

WEB  
MOBILE  
SOCIAL

# NWAonline

Precision Digital Marketing

Category Targeting

Premium News Network

Streaming Multimedia

Mobile

Advanced Audience Targeting

Social Media

NWA  
**media**

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# PRECISION TARGET MARKETING

## Location, Location, Location!

We serve your ads on premium national websites when they are visited by users with local IP addresses.





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## Premium News Network

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# PRECISION TARGET MARKETING

## Spotlight: Premium News Network

- 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!



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### Geo-Targeting

- DMA/Multi-DMA
- Zip-Codes (Minimum 10)

### Example

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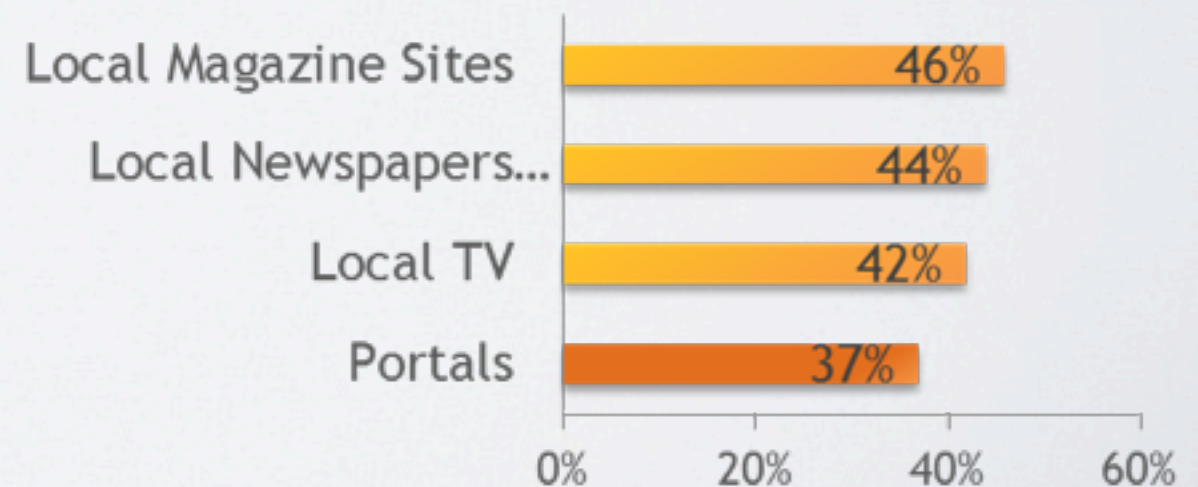
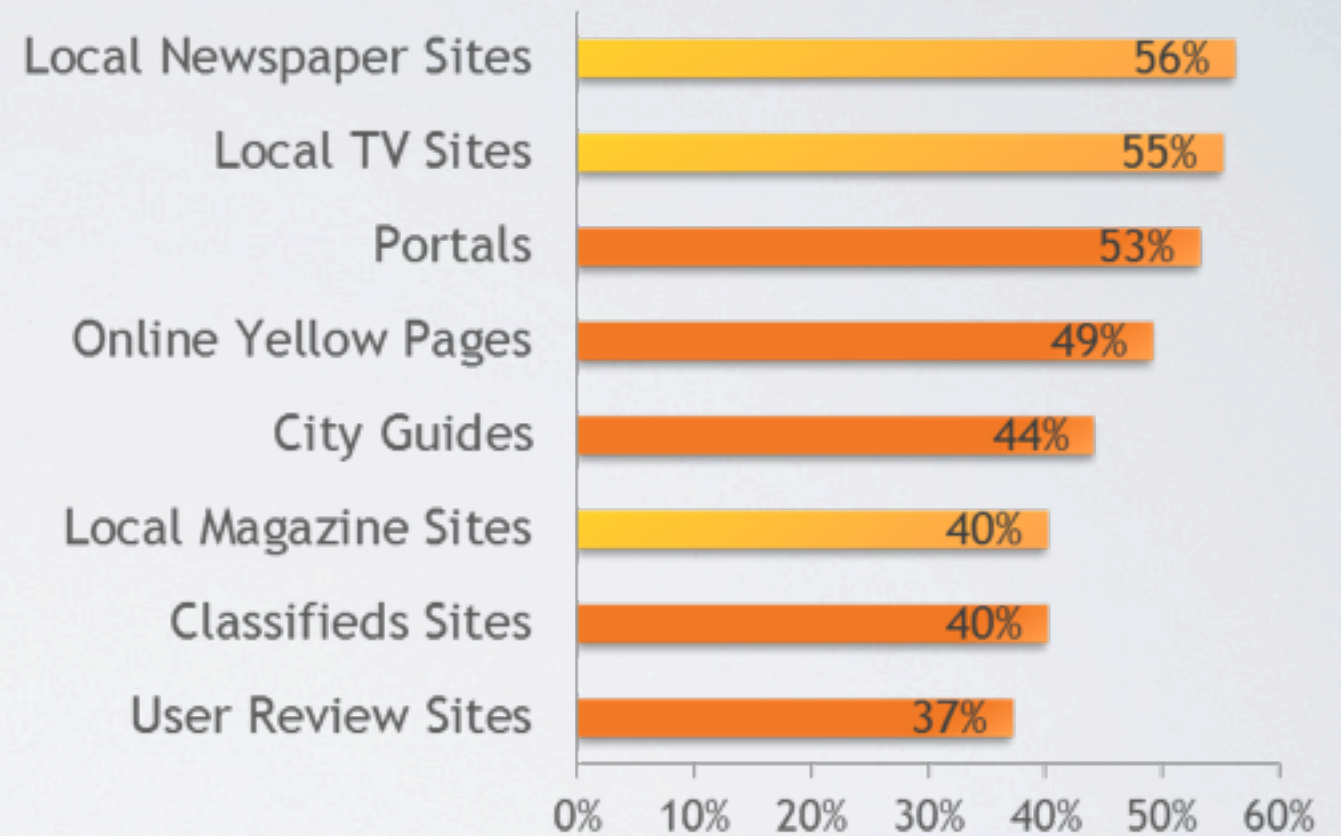
# PRECISION TARGET MARKETING

## Spotlight: Premium News Network

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.

