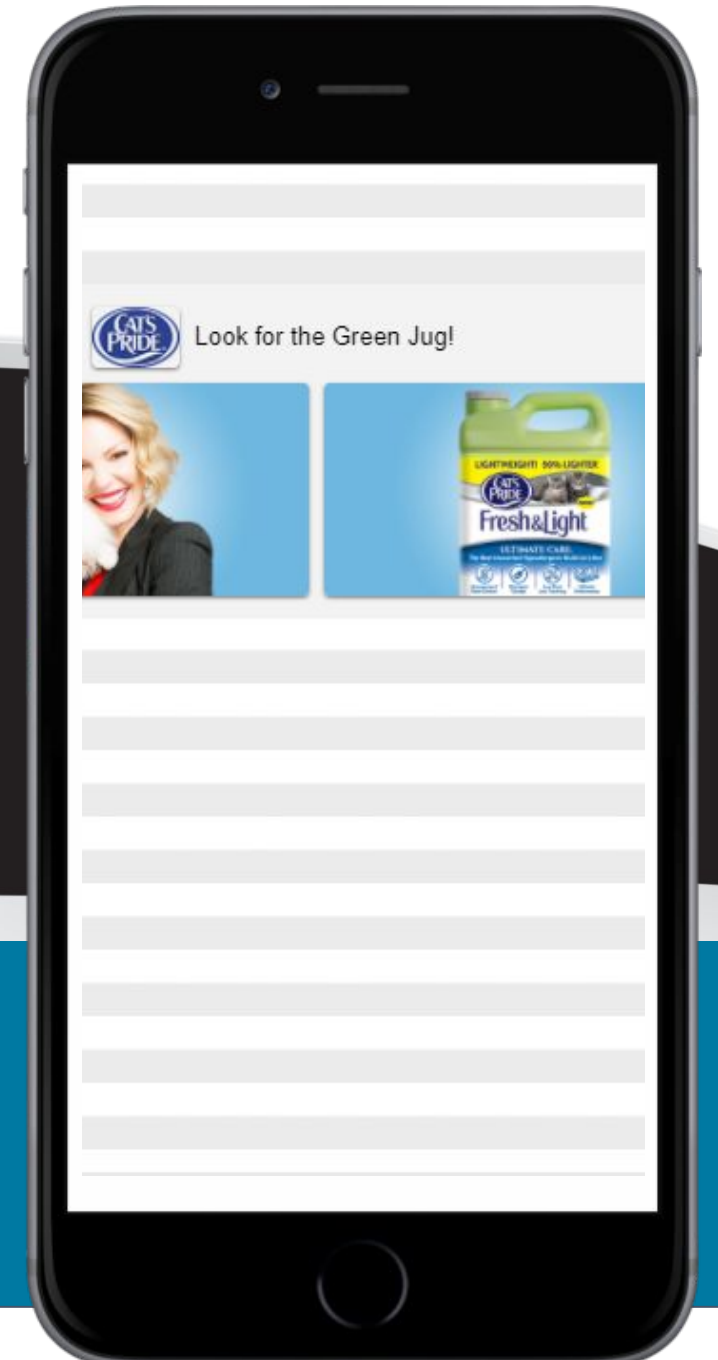
# MOBILE CAROUSEL



[Carousel Mobile Rich Media](#)

## AD FEATURES

- Showcases various products or services
- Encourages browsing behavior
- Leverages swipe motion to drive engagement
- Each product can have its own destination URL





# EMAIL MARKETING

REACH YOUR BEST PROSPECTS IN THEIR INBOX





THEME PARK RANGERS

YOUR AD HERE

Disney World sells annual passes again Sept. 8; park reservations stay



Walt Disney World will start selling annual passes for its theme parks again on Sept. 8. The park reservation system introduced last year is staying.



READ MORE

Vinyl dividers to separate guests and scare actors inside Universal's Halloween Horror Nights houses



Haunted houses at Universal's Halloween Horror Nights will use clear vinyl to separate guests and scare actors this year as a precaution against the transmission of COVID-19, a resort...

# E-NEWSLETTERS

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. **Plus, many of our newsletters are boosted to a targeted audience of non-subscribers to increase your reach.** Your message is served in the form of highly visible marquee ads and includes all ad positions in the newsletter.

