

Webinar: Introducing TownNews.com iQ Standard

March 3, 2016



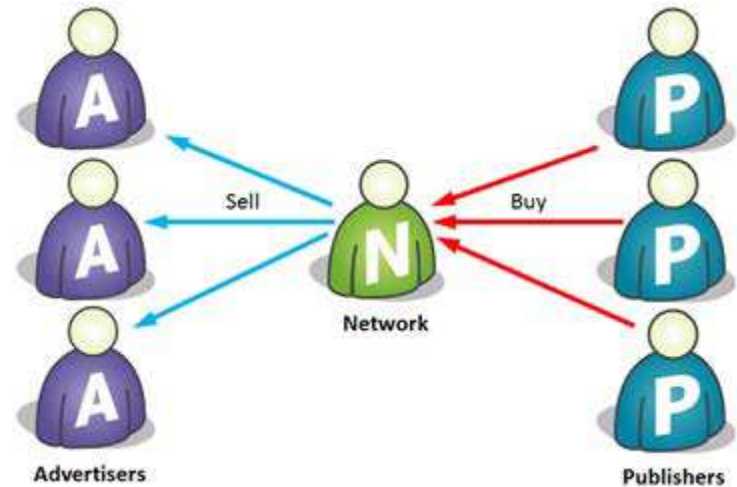
Today's agenda: TownNews.com iQ Standard tier

- Trends in programmatic
 - Where the market stands and where it's going.
- How to instantly boost CPMs on your unsold inventory
 - Using the data you already have
- How the Standard tier makes programmatic advertising easy and affordable
- Q&A session to follow presentation



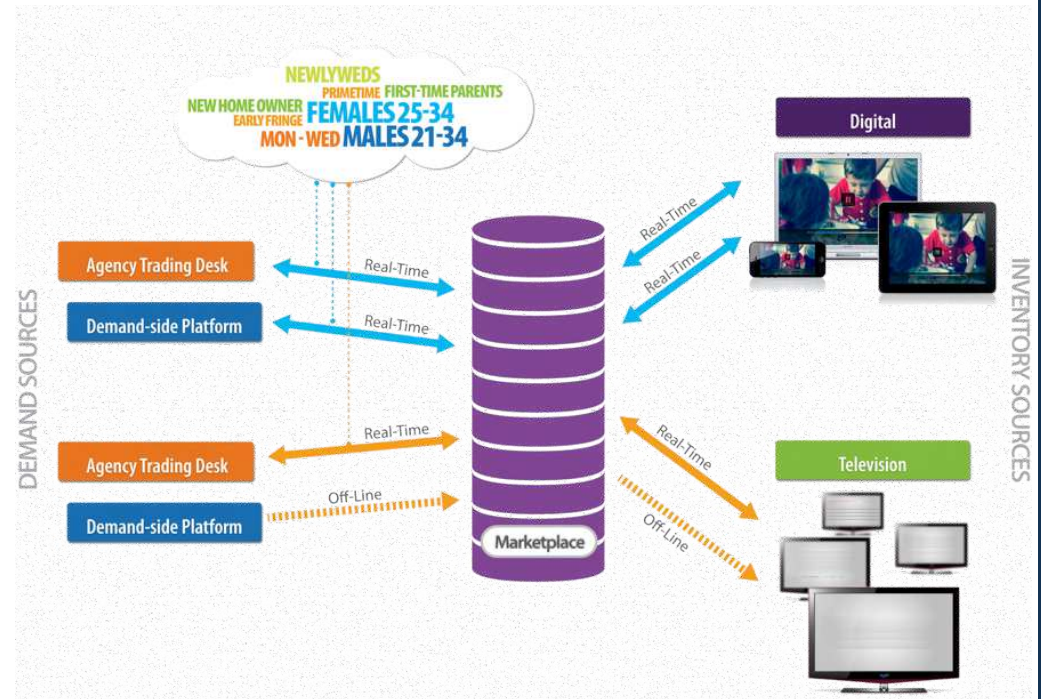
What is remnant advertising?

- Focused on ensuring all unsold inventory is filled
- No optimization
- Minimum CPMs
- No targeting available
- Aging technology



Replace remnant with programmatic

- Maximize CPMs for unsold ad impressions
- Advanced targeting capabilities
- Continual optimization
- Growing and evolving technology



We polled our publishers...