% Trust Ads by Local Site



Source: OPA Study by Jupiter Research, Updated 2009



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## Category Targeting

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# PRECISION TARGET MARKETING

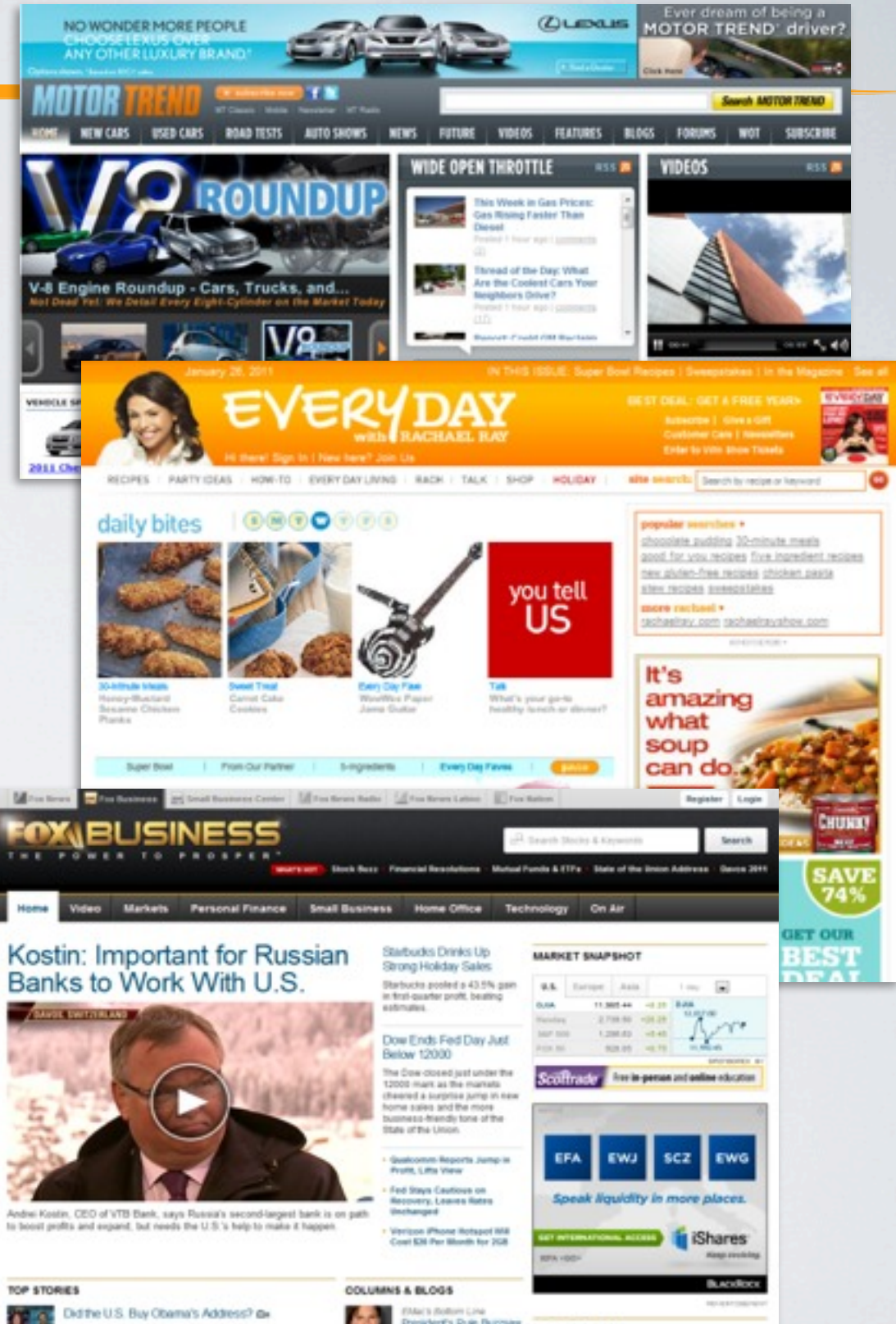
## Spotlight: Category Targeting

- 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

## Spotlight: Category Targeting

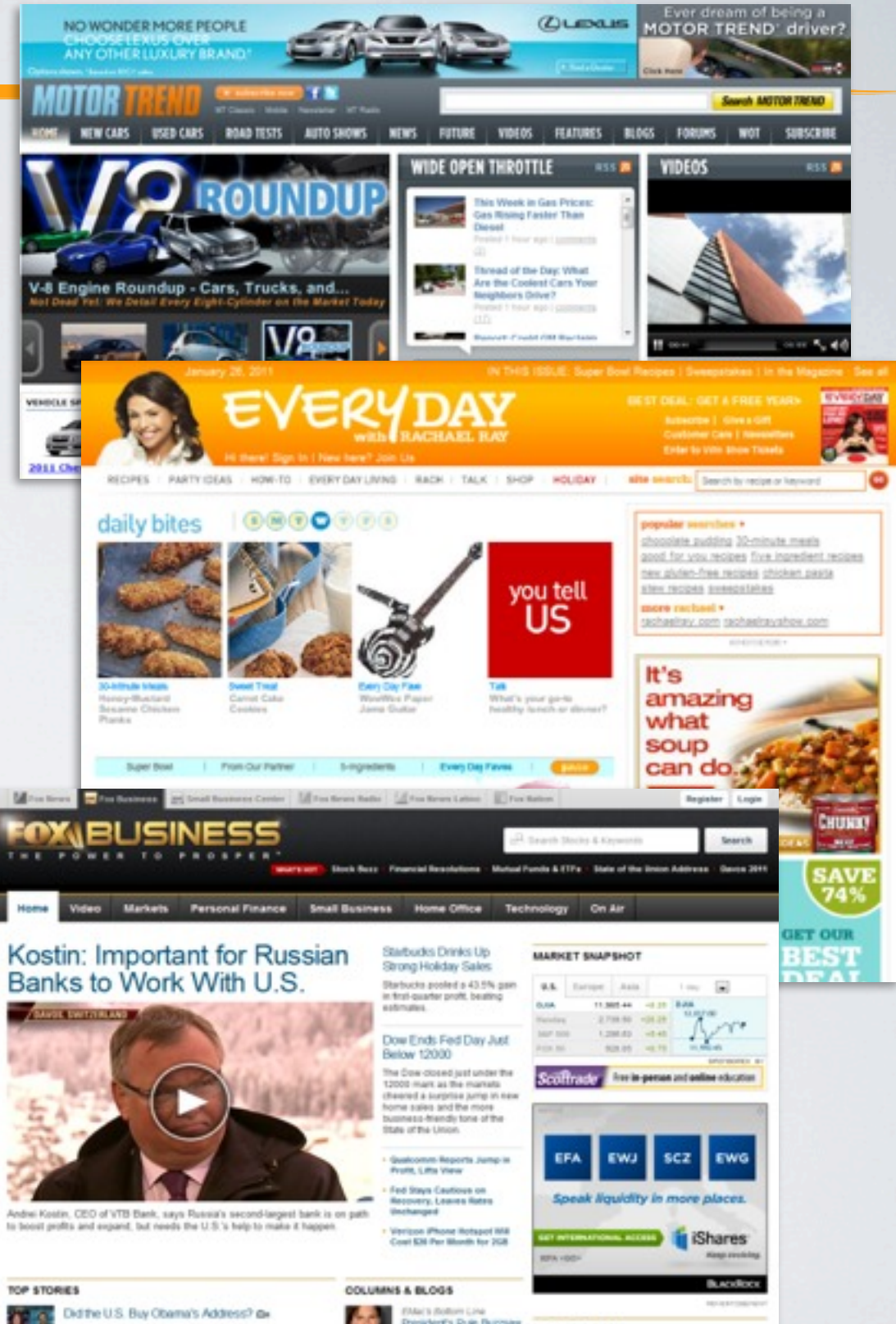
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- Outdoors
- Political
- Real Estate
- Retail
- Sports
- Travel
- Women
- Weather
- Custom Lists!

