



Ad Tech 101: Understanding ad trends, platforms, and placement



Thursday, August 8, 2019

Today's Agenda

- Ad trends and viewability
- TownNews iQ and Google Ad Manager 360
- HTML5 Creative Templates
- Ad placements
- Looking toward the future



The background of the slide is a blue gradient. Overlaid on the left side are several large, semi-transparent white and blue arrows pointing to the right. In the top right corner, there is a faint, rectangular grid pattern. The overall aesthetic is modern and professional, suggesting growth and data analysis.

Ad trends and viewability

Where content is consumed

- **75% of traffic** originates from a mobile or tablet device*
- AMP Articles
- Facebook Instant Articles
- BLOX Now app



**Across the TownNews network of sites*

What is ad viewability?

A publisher can count an ad impression as viewable only if the reader has seen 50% of the ad for a time period of more than one second.

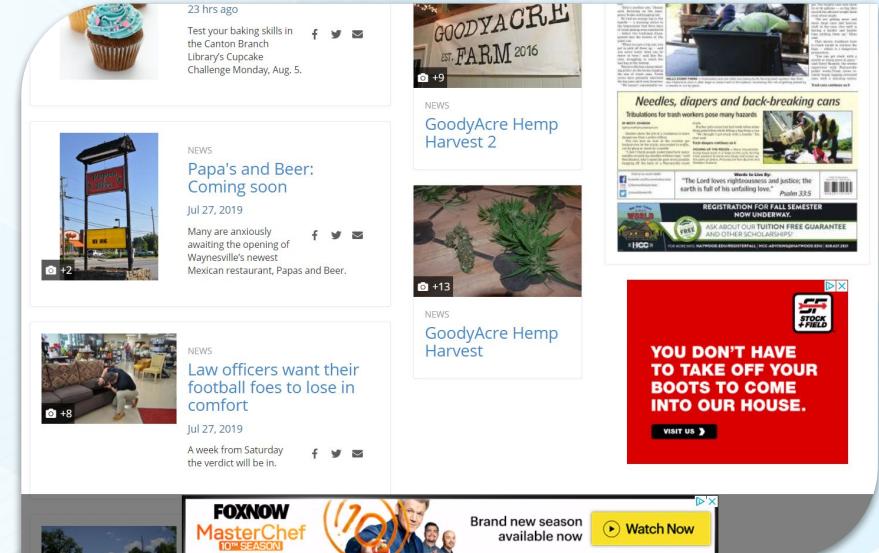
- MRC (Media Rating Council)

- Double eCPMs with a 70% or higher viewability score
- A domain with a **50%+ viewability score** had, on average, a **94% higher eCPM** rate than one with only 30%- in June 2019



How to improve viewability?

- Lazy loading
available only with Google Ad Manager
- Ad refreshing
- Sticky anchor ads
- Sticky right rail with Infinity Scroll



Ad programs

Generate revenue—with our help!

- Leverage our extensive network for higher CPMs with TownNews iQ programmatic ads
- Programmatic Ads for Email Reach
- Ask about a full review of your site to learn how you can optimize revenue



TownNews iQ Ad Ops with GAM 360

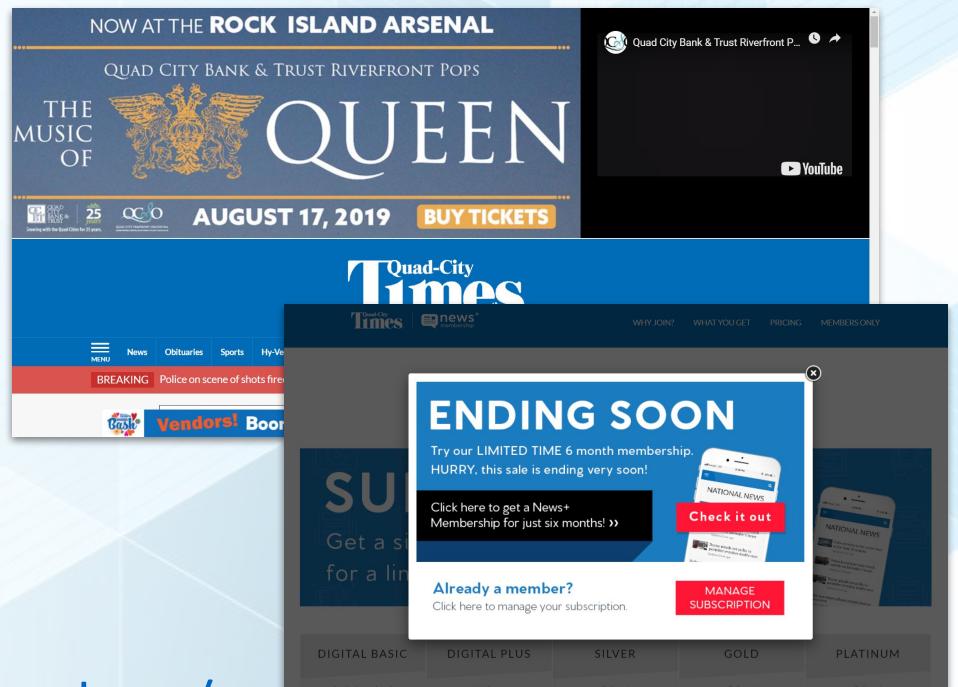
- Better reporting overall
 - Future sell-through reporting
 - Inventory forecasting
 - Viewability reports
- Targeting by section or ad unit
- Ad Ops team to provide support and answers when you need them!