## DAILY E-NEWSLETTERS (No Boosted Email)

### ORLANDO MORNING REPORT (Monday - Sunday)

Start your day with a quick digest of the top Central Florida headlines.  
**Subscribers: 27,200**

### BREAKING NEWS ALERTS (Monday - Sunday)

Be the first to know with email alerts on important breaking stories.  
**Subscribers: 76,200**

### SENTINEL SPORTS FINAL (Monday - Sunday)

Every morning, get the late sports scores and stories from the night before.  
**Subscribers: 2,700**

### DON'T MISS (Monday - Sunday)

News stories you don't want to miss – all in one place.  
**Subscribers: 76,100**

### GROWTHSPOTTER (Monday - Friday)

By subscription only, covering property acquisition & new development.  
**Subscribers: 2,300**

## WEEKLY E-NEWSLETTERS

### POLITICAL PULSE

Get the latest updates on political news from Central Florida and across the state.  
**Boosted with 100K+ Email Delivery**

### TRENDING WEEKLY

Get a quick-read digest of the stories that were of most interest to Central Floridians this week.  
**Subscribers: 33,300 - No Boosted Email**

### TRAVEL UNRAVELED

Get away from it all with vacation ideas, trip planning help and money-saving tips.  
**Boosted with 100K+ Email Delivery**

### THEME PARK RANGERS

The latest happenings at Disney, Universal Orlando, SeaWorld and other Central Florida attractions.  
**Boosted with 100K+ Email Delivery**

### GO FOR LAUNCH

Fix your telescope on all space-related news, from rocket launches to space-industry advancements.  
**Boosted with 100K+ Email Delivery**

### THE HEALTH REPORT

Staying healthy means being informed – readers get a weekly update on health news in Florida.  
**Boosted with 100K+ Email Delivery**

### THINGS TO DO

A look at entertainment and sporting events in Orlando and around Central Florida.  
**Boosted with 100K+ Email Delivery**



### KNIGHTS WEEKLY

The latest on UCF football, recruiting, basketball and more.  
**Boosted with 100K+ Email Delivery**



# EMAIL MARKETING



**The Crummer EXECUTIVE MBA**  
A Premier Program for Experienced Leaders

Why get your MBA from the Crummer Graduate School of Business at Rollins College? Here are just six of the reasons:

- 1 We redesigned this program and made it all about you—the experienced executive. We've revised the curriculum and introduced a higher level of customer service to create the ultimate C-suite MBA.

Now accepting applications for August 2018.

- 2 Earning a premier MBA is easier than ever. At a month (Friday-Sunday) for the duration of the program, you can earn your MBA while on vacation.
- 3 Your network will change you. Our modern approach is offering you the opportunity to develop strong relationships together on real projects.
- 4 ROI is crucial. You will have access to premier speakers for executives, along with high-level workshops.
- 5 Experience is your key to success. You will learn real business challenges, preparing you with insights to your company.
- 6 Business is borderless. In addition to global curriculum, you will experience international business immersion trips.

warm up for the holidays

**STAY 3 NIGHTS AND SAVE 30%**

Enjoy some holiday "we time" at two great Islamorada resorts. Amara Cay or Pelican Cove... two perfect getaways for the perfect get together.

**ESCAPE TODAY**

\*Available through February 15th. Promo Code: HOLIDAY.

## REACH YOUR BEST PROSPECTS QUICKLY & EFFICIENTLY

Our email blasts are a highly effective and cost-efficient way to reach your desired audience. Your message goes directly to the in-boxes of your best prospects.

## PROSPECT EMAIL MARKETING

Using established partnerships, we segment and send targeted emails to a list of recipients who fit your exact demographic and/or behavioral profile. In addition, we are able to deploy display retargeting, social media retargeting, as well as reblasts to give additional exposure.

- Open Rate: 15% – 25%
- Select Audience: Geography, Highly Specific Demographics & Behavioral Interests
- Display Retargeting, Social Media Retargeting and Reblasts are Available





# CONTENT MARKETING

ENGAGE AUDIENCES WITH YOUR UNIQUE STORY



# CUSTOM CHANNEL SPONSORSHIPS

## ALIGN YOUR BRAND WITH TRUSTED CONTENT

Connect your brand with the interests and passions of our readers by aligning with our trusted News, Sports, Travel and Entertainment content, including:

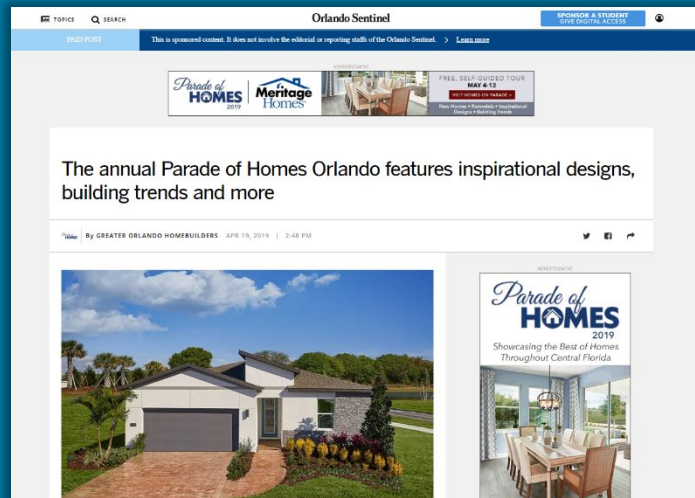
- Destination Spotlight
- Central Florida Explorer
- Twinkly Lights
- GrowthSpotter
- Space Channel
- High School Sports
- UCF Knights Channel
- UCF Football Now
- Orlando Soccer
- High School Graduation



