

CUSTOMER WEBINAR

# Introducing YieldUp: Guaranteed programmatic advertising rates for local media organizations



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Director of new revenue programs



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Business development manager



Thursday, February 10, 2022



10:30 AM Central



The turnkey path to premium,  
guaranteed programmatic advertising  
revenue for media organizations.

**YieldUp by TownNews**

# **Optimal sell-through**

- ▶ TownNews buys all of your non-excluded\* programmatic and remnant advertising impressions
- ▶ Our digital advertising experts manage your inventory to maximize your digital revenue potential
- ▶ Take advantage of our ultra-advanced advertising technology stack

\* Non-excluded impressions are impressions that are *not* included in the revenue calculation. The following impression types will not be counted: ad blocked, invalid traffic, unfilled, and locally-sold impressions.





**YieldUp by TownNews**

# **Guaranteed rates**

- ▶ TownNews' scale assures you're getting premium CPM rates from Tier 1 Supply Side Platforms (SSPs)
- ▶ Know what your CPM will be 20 days prior to the beginning of each month
- ▶ Eliminate the guesswork—reliable, predictable revenue
- ▶ Shift the risk of declining rates from your books to ours!

**YieldUp by TownNews**

# **Rapid payment**

- ▶ We pay you Net 30—an industry best!
- ▶ More predictable cash flow
- ▶ Eliminate late payments and chargebacks