### Geo-Targeting

- DMA/Multi-DMA
- Minimum: 10-mile radius

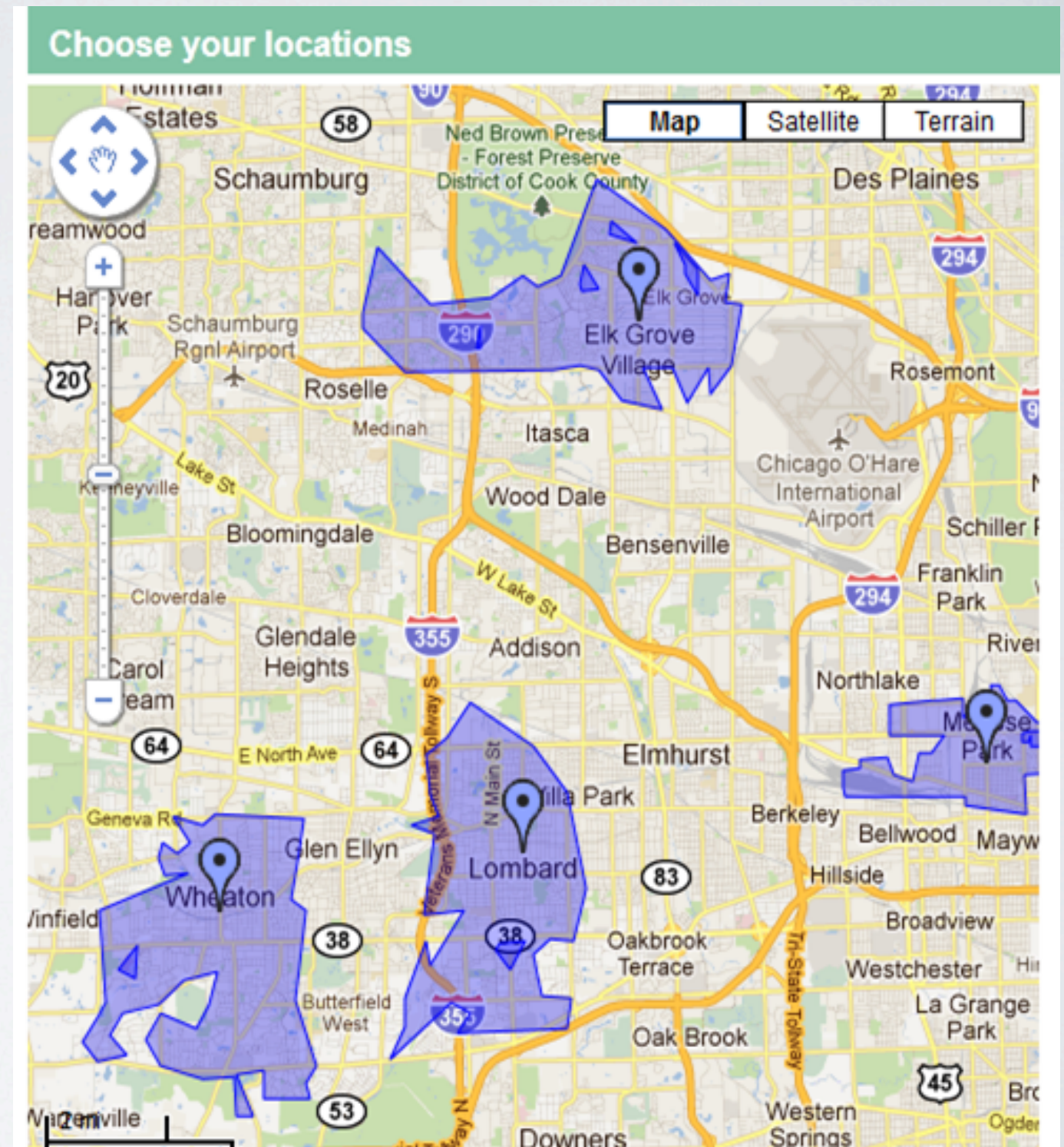




# PRECISION TARGET MARKETING

## Spotlight: Category Targeting

Gain better reach by running ads in select cities of your choice!



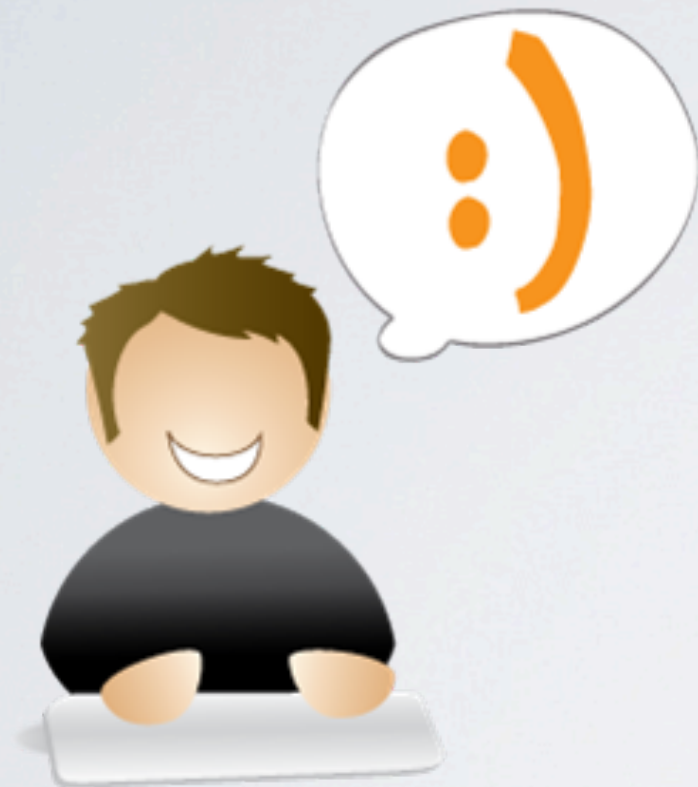


# PRECISION TARGET MARKETING

## Spotlight: Category Targeting

### *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



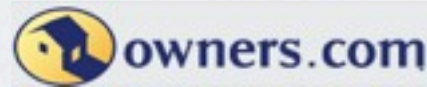
Ads running on Search & Portal websites are the least likely to be remembered by Internet users.