# SOCIAL ADVERTORIAL PAID POST

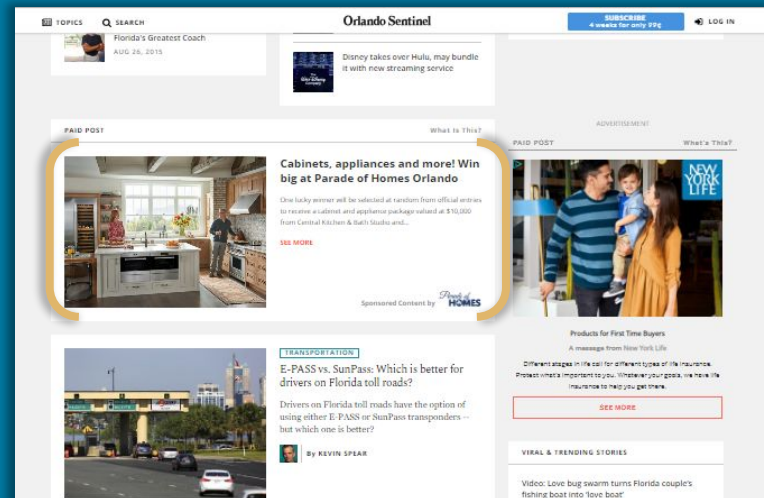
## A BLEND OF NATIVE CONTENT & SOCIAL

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



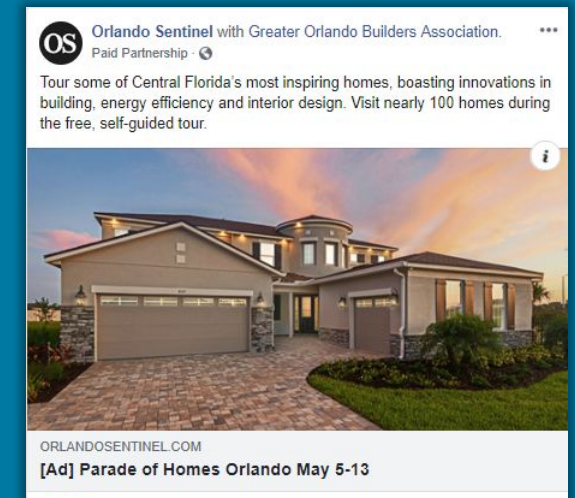
1

Advertorial Story Published on  
Publisher Sites + Fixed Ad Adjacencies



2

Native Story Promotion  
on Publisher Sites



3

Promoted Facebook Post  
Targeting Your Desired Audience

# 66%

of OrlandoSentinel.com visitors accessed Facebook in the past 30 days.  
(vs. 59% in DMA)



# SWEEPSTAKES

## SOCIAL, SHAREABLE, TARGETED

Our custom sweepstakes can draw a huge audience and highlight your offerings while also driving in the most qualified leads. Our sweepstakes can even take the form of an entertaining quiz, for even more interaction and shares.

**Manatee Festival**  
**FREE Shuttle Bus to Blue Spring State Park to see the Manatees!**  
**January 27th & 28th, 9am - 5pm**  
 Valentine Park Orange City  
**Raffle Tickets On Sale NOW**

Orlando Sentinel  
 Brand Publishing

**What Should You Do On Your Staycation?**  
 DECEMBER 12, 2017, 9:10 AM

**WHAT SHOULD YOU DO ON YOUR STAYCATION?**  
 TAKE THIS QUIZ TO ENTER TO WIN A FAMILY 4-PACK OF TICKETS TO THE MANATEE FESTIVAL IN ORANGE CITY JANUARY 27-28, 2018

Question 1 of 8

#1 How do you unwind after a long day?

Playing with my Happy hour Playing video Catching up on

**Manatee Festival**  
**January 27th & 28th 9am - 5pm**  
 Valentine Park Orange City  
**Raffle Tickets On Sale NOW**

**BRING THIS AD AND GET 1 CHILD'S ADMISSION FREE**  
 with every adult admission - a \$2.00 value!

**Manatee Adoptions**  
 Save The Manatee Club Available  
 Adults \$8.00  
 Children 4-10 \$2.00  
 Children Under 3 Free  
 Dogs \$10.00  
 Click Here for more information

WCA Florida Wildlife Federation  
 FIDELITY BANK  
 Publix

## BUILD YOUR DATABASE

### SPONSOR-EXCLUSIVE ADVERTISING

- Sweepstakes page with 100% fixed ads
- A custom media plan to drive entries
- Database of entrants who have opted-in to receive emails
- Ability to ask up to three consumer marketing questions
- Bounce-back offer

Orlando Sentinel with The Manatee Festival.  
 Paid Partnership · 🌐

Take this quiz for a chance to win four tickets to the Manatee Festival in Orange City on Jan. 27 and 28. No purchase necessary.

