<table>
<thead>
<tr>
<th>Category Targeting</th>
<th>Premium News Network</th>
<th>Streaming Multimedia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile</td>
<td>Advanced Audience Targeting</td>
<td>Social Media</td>
</tr>
</tbody>
</table>

Precision Digital Marketing
PRECISION TARGET MARKETING

Location, Location, Location!

We serve your ads on premium national websites when they are visited by users with local IP addresses.
The Premium News Network is an ad network that consists of 2,500 premium content Newspaper, Broadcast & Magazine sites.

**Benefits**

- Enables advertisers to easily reach their audience across a network of premium local content through a cost efficient buy.
- Compliments existing high impact campaigns and/or offline media.
- Run ad in a safe environment.

**Geo-Targeting**

**Example**

Local Chicago resident who grew up in Denver and is a big fan of the Broncos.

While sitting in Chicago, he reads the Denver Post everyday to stay up-to-date on his favorite team. A local Affiliate Programs advertiser’s display ad may show up on denverpost.com.

-Ads will be a combination of Above & Below the fold!
The Premium News Network is an ad network that consists of 2,500 premium content Newspaper, Broadcast & Magazine sites.

**Benefits**
- Enables advertisers to easily reach their audience across a network of premium local content through a cost efficient buy
- Compliments existing high impact campaigns and/or offline media
- Run ad in a safe environment

**Geo-Targeting**
- DMA/Multi-DMA
- Zip-Codes (Minimum 10)

**Example**
Local Chicago resident who grew up in Denver and is a big fan of the Broncos.
While sitting in Chicago, he reads the Denver Post everyday to stay up-to-date on his favorite team. A local Affiliate Programs advertiser's display ad may show up on denverpost.com

-Ads will be a combination of Above & Below the fold!
Local media sites represent the most valuable environment on the web for consumers’ trust in advertising.

Consumers are more likely to take action after viewing advertising on local media sites.
Category Targeting
PRECISION TARGET MARKETING

Spotlight: Category Targeting

- Ads appear on a custom-built network of high profile national sites.
- Now you can enhance any digital campaign with ads in our focused network of premier national websites across specific categories.

Categories

- Auto
- Entertainment
- Finance
- Food & Dining
- Health
- Home & Garden
- Humor
- Men
- Moms
- Music
- News & Business
- Outdoors
- Political
- Real Estate
- Retail
- Sports
- Travel
- Women
- Weather
- Custom Lists!

Geo-Targeting
PRECISION TARGET MARKETING

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- Outdoors
- Political
- Real Estate
- Retail
- Sports
- Travel
- Women
- Weather
- Custom Lists!

Geo-Targeting
- DMA/Multi-DMA
- Minimum: 10-mile radius
Gain better reach by running ads in select cities of your choice!
Why Care About the Content?

Ads running on related content websites are 61% more likely to be remembered than ads running on sites with unrelated content.

Ads running on Search & Portal websites are the least likely to be remembered by Internet users.

Source: CBS Vision using McPeters & Co's AdWorks methodology
PRECISION TARGET MARKETING

Real Estate

 Images of various real estate websites and logos are shown.
Sports
PRECISION TARGET MARKETING

Women

Woman's Day
style bistro
ELLE
Cosmopolitan
MADAME NOIRE
TMZ
daily glow
Oxygen
YouTube
Women's Fitness
Hollywood.com
Lovelyish
PRECISION TARGET MARKETING

Food & Dining
PRECISION TARGET MARKETING

Health

allnurses.com
freemdx
Wellness.com
EARTH CLINIC
medications.com
Natural News.com

Drugs.com
diabetes daily
About.com
BLISSTREE
HealthCare.com
vitals
MedHelp
Medical News TODAY

LIVESTRONG.com
about.com
YouTube

diabetes
About.com
Blisstree
LIVESTRONG.com
YouTube
PRECISION TARGET MARKETING

Moms
PRECISION TARGET MARKETING

Men

Forbes  Golf Channel®  MAXIM
INQUIRER  MSNBC.com  Men's Fitness
NBA
Esquire  Wired  NASDAQ
DRUDGE REPORT  Morningstar
GEAR PATROL  Fishing Buddy

About.com  YouTube  NBC Sports  CBS NEWS
Advanced Targeting
Reach a **specific** audience with advanced targeting: behavioral, demographic, contextual and re-targeting.