HTML5 Creative Templates

HTML5 Creative Ad Templates

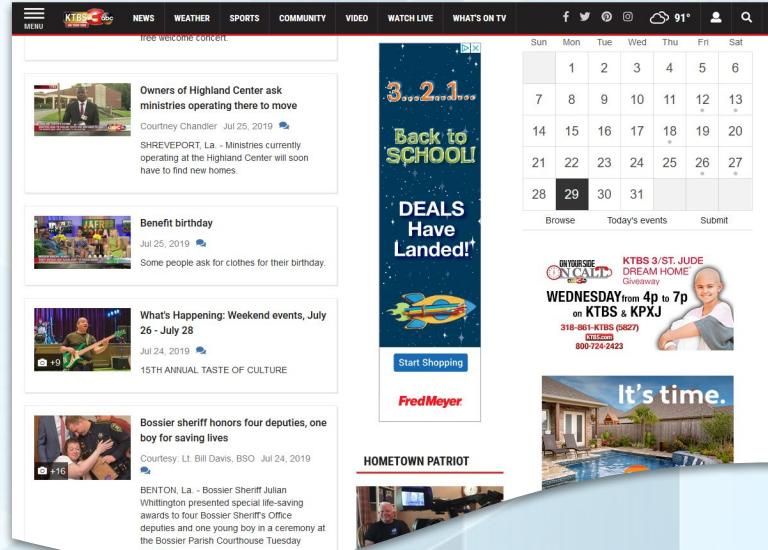
- Reveal ad
- Interstitial
- Parallax
- PAW (Pencil & Wallpaper)
- Expanding pencil
- Wallpaper
- Page curl



Ad placements

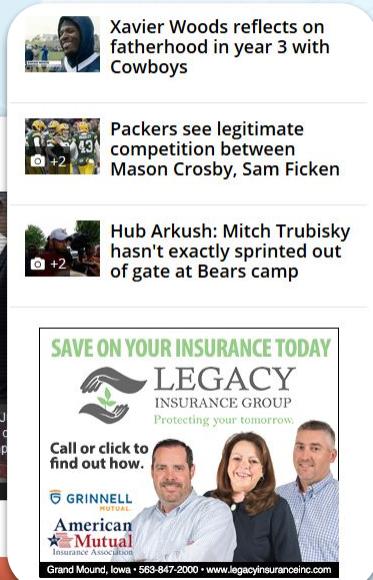
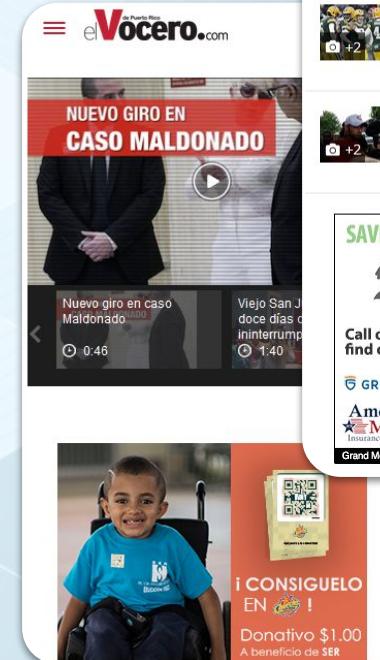
Control your ad placements

- Directly placed ad blocks and utility regions
- Fixed ads
- Automatic ads
- Infinity scroll ad unit injection
- Use a combination for fine-grained control



Best practices for ad placements

- Make your content the main attraction
- Use impact ads for local ad inventory
- Fewer ads on the page is better
- Avoid low viewability ads
- Design ads for mobile first





