

Webinar: Making money with FREE content

April 7, 2016



Today's agenda:

- Tips on making money from our FREE value added content options
- Best practices for using articles, videos and more from the Content Exchange program
- How to encourage users to stay on your site longer and consume more content
- Q&A session to follow the presentation.



Revenue per page

Setting goals to measure success

- Having a diverse revenue model is key
- Get out of display-ad tunnel vision in digital
- Different sources of revenue from each content type
- Work with your sales team
- Tips
 - \$10-\$25 target
 - Back into your CPMs
 - Stick to your CPMs to maximize backfill



Free content

Free content programs from TownNews.com

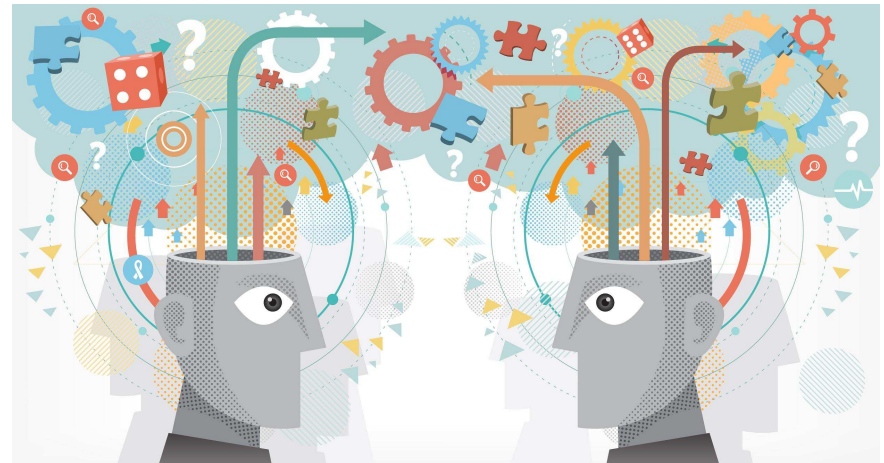
▪ TownNews.com Content

Exchange

- News content
- Provided by our network of customers
- Requires a contract
- Revenue opportunities
 - When you source the content

▪ Value Added Content

- Feature content
- Provided by third parties
- Doesn't require a contract



Other tools for free content

- **User contributed content**
 - Articles, photos or events
 - BLOX provides the tools
 - Manage through the user dashboard
 - You get final approval
- **Classifieds and events**
 - Think beyond editorial as content
 - Create collections from other applications



TownNews.com Value Added Content

- Free branded content from third-party providers
- Five sources available
 - ARA/Brandpoint
 - NAPS
 - NewsUSA
 - StatePoint
 - Family Features

Value Added Content channels

- **Available content channels**
 - automotive
 - bridal
 - business
 - education
 - family living
 - fashion
 - beauty
 - fitness
 - recipes
 - gift ideas
 - green living
 - health
 - home, decorating, improvement
 - money and finance
 - pets
 - real estate
 - . . . *and more!*

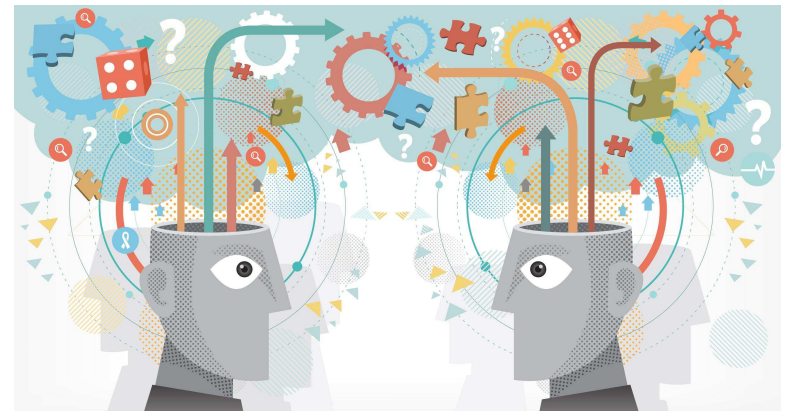
Valued Added Content benefits

- It's free
- Great content for print special sections
 - Extend online
- Quickly fill out classifieds and announcements
- Build channels around content segments
 - Without investing resources



TownNews.com Content Exchange

- Network of TownNews.com customers sharing content
- Key Benefits
 - Smart curation
 - Focus on revenue
 - Increased engagement
 - Control over usage with DRM
- Source publisher benefits:
 - Improved page rank
 - Revenue from Tag-along ads
 - 60/40 revenue share
 - Branding on publications around the country
- Destination publisher benefits:
 - Fulfill existing inventory
 - Increase remnant pageviews
 - More content



Content Exchange (cont.)

▪ Content channels

- news
- agriculture
- entertainment
- politics
- sports
- state feeds
- automotive
- health
- . . . *and more!*

▪ Participants

- Lee Enterprises
- BH Media Group
- Harris Enterprises
- Southern Community Newspapers

Revenue

Content Exchange tag-along ads

- Ads fulfilled by the TownNews.com iQ Ad Ops program
- Users can be targeted directly with DMP data
 - Must participate in the iQ program
- Ads served using a programmatic waterfall
 - Higher CPMs
 - Higher fill
- Placement
 - Two ads on desktop
 - One ad on mobile
 - Unique region only content exchange can access



MATTHEW PUTNEY / Courier Photo Editor
Hillary Clinton shakes hands with supporters after speaking at the Gallagher Bluedorn Performing Arts Center on Tuesday in Cedar Falls.

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TownNews.com Content Exchange

Story Highlights

- Hillary Clinton wants to help Americans who've been knocked down.
- Clinton gave a 40-minute speech to Cedar Valley.
- Some attendees said Clinton was more likable than Bernie Sanders.

Content recommendation widgets

- **Two providers**

- Outbrain
- Taboola

- **How it works**

- Mix of local content and native advertising below article
- Monetize content without adding another ad unity
- Great way to monetize pass-through traffic

The logo for Outbrain, featuring an orange circle with a stylized face wearing glasses, followed by the word "Outbrain" in a bold, orange, sans-serif font.The logo for Taboola, featuring the word "Taboola" in a bold, blue, sans-serif font with a stylized smile-like shape under the "oo".

TownNews.com iQ Standard

- TownNew.com manages audience data
- TownNews.com does programmatic and remnant buys
 - Combine ad inventory with other Media Groups to increase bargaining power and increase CPMs!
- Revenue Share Model
 - 85%/15%
- \$500 set up

Statistics for 02/03/2015 to 03/04/2015

TownNews	
Search...	go clear
Standard	🌐
Branded	🛒
TownNews - Network	🏠
TownNews	▶
BillingsGazette.com	
ClintonHerald.com	
JoplinGlobe.com	
JournalStar.com	
MankatoFreePress.com	
NWITimes.com	
PressRepublican.com	
TulsaWorld.com	



Upsell manager

- Generate more revenue from user generated content
 - Calendar
 - Editorial
- You control which assets get approved
- Good tool to monetize self-sufficient products



Native advertising

- Growing market
- Great entry point for new advertisers
- Likely giving some of this space away for free already
- Perfect for customers generating content, but lacking distribution

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Sep 24, 2013

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Sponsored by The Ice Cream Store

Takeaways

- Expand your coverage with FREE content from the TownNews.com Content Exchange
- Make use of content from a wide variety of third-party providers
- Build revenue with TownNews.com iQ, recommendation widgets, upsells and more



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