ORLANDOSENTINEL.COM  
**[Ad] What should you do on your staycation?**

453 64 Comments 89 Shares





# NICHE MARKETING

REACHING UNIQUE AUDIENCES

# PODCASTS

Connect with a growing audience of podcast listeners. Sponsors receive a 15-second commercial opportunity pre-show & mid-show, as well as 100% fixed ad units on the podcast page on OrlandoSentinel.com.

**940K** Central Florida adults

listened to a podcast in the past 30 days – an increase of 250% in the past two years.



**COLLEGE GRIDIRON 365**  
ON COLLEGE FOOTBALL



**SWAMP THINGS TALK**  
ON ALL THINGS GATORS



**ORLANDO SENTINEL CONVERSATIONS**  
ON WHAT MAKES CENTRAL FLORIDA TICK



**UCF KNIGHTS TALK**  
ON ALL THINGS KNIGHTS



**THEME PARK RANGERS**  
NEWS ON ORLANDO THEME PARKS

## Orlando Sentinel

### THEME PARK RANGERS PODCAST

Theme Parks & Attractions | Florida Cruise Guide | The Daily Disney | Universal Orlando | SeaWorld Orlando | Legoland Florida

TOP TRAVEL VIDEOS

Up Next - Top Videos - How to Pack Your Beach Bag

A River Cruise Through the Netherlands  
1:05:56

How to Make the Perfect Classic ELT  
1:02:03

Up Next - Top Videos - How to Pack Your Beach Bag

The 10 Best Places in the World to Retire  
1:03:05

Summer in Berlin  
1:00:00

Christoph Nitschmann's Augmented-Reality Covers

**PODCAST: SeaWorld's Howl-O-Scream returns with sirens, sparking ghouls and sea goddess/drag queen (Ep. 160)**

Orlando Sentinel tourism reporters Dewayne Bevil and Katie Rice discuss innovative ideas at SeaWorld's Howl-O-Scream such as sparking ghouls, incorporating height to enhance scares and a sea goddess/drag queen show that will cost an additional \$10.

September 22, 2022

# GROWTHSPOTTER

REACH A PRIME AUDIENCE OF LOCAL BUSINESS LEADERS

GrowthSpotter is subscription-only business website and e-newsletter focusing on very early-stage property acquisition, new development and real estate financing, covering Greater Orlando. GrowthSpotter has over 2,300 subscribers made up of developers, contractors, architects, engineers, real estate brokers, CEOs and decision makers.

[GrowthSpotter.com](http://GrowthSpotter.com)