Behavioral Targeting
Demo Targeting
Contextual Targeting
Job Title Targeting
Re-Targeting (Premium Network Site List)

**When to use Advanced Audience Targeting:**
- Real estate company wants to reach in-market real estate seekers (behavioral targeting)
- Sleep wellness center is targeting only content keywords matching the top ten sleep disorders (contextual targeting)
- Appliance store with e-commerce (re-targeting)
- Auto Dealers targeting HHI of $150+ with children who are the market to buy SUV's or Vans
Behavioral targeting is the process of reaching users based on their recent internet behaviors, such as search queries and sites visited.

**Behaviors**
- Job-Seekers
- Auto-Intenders
- Wedding Planners
- Health-seekers

**Geo-Targeting**

**Process**
- When a user displays a certain number of these behaviors, data aggregators, such as Bluekai or eXelate, begin to track their habits.
- Once an internet user’s behavior is labeled or “tagged”, we are able to begin targeting these people based on what they have an interest in.
Behavioral targeting is the process of reaching users based on their recent internet behaviors, such as search queries and sites visited.

**Process**
- When a user displays a certain number of these behaviors, data aggregators, such as Bluekai or eXelate, begin to track their habits.
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**Behaviors**
- Job-Seekers
- Auto-Intenders
- Wedding Planners
- Health-seekers

**Geo-Targeting**
- DMA/Multi-DMA
- Zip-Codes (Minimum 10)
PRECISION TARGET MARKETING: ADVANCED TARGETING

Spotlight: Demographic Targeting

- Reach your customers by targeting a specific demographic segment over a network of more than 5,000 national websites.

Ethnicity
- Caucasian
- Asian
- Hispanic
- African American

Geo-Targeting
- Homeowners…

Job Title
- Business Owner
- Construction
- Manufacturing
- Medical
- Sales & Marketing
- Student
- And Many More

Age
Gender
Parents

Target based on demos captured through restriction data: (Netflix, Credit Cards, Gym memberships, etc.)
Age, Gender, Parents, Education, Job Title, etc.
PRECISION TARGET MARKETING: ADVANCED TARGETING

Spotlight: Demographic Targeting

- Reach your customers by targeting a specific demographic segment over a network of more than 5,000 national websites.

**Ethnicity**
- Caucasian
- Asian
- Hispanic
- African American

**Geo-Targeting**
- Multi-DMA
- Zip-Codes (Minimum 10)

**Job Title**
- Business Owner
- Construction
- Manufacturing
- Medical
- Sales & Marketing
- Student
- And Many More

**Age**
- Homeowners...

**Gender**

**Parents**

Target based on demos captured through restriction data: (Netflix, Credit Cards, Gym memberships, etc.)

Age, Gender, Parents, Education, Job Title, etc.
Advertisers can re-engage previous visitors to their site. By targeting users who have already shown interest in your product or service, there is a higher possibility of conversion, thus increasing ad effectiveness.

**Process**

1. Upon request, Ops will generate re-targeting pixel (24-48 hour turn-around)
2. Advertiser deploys beacon pixel code on their site (Note: To garner the most impressions, we strongly encourage our pixel to be embedded on all pages of the advertiser’s site)
3. Allow 30 days for data collection before campaign launch
4. Retargeting campaigns are only as successful as the traffic being driven to the advertiser’s site. The more traffic directed to the site, the more users we will be able to re-engage. We highly recommend running ROS and/or BT flights in conjunction with RT for best results.
Spotlight: Customized targeting

- Take a variety of factors and target people based on who they are and what they are searching for on the internet. We find these users through a network of 5,000+ sites based on 3rd party data (cookies).

Includes
- **Demographic Targeting**: Registration Info- credit card apps, airline rewards, gym memberships, etc.
- **Behavior Targeting**: Recent google searches, sites visited, etc.
- **Contextual Targeting**: Display ads run alongside content of certain keywords
- **Re-Targeting**: serve ads to users who have already visited your website

Runs over national network of over 5,000+ sites (sample site list attached)

Geo-Target by DMA or Zip (Minimum 10 zips)
Mobile Targeting
PRECISION TARGET MARKETING: MOBILE

Build **brand awareness** and **drive traffic** across verticals, through nontraditional media.