# PRECISION TARGET MARKETING

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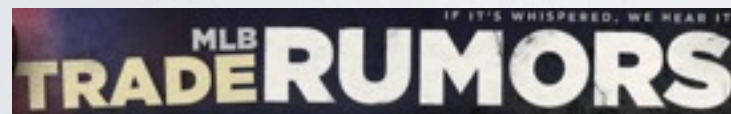
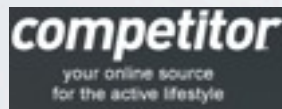
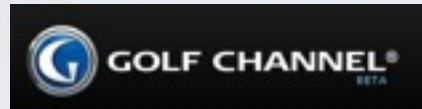
## Real Estate





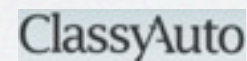
# PRECISION TARGET MARKETING

## Sports



# PRECISION TARGET MARKETING

Auto

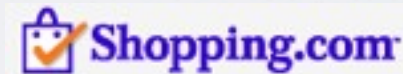




# PRECISION TARGET MARKETING

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Women





# PRECISION TARGET MARKETING

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## Food & Dining

COOKS.COM RECIPE SEARCH

EveryDay  
with Rachael Ray

Reader's Digest VERSION

Woman'sDay.  
LIVE WELL EVERY DAY

THE NIBBLE  
Great Food Finds  
THE MAGAZINE ABOUT SPECIALTY FOODS

Get your free coupon education!  
Couponing 101

EatingWell  
YOUR GOOD TASTE MEETS GOOD HEALTH

food  
network  
com

RESTAURANTS.COM  
ALL THE RESTAURANTS OF THE WORLD

urbanspoon

redplum®  
sweeten the deal

COUPONS  
.com

Better Recipes  
with Kristina Vanni

Food.com

You Tube

KITCHEN SOCIETY

Simply Recipes

ifood.tv

allrecipes.com®

# PRECISION TARGET MARKETING

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## Health

**allnurses.com** 

**freemd+**  
your virtual doctor

Drug Information Online  
**Drugs.com**

**LIVESTRONG.COM**

**diabetes  
daily**

**HealthCare.com**  
Know your options.

**Wellness.com**

**About.com**

BLISSTREE

**vitals**  
where doctors are examined

**You Tube**

**EARTH CLINIC®**  
FOLK REMEDIES

Healthcare  
**Magic**

**MedHelp**

**Medical News  
TODAY**

**medications.com**

**lifescript**  
healthy living for women

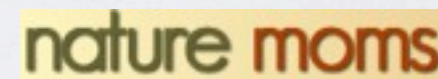
**QualityHealth®**

**NaturalNews.com**  
Natural Health, Natural Living, Natural News



# PRECISION TARGET MARKETING

Moms



# PRECISION TARGET MARKETING

## Home & Garden





# PRECISION TARGET MARKETING

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Men



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## Advanced Targeting

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# PRECISION TARGET MARKETING: 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





# PRECISION TARGET MARKETING: ADVANCED TARGETING

## Spotlight: Behavior Targeting

- Behavioral targeting is the process of reaching users based on their recent internet behaviors, such as search queries and sites visited.



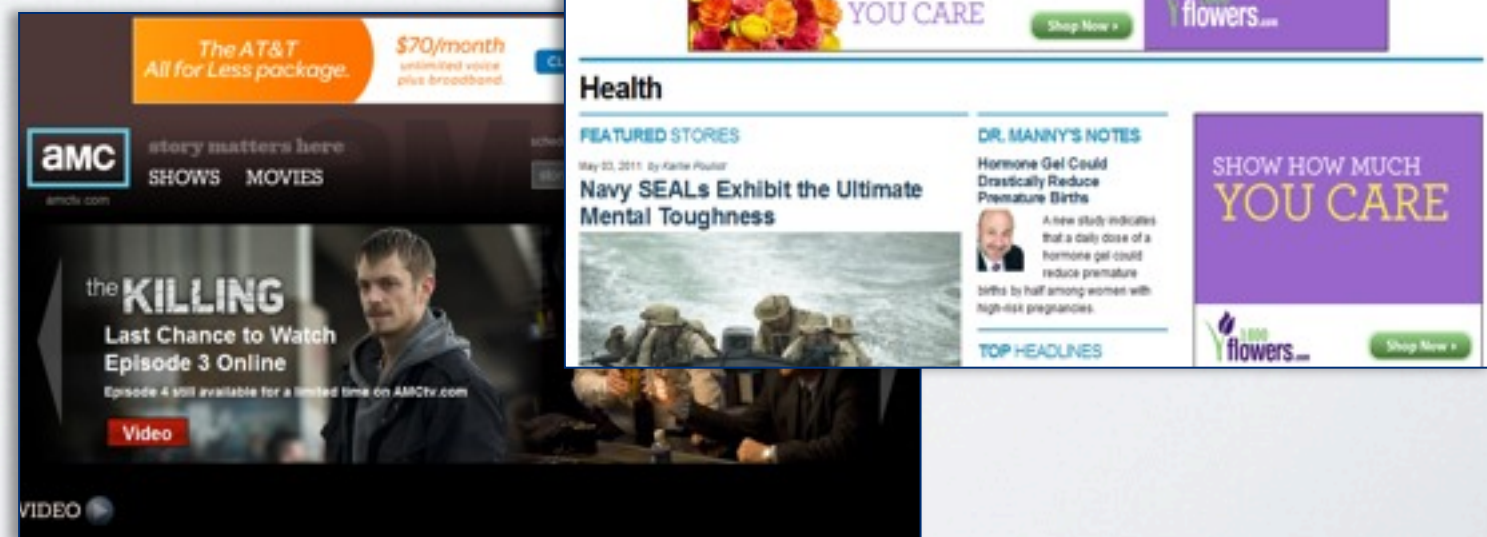
### Process

- When a user displays a certain number of these behaviors, data aggregators, such as Bluekai or eXelate, begin to track their habits.
- 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.

