



Programmatic Ads for BLOX Email Reach: Email monetization made simple

Wednesday, May 22nd, 2019

TN TownNews



Today's agenda

- Why email newsletters are still one of the most important tools in your marketing toolbox
- Generating revenue from email newsletters, automated email alerts
- Engaging subscribers with a wide variety of banner ads, native ads, and paid recs



Why email newsletters?

- Reach out to customers where they check regularly
- Not dependent on a third-party like Facebook or Twitter
- Efficient way to repurpose existing content or feature new content

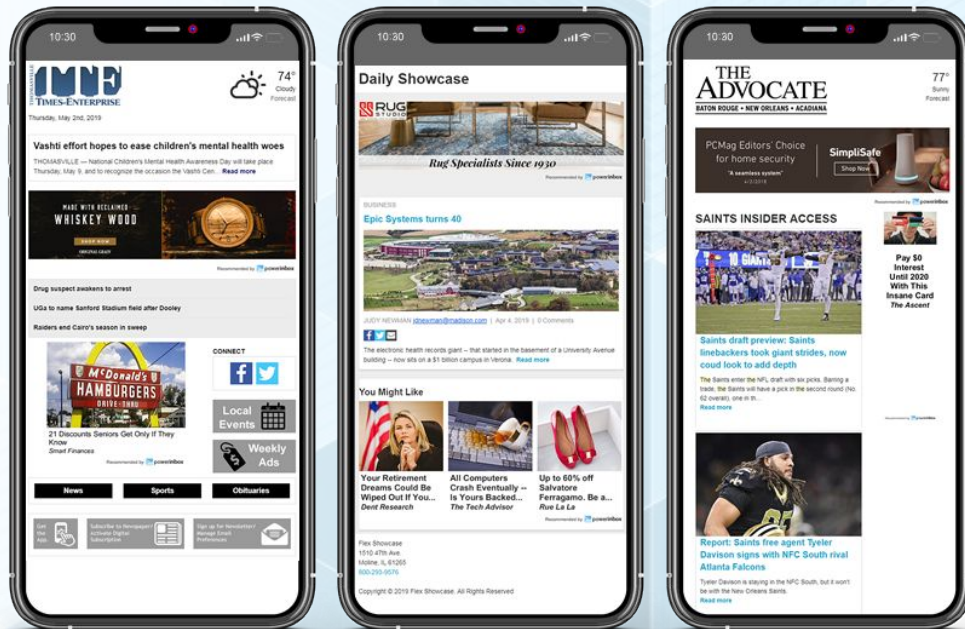




Introducing Programmatic Ads for BLOX Email Reach

Programmatic Ads for BLOX Email Reach

- Partnering with PowerInbox
- Built to specifically work within BLOX CMS
- New block will create ad units of various sizes



Multiple banner ads sizes

Three ad sizes available:

- Leaderboards (banner ads only)
- Medium rectangle
- Skyscraper

THOMASVILLE
TIMES-ENTERPRISE

Thursday, May 2nd, 2019

74°
Cloudy
Forecast

Vashti effort hopes to ease children's mental health woes

THOMASVILLE — National Children's Mental Health Awareness Day will take place Thursday, May 9, and to recognize the occasion the Vashti Cen... [Read more](#)

MADE WITH RECLAIMED
WHISKEY WOOD

SHOP NOW

ORIGINAL GRAIN

Recommended by powerinbox

Highest Paying Cash Back Card Has Hit The Market

Wise Bread

Recommended by powerinbox

Drug suspect awakens to arrest

UGa to name Sanford Stadium field after Dooley

Raiders end Cairo's season in sweep

McDonald's
HAMBURGERS
DRIVE-THRU

21 Discounts Seniors Get Only If They Know

Smart Finances

Recommended by powerinbox

CONNECT

Local Events

Weekly Ads

Recommended by powerinbox

More than just banner ads

In-feed native ads

- Place between stories
- Looks similar to content

Paid recommendations

- Targeted content
- Best at the end of the newsletter

hearing on Flathead water deal

HELENA — A House panel has listened to five hours of testimony on a proposed water deal concerning the Flathead Reservation and will continue the public hearing into Saturday evening. [Read more](#)

storm will hit Henry County this weekend

MARTINSVILLE — Like it or not, winter will arrive this week. [Read more](#)

BUSINESS

Epic Systems turns 40



JUDY NEWMAN jnewman@madison.com

[f](#) [t](#) [e](#)

The electronic health records giant -- building -- now sits on a \$1 billion cap...



The 'World's Most Comfortable Shoes' are worth the hype

Allbirds

Recommended by powerinbox

Event Highlights

May / Jun

SUN	MON	TUE	WED	THU	FRI	SAT

Deals & Offers



You Might Like



Your Retirement Dreams Could Be Wiped Out If You...

Dent Research



All Computers Crash Eventually -- Is Yours Backed...

The Tech Advisor



Up to 60% off Salvatore Ferragamo. Be a...