2021 BEST BUSINESS/  
FINANCE WEBSITE

SUBSCRIBERS UP **10%** YOY

**GROWTHSPOTTER.COM**

Average Monthly Traffic

**88,400**

Page views

**E-NEWSLETTER**

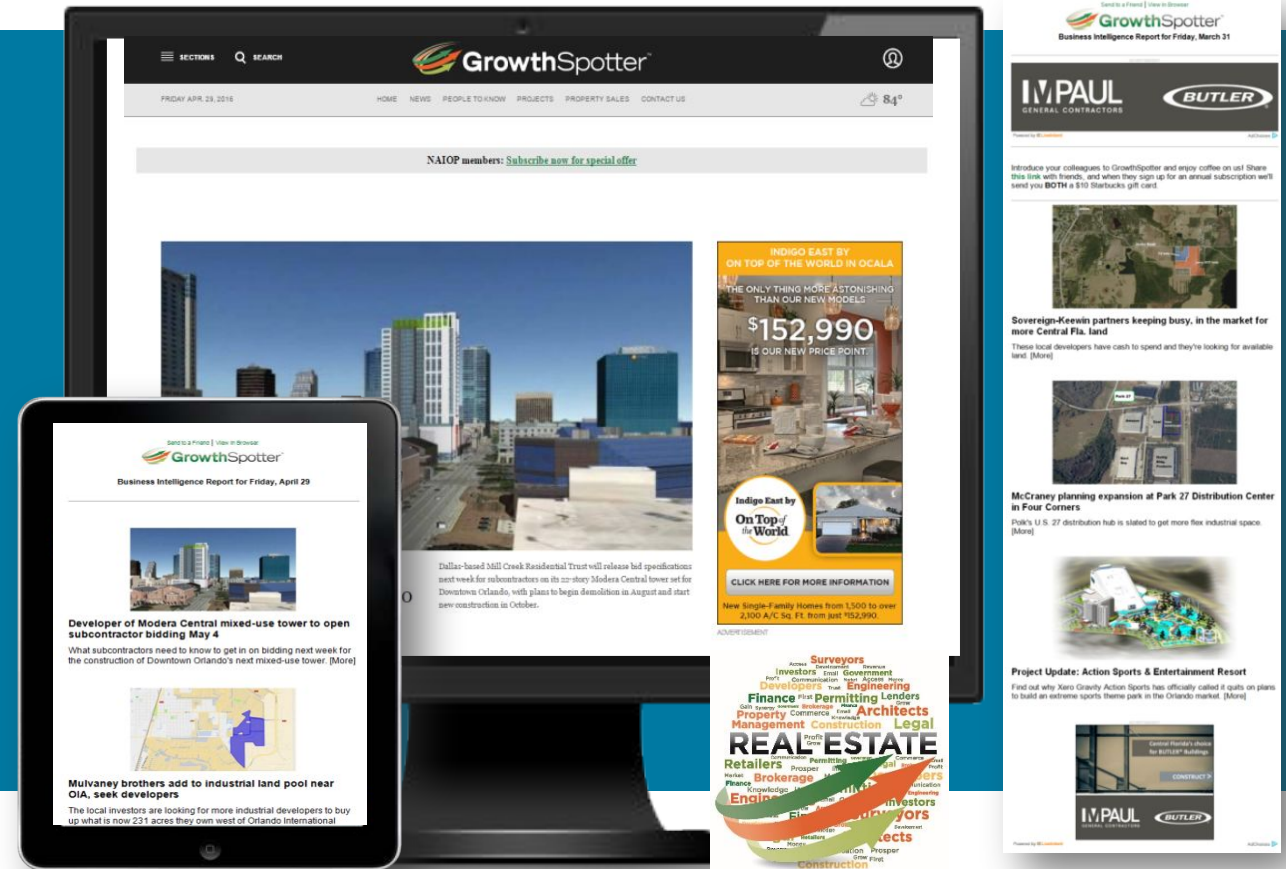
Monday - Friday

**2,300**

Subscribers

**39%**

Open Rate







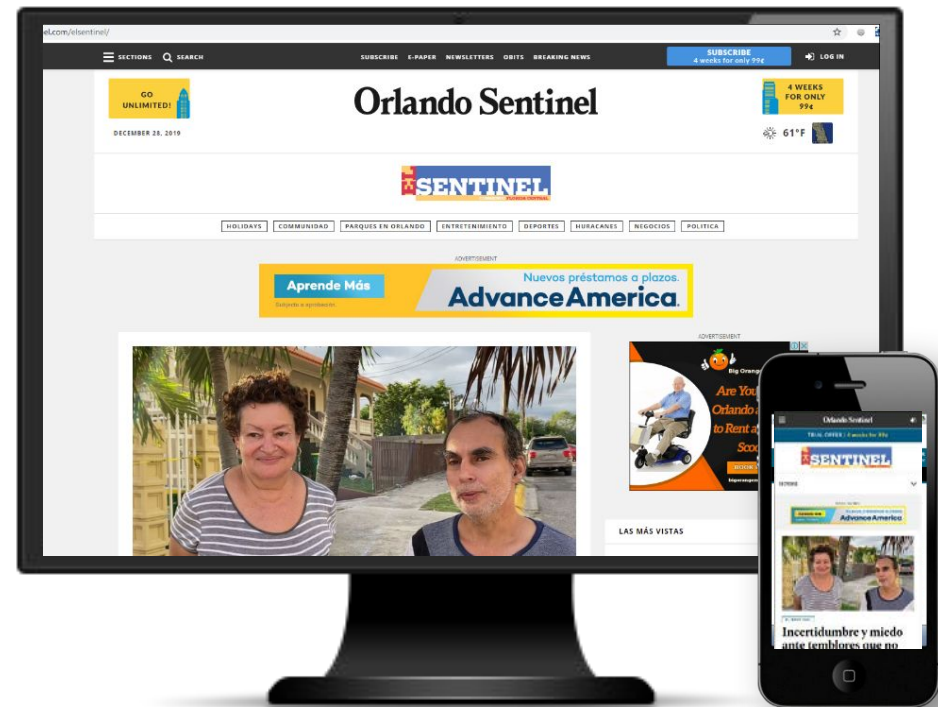
# HISPANIC REACH

## ELSENTINEL.COM

Reach this valuable audience with **ElSentinel.com** – the Hispanic channel on OrlandoSentinel.com.

181K  
PAGE VIEWS/MO

130K  
UNIQUE VISITORS/MO







# REACH EXTENSION

REACHING UNIQUE AUDIENCES

# PREMIUM PROGRAMMATIC

PRIVATE MARKETPLACE, PREFERRED DEALS & PROGRAMMATIC GUARANTEED

## PLATFORMS

Desktop, Mobile Web, App & Email

## AD TYPES

Display, Native, Pre-roll & Outstream Video

## ADVANCED TARGETING

- Run of Site, Run of Network, Channel, Position
- Audience Targeting available
  - Demo, Behavior, Content, Geo, etc.
  - Registered Users, Visitors
  - Custom Segments

## DEAL TYPES

Tribune can fulfill "Always On" or "1:1" campaigns via the following programmatic deal types:

- Run of Site, Run of Network, Channel, Position
- Audience Targeting available
  - Demo, Behavior, Content, Geo, etc.
  - Registered Users, Visitors
  - Custom Segments

## OPPORTUNITIES AVAILABLE WITH:





# REACH 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.**

## PREMIUM

We have access to digital networks with reach to **local, national and international markets.**

## 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.**

## STRATEGIC

We use **technology and insights** to run highly efficient campaigns, shifting budgets to best performers to hit KPI's.