### Behaviors

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

### Geo-Targeting





# PRECISION TARGET MARKETING: ADVANCED TARGETING

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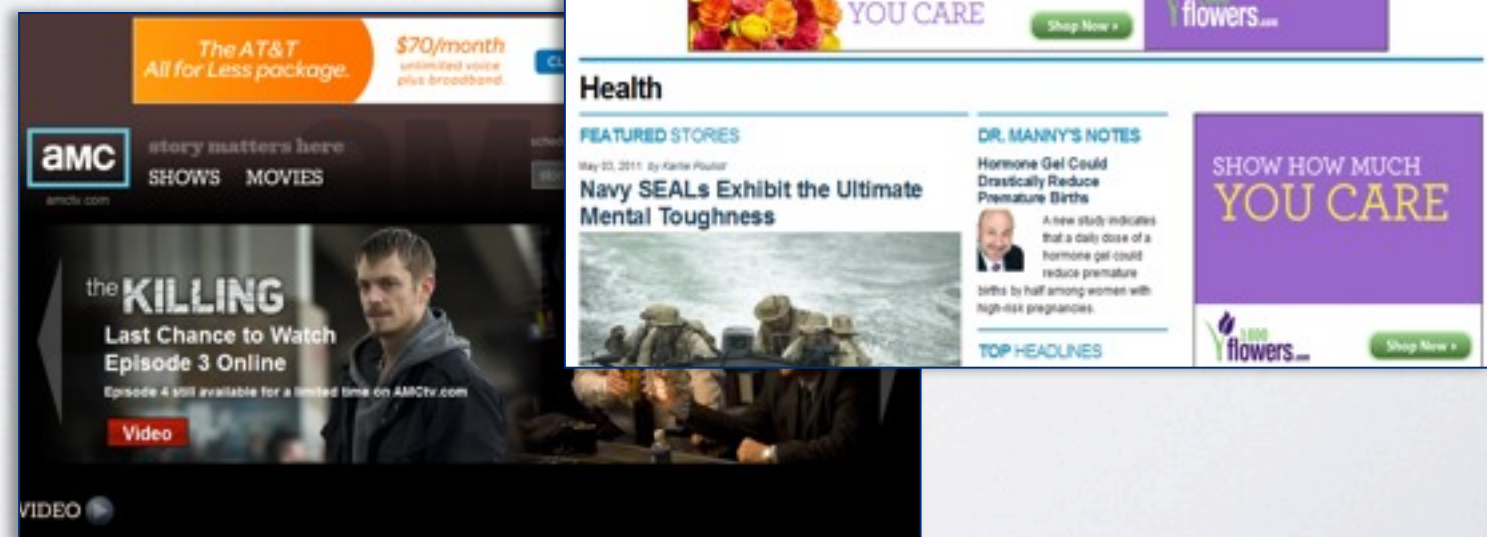
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### Behaviors

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- 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.



### Job Title

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

### Ethnicity

- Caucasian
- Asian
- Hispanic
- African American

### Geo-Targeting

### Age

### Gender

### Parents

### Homeowners...



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

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Target based on demos captured through restriction data: (Netflix, Credit Cards, Gym memberships, etc.)  
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# PRECISION TARGET MARKETING: ADVANCED TARGETING

## Spotlight: Re-Targeting

- 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.



# PRECISION TARGET MARKETING: ADVANCED TARGETING

## 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)



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## Mobile Targeting

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# 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

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## Streaming Multimedia

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# 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