Rue La La

Recommended by powerinbox

Easy money

- Start earning NEW advertising income in just a few days
- Generous revenue share program
- TownNews works directly with our email vendor for set up, maintenance and support



Additional information

- Currently supports BLOX Email Reach* and BLOX Notifier
- Only programmatic; direct and locally sold ads remain the same
- Some categories are blocked

**BLOX Email Reach is required, additional fees may apply.
BLOX Notifier is required for customers wishing to deploy
programmatic advertising in automated email notifications.*



The background of the slide is a blurred photograph of a person's hand holding a smartphone. Overlaid on the top half of the image are three white line-art icons of envelopes, arranged in a slightly overlapping manner. A solid blue horizontal band spans the width of the image, containing the text 'Best practices' in white. A white arrow icon points downwards from the top of the blue band towards the smartphone screen.

Best practices

Watch your open rates

- Industry open rate average is 30%
- Determines whether your newsletter shows up in the inbox or spam folder
- Make sure your subscribers really want your email—be careful with contests and list purchases
- Review and clean up your lists regularly



Create new and unique lists

- What content is popular on your website?
- Create specialized newsletters and promote them on the related section
- Alerting users to content they are interested in is a service

Email Me Weekly Job Openings

Receive the latest job openings from around the area + advice on how to build your resume, grow your career, and more.

* Email

Get Local Events sent to your Email Inbox!

Simply sign up below with your email and we'll send you local events each week.

* Email

By submitting this form, you are consenting to receive marketing emails from: Richland Source, 40 W 4th St, Mansfield, OH, 44902, US, <http://richlandsource.com/newsyork1.com/ownnews-staging.com>. You can revoke your consent to receive emails at any time by using the [SafeUnsubscribe@link](#), found at the bottom of every email. Emails are serviced by Constant Contact.

Sign Up!

Newsletters

e-Edition Updates

Would you like to receive an email when a new e-Edition is posted? **Signup today!**

News Updates

Would you like to receive our daily news? **Signup today!**

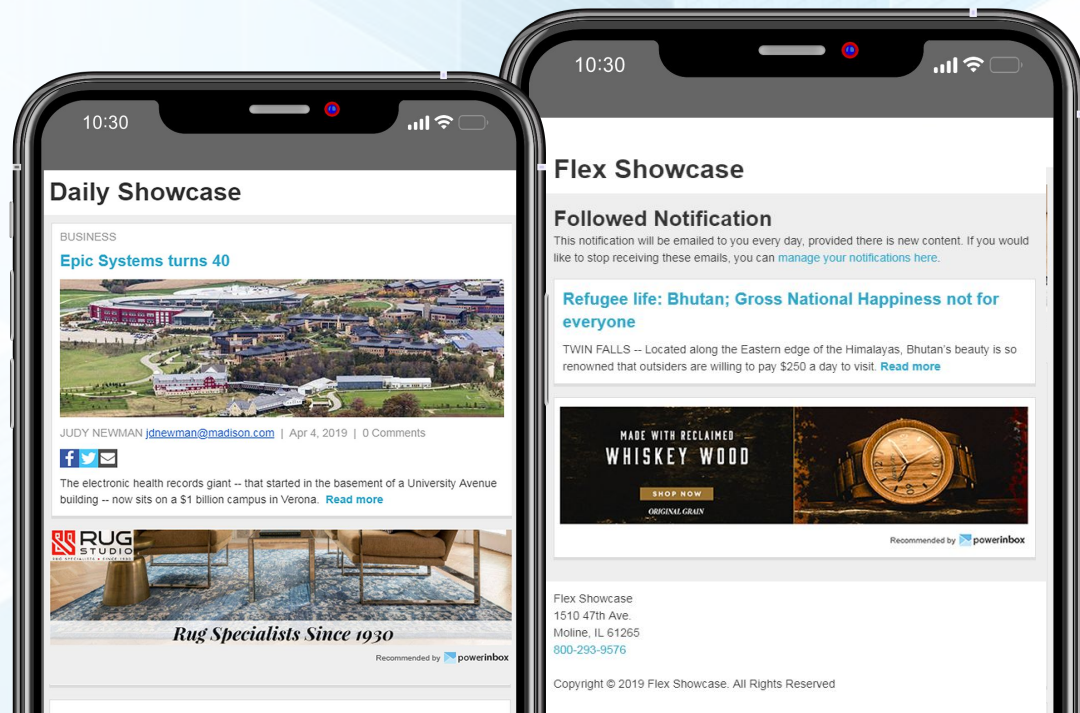
Manage your lists

Offer a variety of email alerts

Create automatic alerts with
BLOX Notifier

- Breaking news
- Weather alerts
- Traffic

Coming soon: Followed
Notifications



The background of the slide is a blurred photograph of a person's hands holding a smartphone. Overlaid on the top half of the image are three white, stylized envelope icons. A semi-transparent blue horizontal band spans the middle of the image, containing the word "Questions?".

Questions?

Stay connected

- Documentation: help.bloxcms.com
- Support: Call 800-293-9576 or visit support.townnews.com
- Partner Community: community.townnews.com
- Service Status: townnews.status.io
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Stay connected

☐ **TownNews Bulletin**
Tips, tricks, news, and info from TownNews.

☐ **TownNews iQ Newsletter**
Quarterly news, reminders, tips and tricks from the iQ Ad Ops and iQ DMP programs.

☐ **Broadcast & Video Newsletter**
News, tips and info focused on video management and OTT.

☐ **Content Exchange Newsletter**
Quarterly case studies, news and info to help you get the most from the Content Exchange.

☐ **Software release notes**
Software announcements for BLOX CMS and related products.

☐ **BLOX Total CMS release notes**
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Thank you!