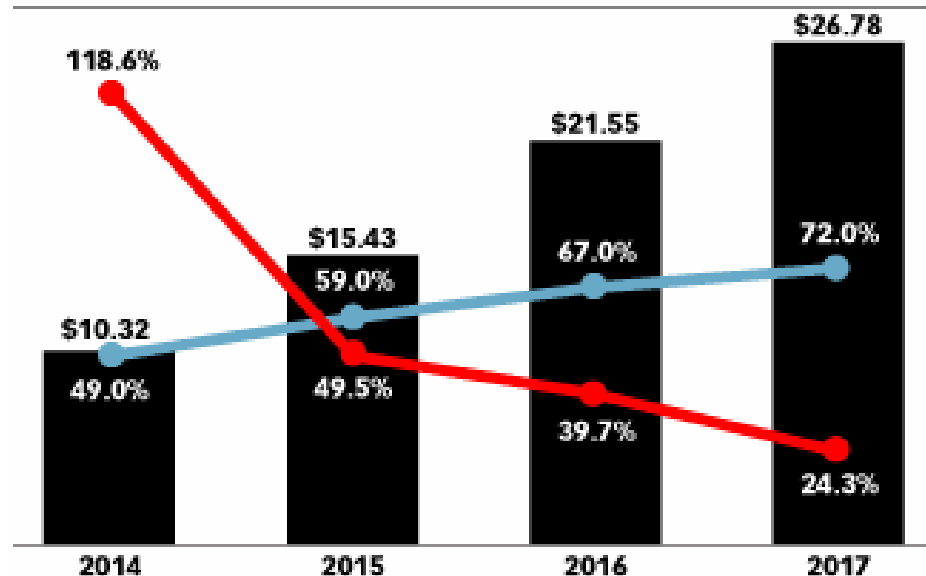
We spoke to our customers and came away with one
big takeaway:

Publishers need higher CPMs and rates

Market opportunity

US Programmatic Digital Display Ad Spending, 2014-2017

billions, % change and % of total digital display ad spending*



■ Programmatic digital display ad spending

■ % change ■ % of total digital display ad spending*

*Note: digital display ads transacted via an API, including everything from publisher-erected APIs to more standardized RTB technology; includes native ads and ads on social networks like Facebook and Twitter; includes advertising that appears on desktop/laptop computers, mobile phones, tablets and other internet-connected devices; *includes banners, rich media, sponsorship, video and other*
Source: eMarketer, Oct 2015

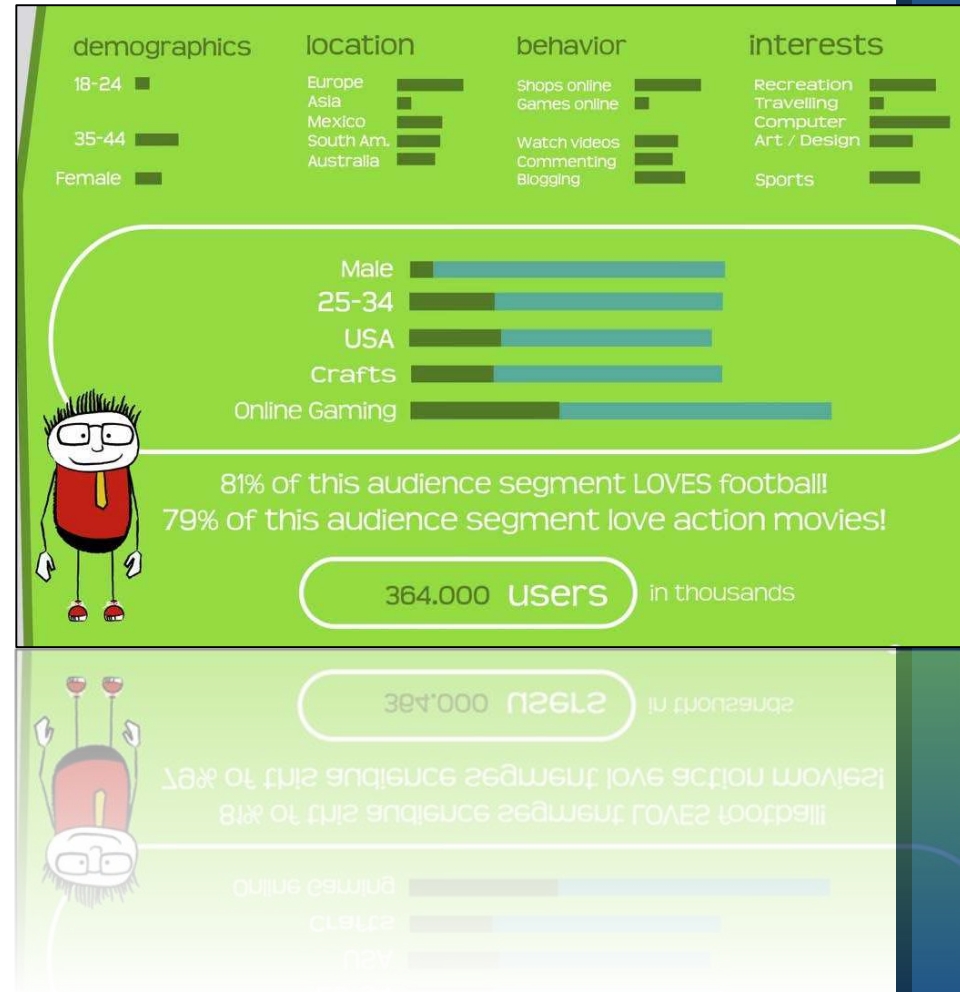
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www.eMarketer.com