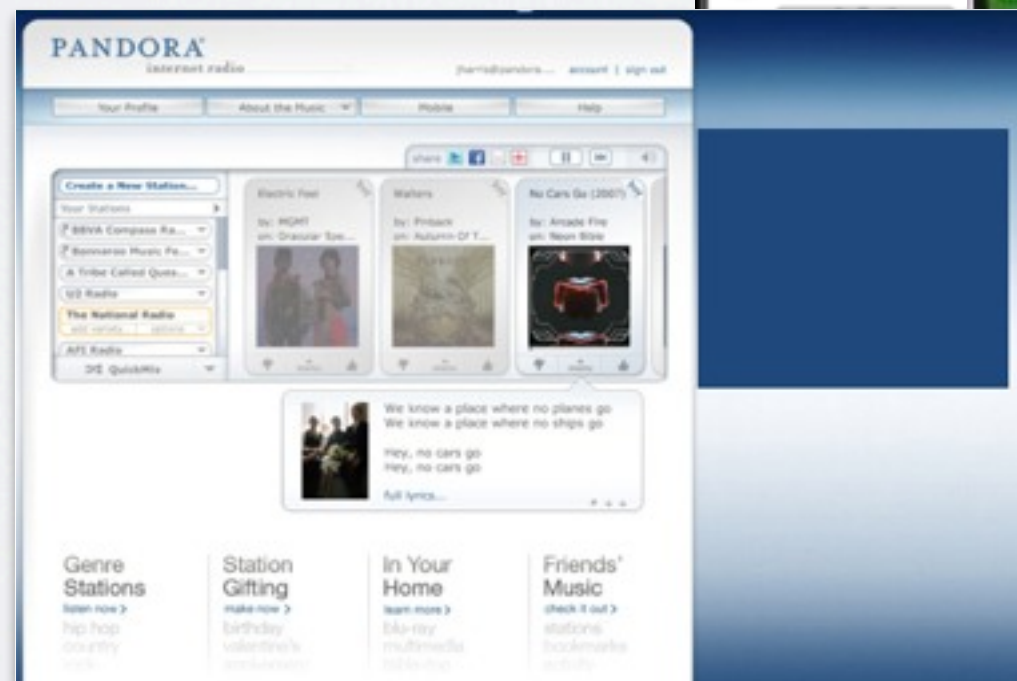
:15 or 30 seconds

## 4. Pandora

Audio ads

Standard banner ads

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



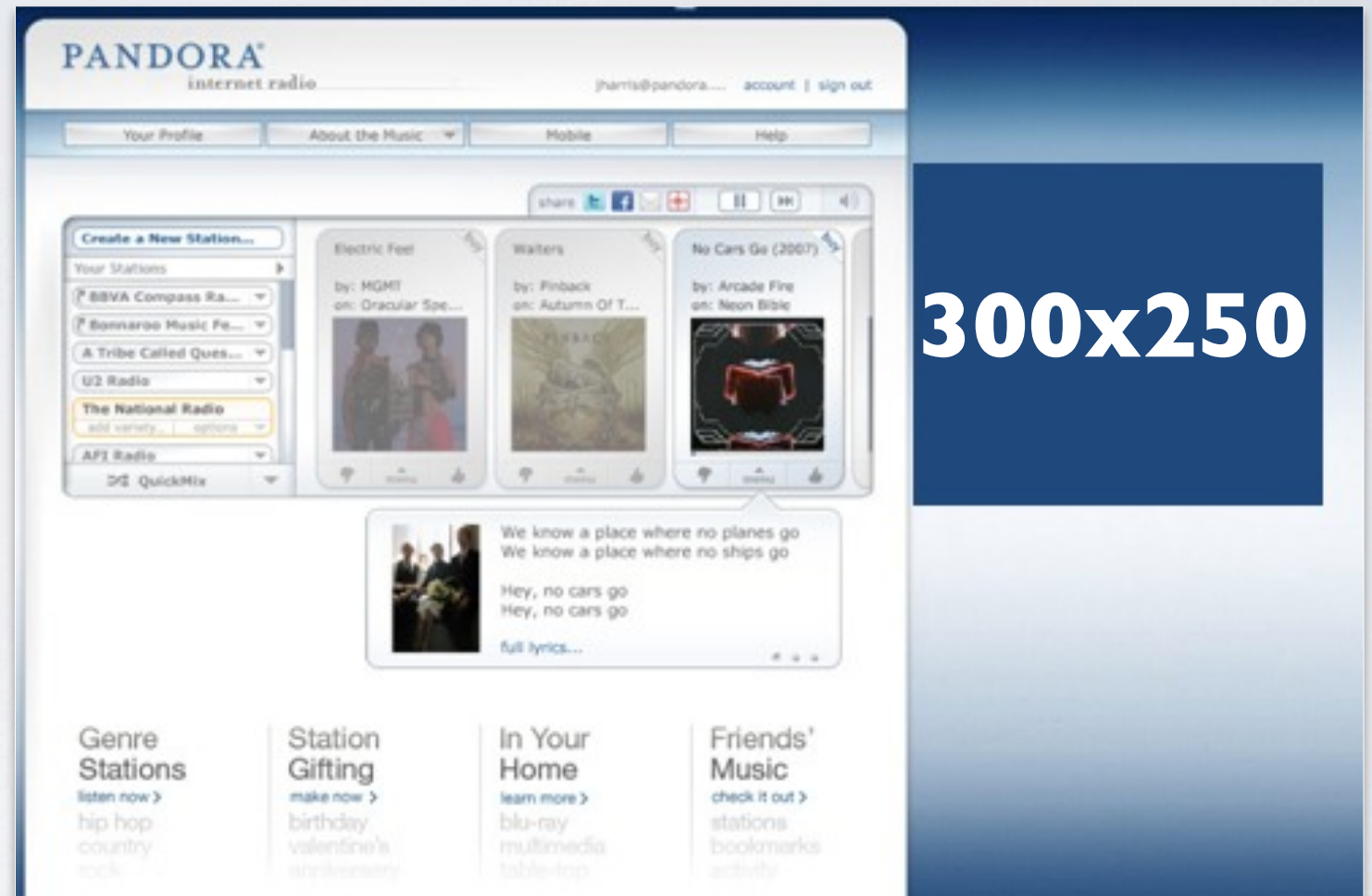
# PRECISION TARGET MARKETING: PANDORA

## 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 compliments the user's listening experience
- Reach an engaged audience as display ads are only served upon user interaction