**Demographic Targeting**
- Age
- HH Income
- Education
- Ethnicity
- Gender
- Geography
- Presence of Children
- Marital Status

**Geo / Daypart Targeting**
- State
- DMA
- Area Code
- ZIP Code
- Wi-Fi
- IP Based
- Time of Day
- Location Based
- Day of Week

**Device / Carrier Targeting**
- Carrier
- Model
- Handset Features
- Manufacturer
- Age of Device

**Contextual Targeting**
- Searched Content
- Page Content
Streaming Multimedia
PRECISION TARGET MARKETING: STREAMING MULTI-MEDIA

Reach specific **demographics**, promote **engagement** and drive sales with streaming audio and visual channels in Northwest Arkansas and other DMAs.

1. **Online Radio Options**
   - Streaming audio: (15 seconds)
   - Companion banners
   - Tap to email!

2. **YouTube.com**
   - Pre/mid/post roll
   - Custom channels
   - Reach your target

3. **National TV Networks**
   - Premium pre-roll inventory
   - Demo and zip targeting
   - :15 or 30 seconds

4. **Pandora**
   - Audio ads
   - Standard banner ads

More information & specifics on each option is available on request.
Overview

- Standard Banners are standard IAB units placed beside the tuner
- Available sizes:
  - 300x600
  - 300x250
  - 160x600

Benefits

- Organic integration in a clutter-free environment that complements the user's listening experience
- Reach an engaged audience as display ads are only served upon user interaction
PRECISION TARGET MARKETING: PANDORA AUDIO

Overview
- Audio ads are impactful radio ads that enable brands to connect with users and offer two-way engagement superior to radio
- Innovative and interactive audio message is delivered to Pandora listeners between songs
- Package includes :15 second audio and tile or :15 second audio, tile, and companion banner

Benefits
- Reach engaged users as each audio ad is heard one at a time while music is briefly paused and not lost in long and cluttered ad breaks
- Audio ad is accompanied by a clickable visual presence, offering increased engagement well beyond the one-way messaging of traditional radio ads
PRECISION TARGET MARKETING: PANDORA MOBILE STANDARD BANNERS

Overview

- Standard Banner ads are displayed on the now-playing screen in the Pandora mobile app
- Functionality includes tap-to-client site or tap-to-landing page

Benefits

- Extend engagement and interaction with a variety of tap-to functionality
- Designed to leverage existing creatives and web banners for seamless extension into the rapidly expanding realm of mobile advertising
- 100% share of screen branding while the on the Now Playing screen as the music plays
- Large creative palettes provide high-impact branding to help promote increased CTRs
Overview

- Audio ads are impactful radio ads that enable brands to connect with users and offer two-way engagement superior to radio.
- Innovative and interactive custom audio message is delivered to Pandora listeners between songs.
- Package includes :15 sec audio, Companion Tile and optional following Banner.
- Available on iPhone or Android.

Benefits

- Reach engaged users as each audio ad is heard one at a time while music is briefly paused and not lost in long and cluttered ad breaks.
- Offers increased engagement well beyond the one-way messaging of traditional radio ads.
PRECISION TARGET MARKETING: Facebook

- Facebook is a social network that has more than 500 million active users (70% outside the U.S.). 50% of the users log-in on a daily basis. Overall, users spend over 700 billion minutes per month on Facebook. The average user is connected to 80 community pages, groups, and events.

**Targeting**
- **Gender:** All/Male/Female
  - **Interested In:** All/Male/ Female
  - **Relationships:** Single/Engaged/In a Relationship/ Married
  - **Languages:** Various

- **Likes:** On a profile page, users list activities, music, teams, political, etc. in which they partake and enjoy. All ‘likes’ are added as “or” statements, not “and”.

- **Education:** College Graduate/In College/ In High School

- **Workplaces:** Users also list where they are employed

- **Geography:** Target by: City Radius. 10, 25, or 50 miles. (e.g. 25 mile radius from the City of Detroit)

**What do you need to get started?**
- **Image:** 110x80 Pixels. No flash or Animation. 5mb max.
- **Ad Title:** Limited to 25 characters
- **At Body:** Limited to 135 characters
- **Click-thru URL:** Can be standard URL or Facebook fan page
## Precision Target Marketing: Pricing for Display Units