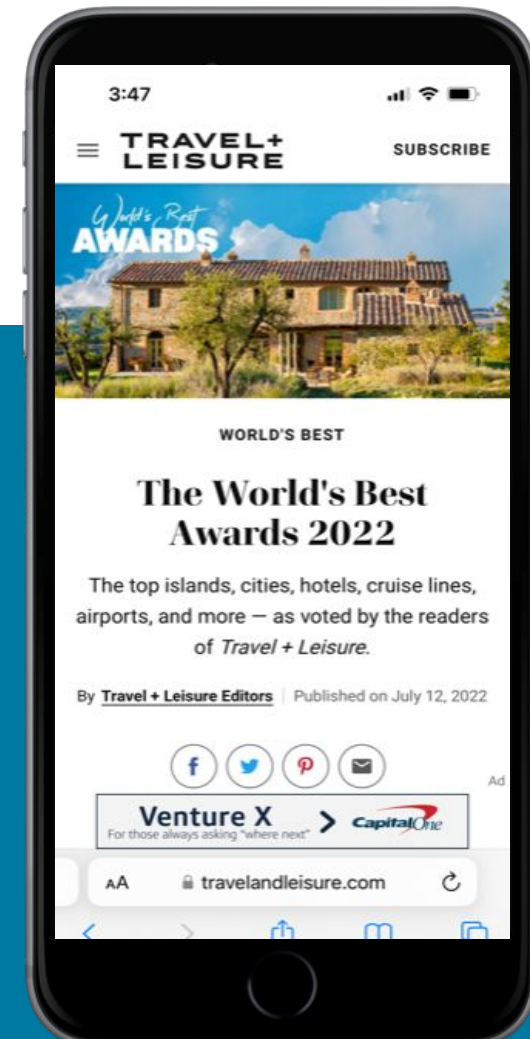
## ADAPTIVE

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 YOUR  
AUDIENCE IS READING



# TACTICS

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

## EXTENDED REACH (RON)

Maximize reach across a 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/STREAMING AUDIO

Reach an audience as they are watching their favorite shows or listening to their favorite music on popular streaming services

## 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

# ADDRESSABLE GEO-FENCING

## KEY BENEFITS

### PRECISION

Targeting uses plat line data from property tax and public land surveying information to maximize precision of targeted addresses.

### PERFORMANCE

Improves performance of addressable TV, direct mail, and other campaigns that target specific households by extending their reach.

### SCALE

Up to 1M physical addresses can be targeted per campaign.

### REPORTING

Report and break down campaign performance by ZIP+4 level.

### REACH

Improved reach over IP-based solutions, which are limited due to truncation of IP addresses in programmatic advertising.

### CROSS DEVICE

Targets all individuals at the address on multiple devices, and enables targeting of devices for up to 30 days after they have left the address.

### PERSONALIZATION

Creative can be based on address level intelligence.

### ONBOARD OFFLINE DATA

Create granular audiences from CRM systems and other offline databases (e.g., automotive lease renewals, households using internet but not video/cable, etc.).

### ATTRIBUTION

Conversion Zones are used to track uplift in foot traffic to the advertiser's location and provide campaign attribution.

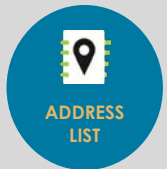
### TIMELY

Audiences are updated daily.



TARGETING TO ALL  
DEVICES IN THE  
HOUSEHOLD  
INCREASING VISIBILITY &  
REACH

## How it works



ADDRESS  
LIST



GEO  
FENCES



TARGET  
DEVICES

Advertisers upload  
up to 1M street  
addresses

Street addresses are  
automatically converted  
into geo-fences that  
conform to the plat lines of  
each address

Devices seen within the  
plat lines are targeted with  
digital ads which can be  
static, dynamic or video.





www.