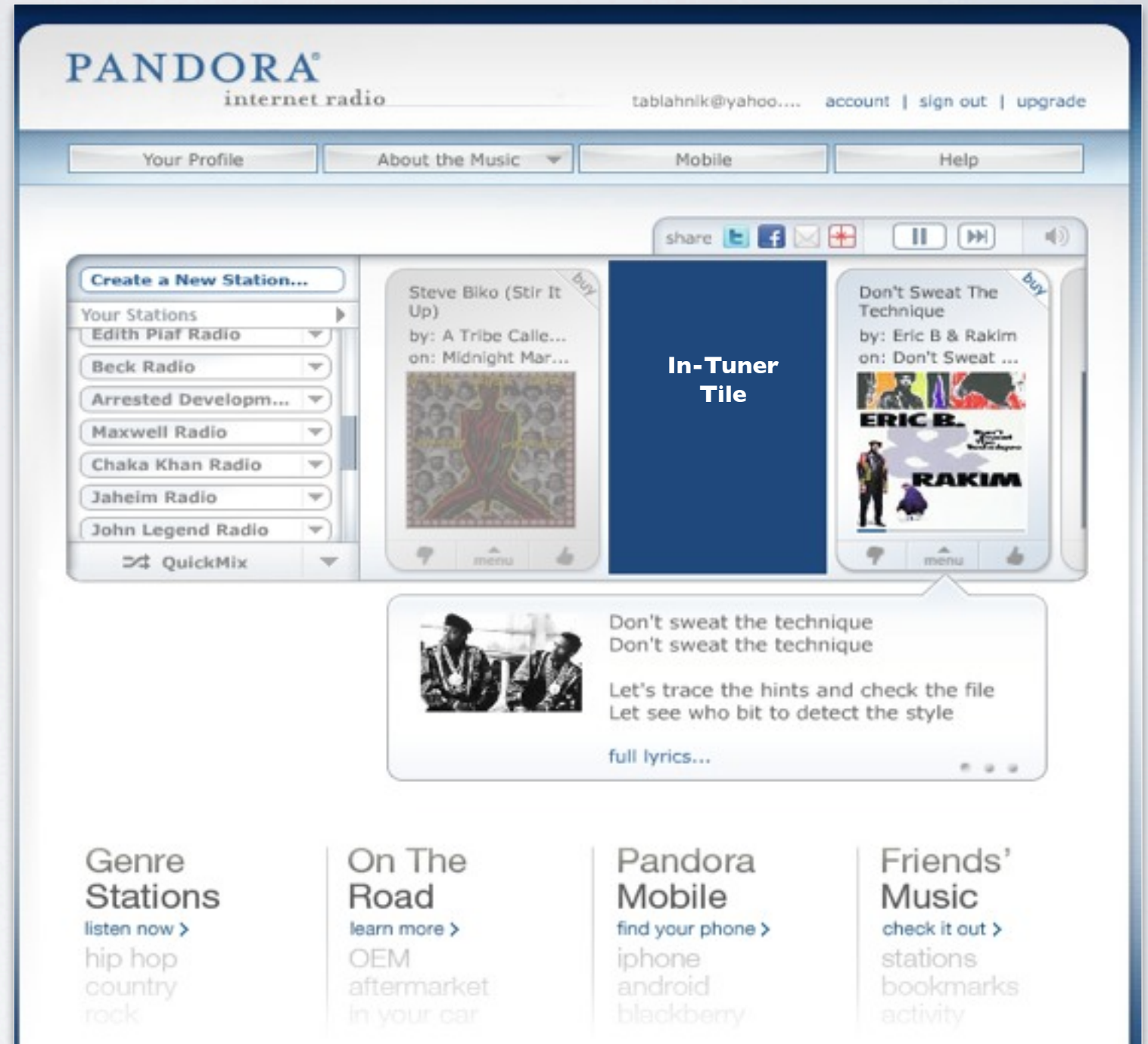
# PRECISION TARGET MARKETING: PANDORA AUDIO

## 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





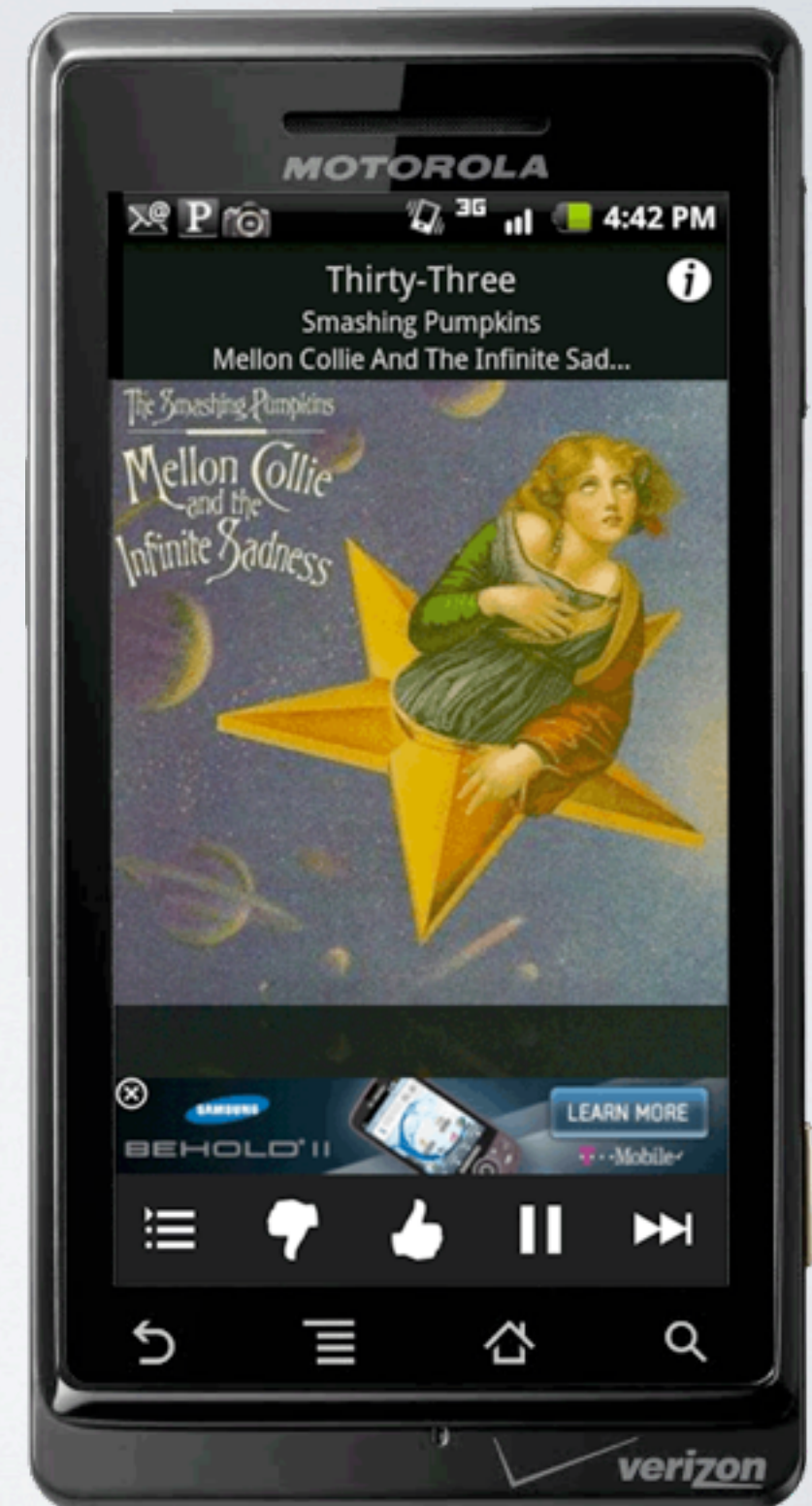
# PRECISION TARGET MARKETING: PANDORA MOBILE STANDARD BANNERS

## 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





# PRECISION TARGET MARKETING: PANDORA MOBILE 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 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



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# 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