<table>
<thead>
<tr>
<th>Targeting Option</th>
<th>CPM</th>
<th>Minimum Monthly Buy</th>
<th>Creative Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium News Network (2,500 sites) ROS</td>
<td>$10</td>
<td>$600</td>
<td>300x250 728x90 160x600</td>
</tr>
<tr>
<td>Category Targeting (Custom or pre-set category lists)</td>
<td>$15</td>
<td>$1,000</td>
<td>300x250 728x90 160x600</td>
</tr>
<tr>
<td>Advanced Audience Targeting</td>
<td>$15</td>
<td>$2,000</td>
<td>300x250 728x90 160x600</td>
</tr>
<tr>
<td>Job Title Targeting</td>
<td>$20</td>
<td>$6,000</td>
<td>300x250 728x90 160x600</td>
</tr>
<tr>
<td>Facebook Targeted Campaigns</td>
<td>$3</td>
<td>$500</td>
<td>110x80 Title: 25 Characters Body: 135 Characters</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>$8</td>
<td>$1,000</td>
<td>50x50 Title: 25 Characters Body: 135 Characters</td>
</tr>
</tbody>
</table>
## PRECISION TARGET MARKETING: STREAMING VIDEO

<table>
<thead>
<tr>
<th>TARGETING OPTION</th>
<th>CPM</th>
<th>MINIMUM MONTHLY BUY</th>
<th>CREATIVE NEEDED</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>YOUTUBE.COM</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>:15 second pre/mid/post roll video</td>
<td>$24</td>
<td>$1,000</td>
<td>15 sec video</td>
</tr>
<tr>
<td><strong>PRE-ROLL NETWORKS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Run of Network (DMA/Zip)</td>
<td>$20</td>
<td>$3,000</td>
<td>15 sec video or 30 sec video</td>
</tr>
<tr>
<td><strong>PRE-ROLL NETWORKS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Run of Network (DMA/Zip) with Behavioral Targeting</td>
<td>$30</td>
<td>$3,000</td>
<td>15 sec video or 30 sec video</td>
</tr>
<tr>
<td>TARGETING OPTION</td>
<td>CPM</td>
<td>MINIMUM MONTHLY BUY</td>
<td>CREATIVE NEEDED</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>------</td>
<td>---------------------</td>
<td>-----------------------------------------------------</td>
</tr>
<tr>
<td>PANDORA.COM Hompage ROS</td>
<td>$18</td>
<td>$6,000</td>
<td>300x600 or 300x250 or 160x600</td>
</tr>
<tr>
<td>PANDORA.COM WEB AUDIO &amp; TILE ONLY</td>
<td>$24</td>
<td>$12,000</td>
<td>:15 second audio and tile</td>
</tr>
<tr>
<td>PANDORA.COM WEB AUDIO &amp; TILE &amp; COMPANION BANNER</td>
<td>$36</td>
<td>$25,000</td>
<td>:15 second audio, tile and companion banner</td>
</tr>
<tr>
<td>PANDORA MOBILE 320X50 BANNER</td>
<td>$21</td>
<td>$25,000</td>
<td>320 x 50 Banner</td>
</tr>
<tr>
<td>15 Sec. Audio &amp; Companion Screen</td>
<td>$24</td>
<td>$25,000</td>
<td></td>
</tr>
<tr>
<td>15 Sec. Audio &amp; Companion Screen &amp; Following Banner</td>
<td>$36</td>
<td>$25,000</td>
<td></td>
</tr>
</tbody>
</table>

Add ons Available:
- Genre Targeting: $3 cpm
- Zip Targeting: $7 cpm
- County Targeting: $2 cpm
# Precision Target Marketing: Mobile

<table>
<thead>
<tr>
<th>Targeting Option</th>
<th>CPM</th>
<th>Minimum Monthly Buy</th>
<th>Commitment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run of Network</td>
<td>$16</td>
<td>$1,500</td>
<td>3 months</td>
</tr>
<tr>
<td>Specific Mobile Channel</td>
<td>$22</td>
<td>$1,500</td>
<td>3 months</td>
</tr>
</tbody>
</table>
PRECISION TARGET MARKETING: SAMPLE PACKAGE

Tier 1: $1,500/month
Category Targeting:
• 107,142 impressions

Tier 2: $3,000/month
Advanced Audience Targeting:
• 153,846 impressions
Category Targeting:
• 71,428 impressions

Tier 3: $5,000/month
Advanced Audience Targeting:
• 184,614 impressions
Category Targeting:
• 100,000 impressions
Premium News Network:
• 166,666 impressions

Guidelines:
• All programs must be a minimum of 3-months
• YouTube, Pandora, Facebook can be included in any package as an a la carte item.
Reporting & Billing
## PRECISION TARGET MARKETING: sample report