Search

# DIGITAL MARKETING

BEEN SEEN FIRST AMONGST YOUR COMPETITORS

# 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.

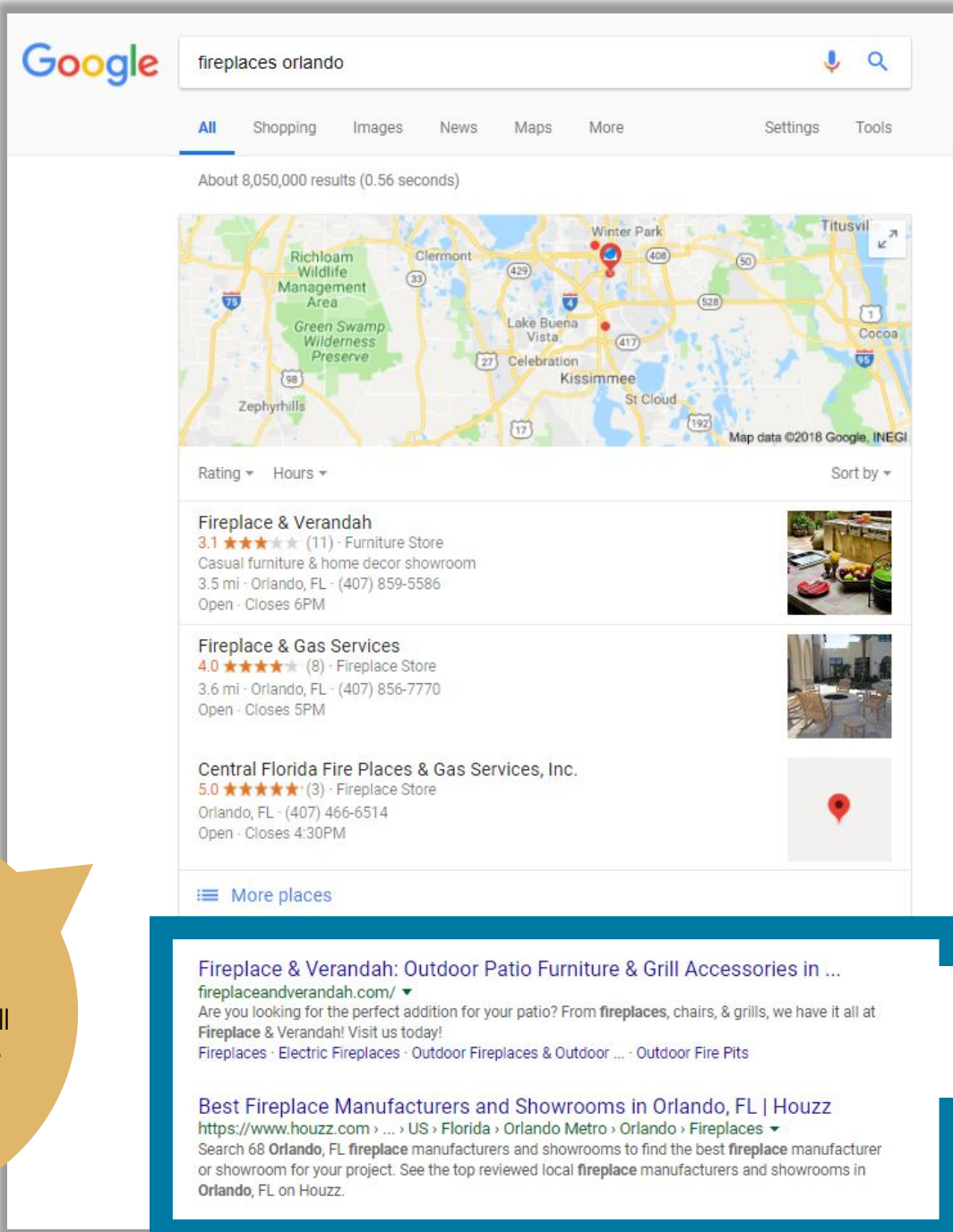
We dive deep into every aspect of your web environment, including the competitive landscape, link architecture and what's affecting search results on and off the pages. We then develop a roadmap of site updates needed to deliver results.

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



The screenshot shows a Google search for "fireplaces orlando". The search results include a map of the Orlando area with several red location pins. Below the map, there is a list of three businesses:

- Fireplace & Verandah**: 3.1 stars (11 reviews), Furniture Store, Casual furniture & home decor showroom, 3.5 mi · Orlando, FL · (407) 859-5586, Open · Closes 6PM.
- Fireplace & Gas Services**: 4.0 stars (8 reviews), Fireplace Store, 3.6 mi · Orlando, FL · (407) 856-7770, Open · Closes 5PM.
- Central Florida Fire Places & Gas Services, Inc.**: 5.0 stars (3 reviews), Fireplace Store, Orlando, FL · (407) 466-6514, Open · Closes 4:30PM.

Below the list, there is a "More places" link. At the bottom of the screenshot, there are two search results from other sources:

- Fireplace & Verandah: Outdoor Patio Furniture & Grill Accessories in ...** fireplaceandverandah.com/ Are you looking for the perfect addition for your patio? From fireplaces, chairs, & grills, we have it all at Fireplace & Verandah! Visit us today! Fireplaces · Electric Fireplaces · Outdoor Fireplaces & Outdoor ... · Outdoor Fire Pits
- Best Fireplace Manufacturers and Showrooms in Orlando, FL | Houzz** https://www.houzz.com > ... > US > Florida > Orlando Metro > Orlando > Fireplaces Search 68 Orlando, FL fireplace manufacturers and showrooms to find the best fireplace manufacturer or showroom for your project. See the top reviewed local fireplace manufacturers and showrooms in Orlando, FL on Houzz.



garage storage racks



All Shopping Images Videos Maps More Settings Tools

About 5,260,000 results (0.60 seconds)

### Overhead Garage Storage System | Starting At Just \$299

[www.smartracksfl.com/garage-storage](http://www.smartracksfl.com/garage-storage)

Store Smart And Save Space. Call Now For Smart Racks Garage Ceiling Racks!  
Custom sizes · 100% money back guarantee · Made in USA · Up to 600lbs · No storage fees  
Highlights: Home-Delivery Service, Affordable Prices, Garage Storage Solutions, Made In The USA...