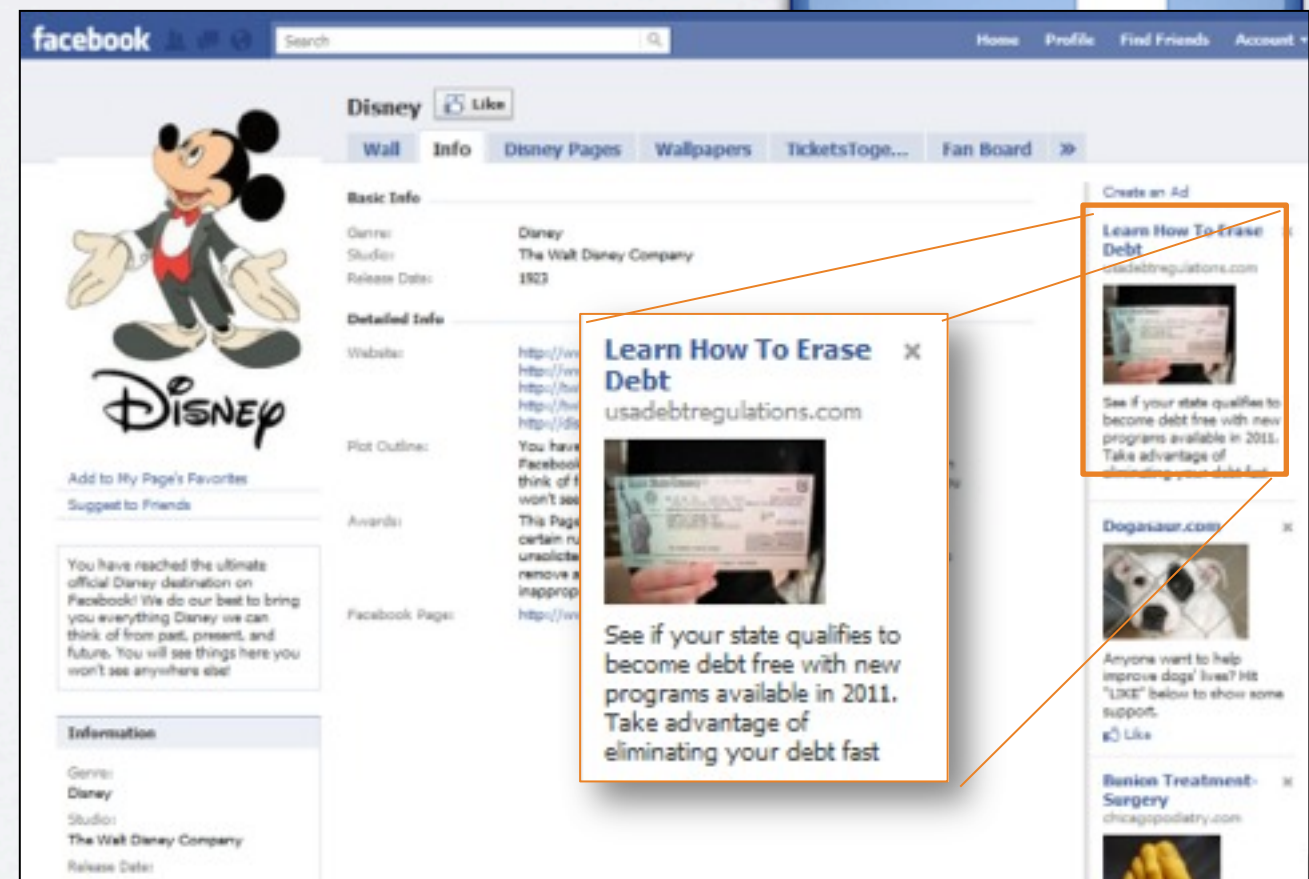
## Targeting

- 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



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# PRECISION TARGET MARKETING: PRICING FOR DISPLAY UNITS

TARGETING OPTION	CPM	MINIMUM MONTHLY BUY	CREATIVE NEEDED
<b>PREMIUM NEWS NETWORK</b> (2,500 sites) ROS	\$10	\$600	300x250 728x90 160x600
<b>CATEGORY TARGETING</b> (Custom or pre-set category lists)	\$15	\$1,000	300x250 728x90 160x600
<b>ADVANCED AUDIENCE TARGETING</b> Includes demographic, behavior, contextual and re-targeting. (Min. 3-month campaign)	\$15	\$2,000	300x250 728x90 160x600
<b>JOB TITLE TARGETING</b>	\$20	\$6,000	300x250 728x90 160x600
<b>FACEBOOK TARGETED CAMPAIGNS</b>	\$3	\$500	110x80 Title: 25 Characters Body: 135 Characters
<b>LINKED IN</b>	\$8	\$1,000	50x50 Title: 25 Characters Body: 135 Characters

# PRECISION TARGET MARKETING: STREAMING VIDEO

TARGETING OPTION	CPM	MINIMUM MONTHLY BUY	CREATIVE NEEDED
<b>YOUTUBE.COM</b> :15 second pre/mid/post roll video	\$24	\$1,000	15 sec video
<b>PRE-ROLL NETWORKS</b> Run of Network (DMA/Zip)	\$20	\$3,000	15 sec video or 30 sec video
<b>PRE-ROLL NETWORKS</b> Run of Network (DMA/Zip) with Behavioral Targeting	\$30	\$3,000	15 sec video or 30 sec video



# PRECISION TARGET MARKETING: STREAMING AUDIO/PANDORA

TARGETING OPTION	CPM	MINIMUM MONTHLY BUY	CREATIVE NEEDED
<b>PANDORA.COM Homepage ROS</b>	\$18	\$6,000	300x600 or 300x250 or 160x600
<b>PANDORA.COM WEB AUDIO &amp; TILE ONLY</b>	\$24	\$12,000	:15 second audio and tile
<b>PANDORA.COM WEB AUDIO &amp; TILE &amp; COMPANION BANNER</b>	\$36	\$25,000	:15 second audio, tile and companion banner
<b>PANDORA MOBILE 320X50 BANNER</b>	\$21	\$25,000	320 x 50 Banner
<b>15 Sec. Audio &amp; Companion Screen</b>	\$24	\$25,000	
<b>15 Sec. Audio &amp; Companion Screen &amp; Following Banner</b>	\$36	\$25,000	
<b>Add ons Available:</b> <b>Genre Targeting: \$3 cpm</b> <b>Zip Targeting: \$7 cpm</b> <b>County Targeting: \$2 cpm</b>			



# PRECISION TARGET MARKETING: MOBILE

TARGETING OPTION	CPM	MINIMUM MONTHLY BUY	COMMITMENT
RUN OF NETWORK	\$16	\$1,500	3 MONTHS
SPECIFIC MOBILE CHANNEL	\$22	\$1,500	3 M



# PRECISION TARGET MARKETING: SAMPLE PACKAGE

## Tier 1: \$1,500/month

### Category Targeting:

- 107,142 impressions

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## Tier 2: \$3,000/month

### Advanced Audience Targeting:

- 153,846 impressions

### Category Targeting:

- 71,428 impressions

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## Tier 3: \$5,000/month

### Advanced Audience Targeting:

- 184,614 impressions

### Category Targeting:

- 100,000 impressions

### Premium News Network:

- 166,666 impressions

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## 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.



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## Reporting & Billing

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# PRECISION TARGET MARKETING: sample report

**Client:** United Supermarkets    **Report Thru:** 11/30/11  
**Agency:** Lubbock Avalanche-Jou    **Third Party Ad Server:** user\_entered  
**Contact:**  
**Campaign:** 2011 Category Targeting  
**Campaign ID:** LIFTLUBUNITEDSUPERMARKETS001

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