<table>
<thead>
<tr>
<th>Site</th>
<th>Market</th>
<th>Placement</th>
<th>Size</th>
<th>Start Date</th>
<th>End Date</th>
<th>Total Days</th>
<th>Days Into</th>
<th>Contract IMPS</th>
<th>Target IMPS</th>
<th>Delivered IMPS</th>
<th>Pace %</th>
<th>Delivered Clicks</th>
<th>Click Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lift Category Targeting</td>
<td>Geo Targeted</td>
<td>Lubbock - Custom Food Category</td>
<td>300x250, 728x90, 160x600</td>
<td>06/01/11</td>
<td>06/30/11</td>
<td>30</td>
<td>30</td>
<td>200,000</td>
<td>200,000</td>
<td>200,000</td>
<td>100.00%</td>
<td>251</td>
<td>0.13%</td>
</tr>
<tr>
<td>Lift Category Targeting</td>
<td>Geo Targeted</td>
<td>Lubbock - Custom Food Category- June Bonus Impressions</td>
<td>300x250, 728x90, 160x600</td>
<td>06/01/11</td>
<td>06/30/11</td>
<td>30</td>
<td>30</td>
<td>741</td>
<td>741</td>
<td>741</td>
<td>100.00%</td>
<td>-</td>
<td>0.00%</td>
</tr>
<tr>
<td>Lift Category Targeting</td>
<td>Geo Targeted</td>
<td>Lubbock - Custom Food Category</td>
<td>300x250, 728x90, 160x600</td>
<td>07/01/11</td>
<td>07/31/11</td>
<td>31</td>
<td>31</td>
<td>200,000</td>
<td>200,000</td>
<td>200,000</td>
<td>100.00%</td>
<td>231</td>
<td>0.12%</td>
</tr>
<tr>
<td>Lift Category Targeting</td>
<td>Geo Targeted</td>
<td>Lubbock - Custom Food Category-July Bonus Impressions</td>
<td>300x250, 728x90, 160x600</td>
<td>07/01/11</td>
<td>07/31/11</td>
<td>31</td>
<td>31</td>
<td>13,615</td>
<td>13,615</td>
<td>13,615</td>
<td>100.00%</td>
<td>-</td>
<td>0.00%</td>
</tr>
<tr>
<td>Lift Category Targeting</td>
<td>Geo Targeted</td>
<td>Lubbock - Custom Food Category</td>
<td>300x250, 728x90, 160x600</td>
<td>08/01/11</td>
<td>08/31/11</td>
<td>31</td>
<td>31</td>
<td>200,000</td>
<td>200,000</td>
<td>200,000</td>
<td>100.00%</td>
<td>222</td>
<td>0.11%</td>
</tr>
<tr>
<td>Lift Category Targeting</td>
<td>Geo Targeted</td>
<td>Lubbock - Custom Food Category - Aug Bonus Impressions</td>
<td>300x250, 728x90, 160x600</td>
<td>08/01/11</td>
<td>08/31/11</td>
<td>31</td>
<td>31</td>
<td>2,920</td>
<td>2,920</td>
<td>2,920</td>
<td>100.00%</td>
<td>-</td>
<td>0.00%</td>
</tr>
<tr>
<td>Lift Category Targeting</td>
<td>Geo Targeted</td>
<td>Lubbock - Custom Food Category</td>
<td>300x250, 728x90, 160x600</td>
<td>09/01/11</td>
<td>09/30/11</td>
<td>30</td>
<td>30</td>
<td>200,000</td>
<td>200,000</td>
<td>200,000</td>
<td>100.00%</td>
<td>107</td>
<td>0.05%</td>
</tr>
<tr>
<td>Lift Category Targeting</td>
<td>Geo Targeted</td>
<td>September Bonus Impressions</td>
<td>300x250, 728x90, 160x600</td>
<td>09/01/11</td>
<td>09/30/11</td>
<td>30</td>
<td>30</td>
<td>10,749</td>
<td>10,749</td>
<td>10,749</td>
<td>100.00%</td>
<td>-</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

**SUBTOTAL:** 2,245,095, 1,845,095, 1,845,095 | 100.00% | 1,500 | 0.08%

**TOTAL:** 2,245,095, 1,845,095, 1,845,095 | 100.00% | 1,500 | 0.08%