#### Contact Us Today

Get Your Garage Organized Today!  
Call Smart Racks For Storage Racks.

#### Our Prices

Racks Starting At Just \$299 With  
Installation! Call Smart Racks Now.

### Garage Storage Racks | Costco - Costco Wholesale

<https://www.costco.com/garage-racks.html>

Find a great collection of **Garage Storage Racks** at Costco. Enjoy low warehouse prices on name-brand **Garage Storage Racks** products.  
SafeRacks Overhead Garage ... · SafeRacks 4 ft. x 8 ft. ... · 15 Garage Storage Racks

### Garage Storage: Shelving Units, Racks, Storage Cabinets & More at ...

<https://www.homedepot.com/b/Storage-Organization-Garage-Storage/N-5yc1vZarmi>

Make **garage** organization easier with smart **garage storage** solutions that give every item in your **garage** a home with pegboards, **shelves**, totes and more.  
Shelves & Racks · Garage Storage - Storage ... · Garage Cabinets & Storage ...

### Garage Shelves & Racks - Garage Storage - The Home Depot

<https://www.homedepot.com/Storage-Organization-Garage-Storage>

Shop our selection of null in the **Storage & Organization** Department at The Home Depot.



Rating Hours

Sort by

#### Smart Racks

4.9 ★★★★★ (8) · Association or Organization

Orlando, FL · (407) 473-7395

"one neat **storage** rack using the overhead space in my **garage**. It is a..."



WEBSITE

# 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



# SOCIAL ADS

## ENGAGE AND EDUCATE YOUR AUDIENCE



### Facebook

Build brand awareness, engagement, new leads and drive website traffic



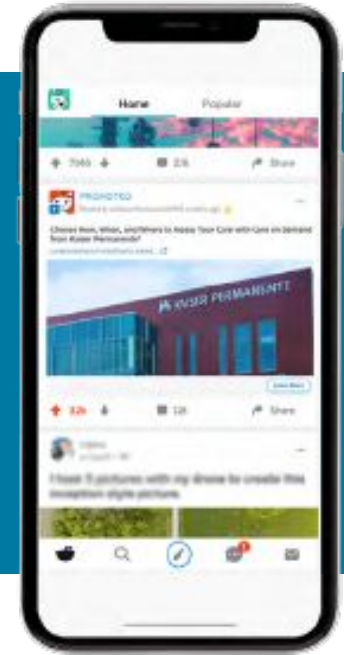
### Instagram

Leverage predominantly young audience of 800+ million users on Instagram



### LinkedIn

Reach relevant professionals through the top social networking site for business

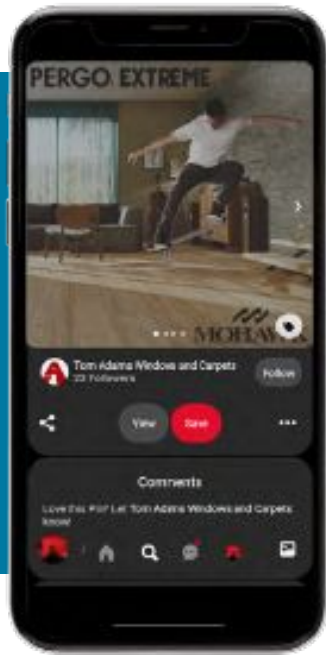


### Reddit

Reddit provides targeted niches for nearly everyone and its community is very active with 18 to 24 year olds

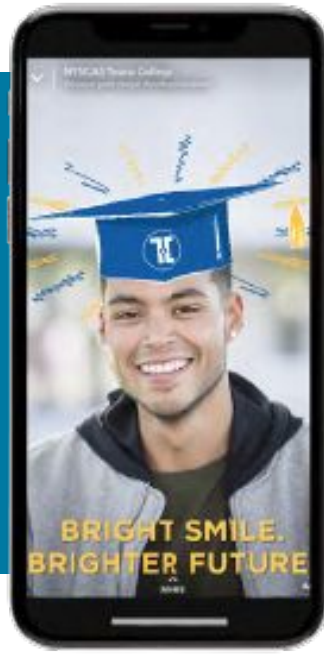
# SOCIAL ADS

## ENGAGE AND EDUCATE YOUR AUDIENCE



### **Pinterest**

Build brand awareness with 93% of Pinners using Pinterest to plan purchases



### **Snapchat**

Leverage predominantly young audience of nearly 200 million users on Snapchat



### **TikTok**

With 500 million users, 66% being younger than 30, TikTok ads could be a worthwhile investment to build your brand



### **Twitter**

67% of all B2B businesses use Twitter as a digital marketing tool. Twitter is full of potential and offers numerous ad formats





THANK YOU

Orlando Sentinel  
MEDIA GROUP



**Orlando Sentinel**  
— MEDIA GROUP