49.5%
YOY
Growth!

DMP integration with TownNews.com

- Third-party data management platform (DMP)
 - Facilitates data collection across publishers and devices
 - Increases CPMs with programmatic sales



Track and target across devices

1.3 billion connected device IDs and counting!



DMP data flow



Data sources



Segment audience

- Collect user data
- Identify “like” audiences
- Example segments:
 - Subscribers who log on
 - Local news junky
 - Voter – Republican or Democrat or Independent
 - Auto intender



Early returns

- Programmatic CPMs as high as \$6.50
 - Average: \$2 - \$3.00
- 100% - 200% increase in programmatic CPM price paid
 - Compared to remnant



Where can the DMP help me?

Move into the future :

1. Programmatic

- Higher CPMs on sell side
- Audience Extension

2. Cost saving

- No longer pay third party data fees

3. Local

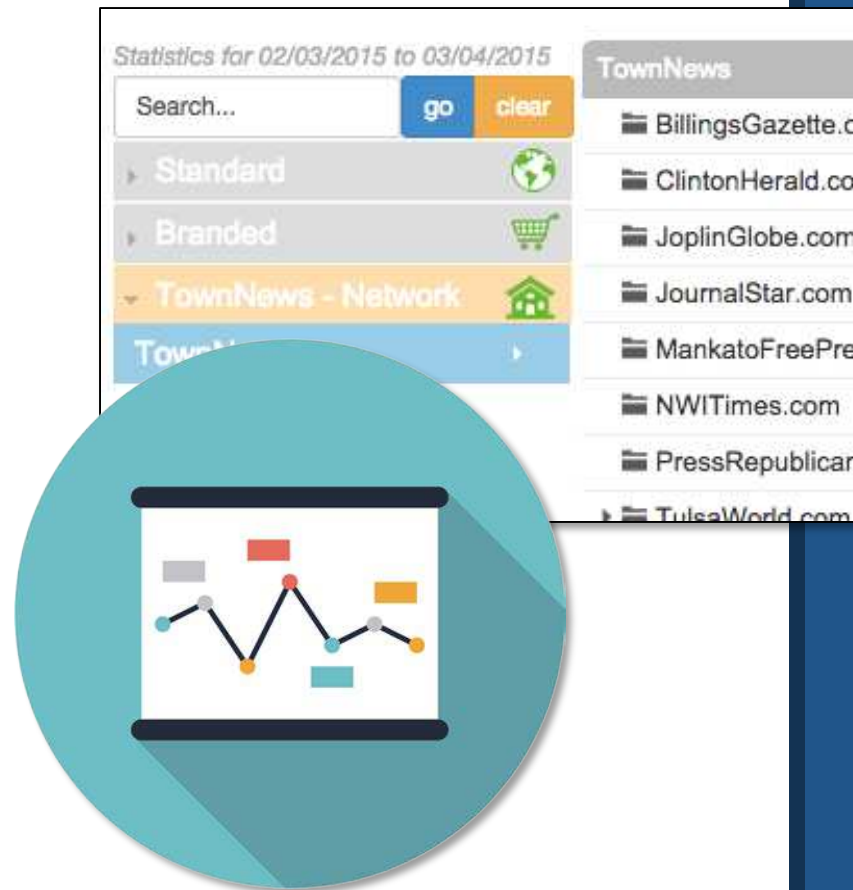
- Off the shelf
- Custom segments

4. Content recommendations



Standard tier

- TownNew.com support
 - Manages audience data
 - Completes programmatic and remnant buys
 - Combines ad inventory with other media groups
 - increasing bargaining power and CPMs
- Revenue share model: 85%/15%
- One time set-up fee: \$500



Takeaways

- Programmatic is a growing market
- With TownNews.com iQ your data belongs to YOU
- We've seen 100% - 200% increases in programmatic CPM price paid
- iQ Standard tier comes with added support from TownNews.com
 - And there is almost no risk!



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