**We offer the best payment terms and turnaround in the local media industry!**



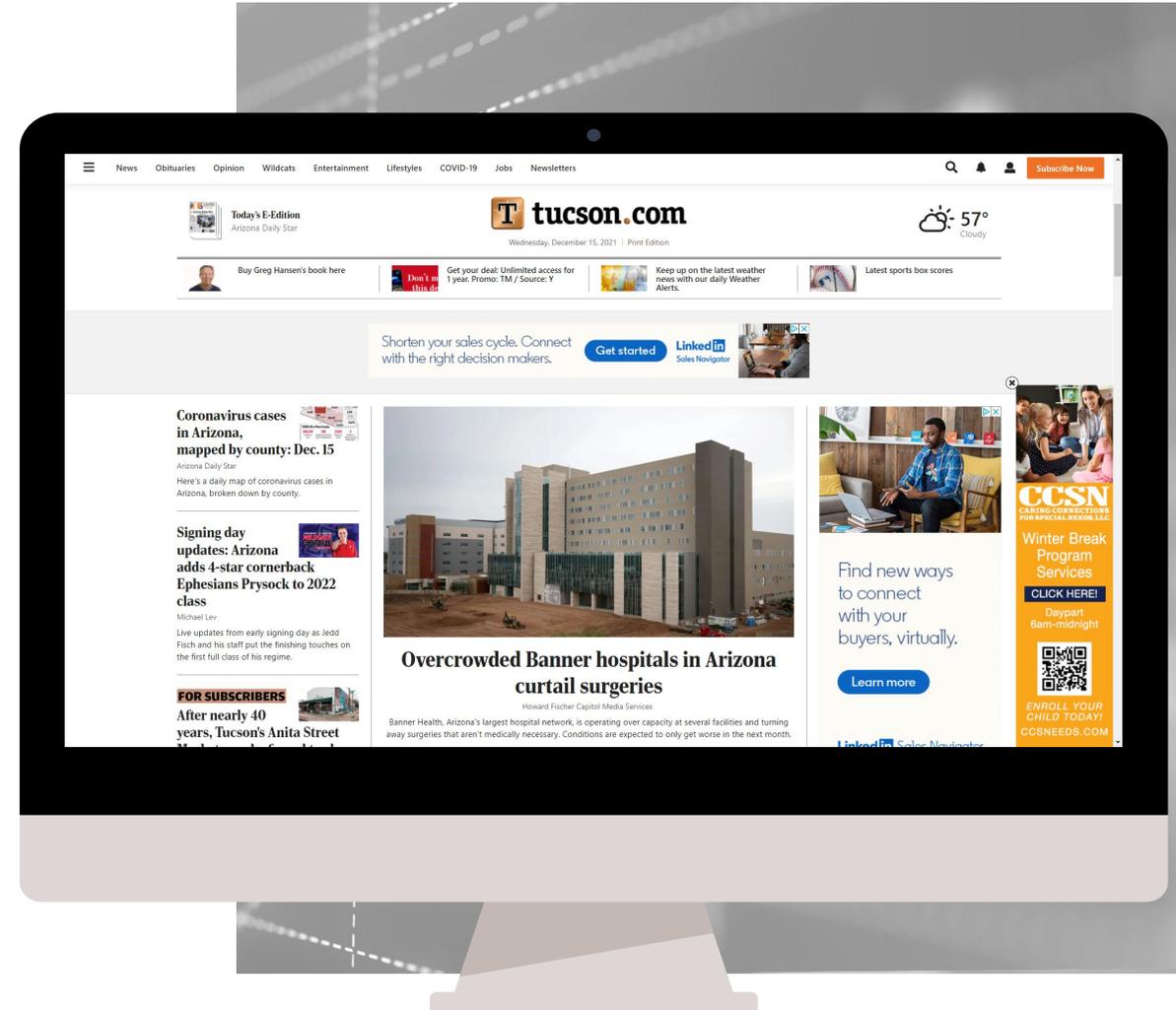
YieldUp by TownNews

# The easiest path to guaranteed digital ad revenue

- ▶ Optimal sell-through of your programmatic and remnant inventory
- ▶ Guaranteed, premium CPM rates
- ▶ Superior advertising expertise and tech
- ▶ Industry-best payment terms

**What are you waiting for?**

Get started with YieldUp today!  
Visit [TownNews.com/YieldUp](https://TownNews.com/YieldUp).



# Shoppable Ads

Deliver instant e-commerce for you  
*and* your local advertisers



	 <p>Feast and Field Gourm... <b>Tea Lovers Honey Bundle</b> \$50.00</p> <p><a href="#">Buy Now</a></p>	 <p>Feast and Field Gourm... <b>Bourbon Barrel Aged Maple Syrup</b> \$16.95</p> <p><a href="#">Buy Now</a></p>	 <p>Feast and Field Gourm... <b>Idle Roasting COMMON BLEND</b> \$14.50</p> <p><a href="#">Buy Now</a></p>	 <p>Feast and Field Gourm... <b>Idle Roasting GOOD BOY</b> \$20.00</p> <p><a href="#">Buy Now</a></p>	 <p>Feast and Field Gourm... <b>Honeymoon Chocolates 70% Per...</b> \$10.00</p> <p><a href="#">Buy Now</a></p>	 <p>Feast and Field Gourm... <b>Infused Honey Set</b> \$85.00</p> <p><a href="#">Buy Now</a></p>	 <p>Feast and Field Gourm... <b>Hubbard Peanut Company Sassy &amp;</b> \$36.75</p> <p><a href="#">Buy Now</a></p>	
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## **Today's world for SMBs**

Less foot traffic means growing online traffic and purchases is essential. But getting a brand and their products in front of an audience cost effectively can sometimes be a challenge.



# Local and loyal

- ▶ As a publisher of local content, you provide an audience that believes in buying local
- ▶ Great way to house products for local merchants
- ▶ Drives new revenue and growth for local businesses



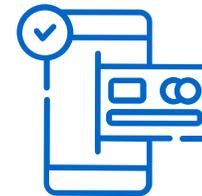
# Shoppable Ads work for advertisers



**High performance  
ad units**



**Turnkey  
fulfillment**



**Maximum  
ROI**

# How it works



**01**

**Sell**

Your reps sell the Shoppable Ads

**02**

**Create**

TownNews creates the Shoppable Ads



**03**

**Receive**

Publisher receives Ad Tags

**04**

**Distribute**

Publisher distributes Shoppable Ads to site





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**\$10.00**

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Feast and Field Gourm...  
**Infused Honey Set**  
**\$85.00**

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Buy now: Two Men and A Garden (6) Pack

**What are you waiting for?**  
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 Visit [TownNews.com/LP/Shoppable-Ads](https://TownNews.com/LP/Shoppable-Ads)  
 or email [ShoppableAds@TownNews.com](mailto:ShoppableAds@TownNews.com).



# Questions?

We have answers



# Stay connected...



## Documentation

[Help.TownNews.com](http://Help.TownNews.com)



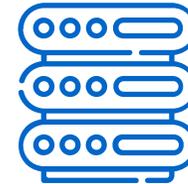
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## Community

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## Status

[TownNews.status.io](http://TownNews.status.io)

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