Looking toward the future



Advanced Automatic Ads

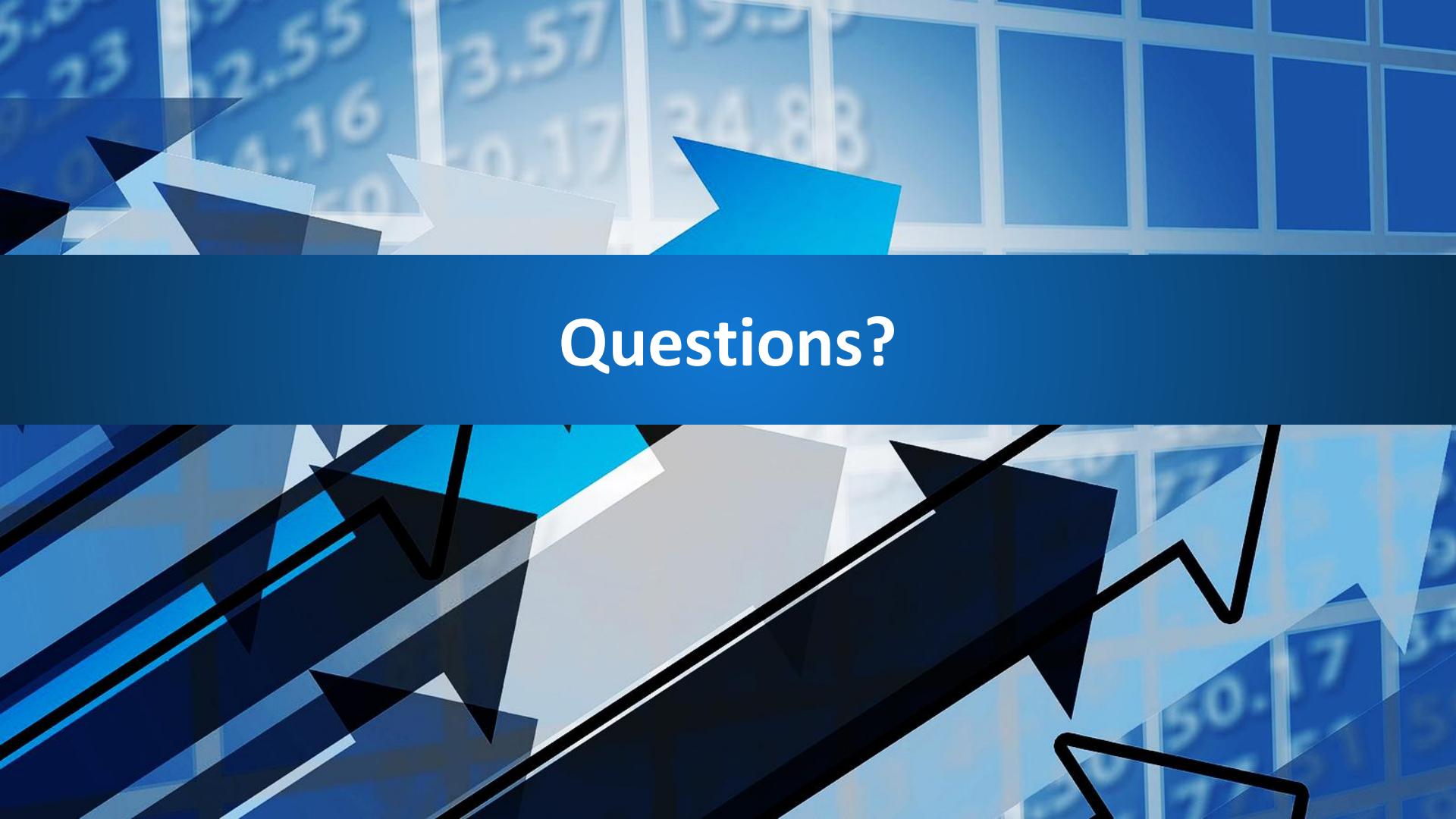
- More algorithmic placement of ads
- Replaces the ads on article pages
(Automatic Ads)
- Automatically enables lazy loading
and auto refresh
- Target specifically to BLOX Now app
and AMP article pages



Things in consideration

- Locally sold email newsletter ads
- More creative ad templates that continue to comply with the Better Ads Standards



The background of the slide is a blue gradient. Overlaid on the left side are several large, semi-transparent white and light blue arrows pointing to the right. In the upper right corner, there is a grid of blue squares. The bottom half of the slide features a large, dark blue arrow pointing upwards and to the right, with a smaller, dark blue arrow pointing upwards and to the left. The overall theme is forward momentum and data analysis.

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
- Follow us on Twitter, LinkedIn, Facebook, YouTube

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
Software notes and service alerts for BLOX Total CMS.

Webinar announcements
Receive invitations to TownNews webinars.

Enter email address

Sign up



Additional Resources

- [Webinar | Digital advertising 101: Optimizing your local and programmatic ad inventories - Feb. 2019](#)
- [Five reasons to move your local ad inventory to TownNews' premium ad server](#)
- [How to improve your ad viewability score](#)
- [Can fewer ads lead to more revenue? You bet!](#)
- [Win local advertisers back with premium placements and unique targeting opportunities](#)

The background of the slide is a blue gradient. Overlaid on it are several large, semi-transparent white and light blue arrows pointing to the right. In the upper right corner, there is a grid of blue squares. In the lower half of the slide, there are two large, dark blue, three-dimensional style arrows pointing upwards and to the right. The text is centered on a solid blue rectangular bar.

Thank you!