



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

TN TownNews

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





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.

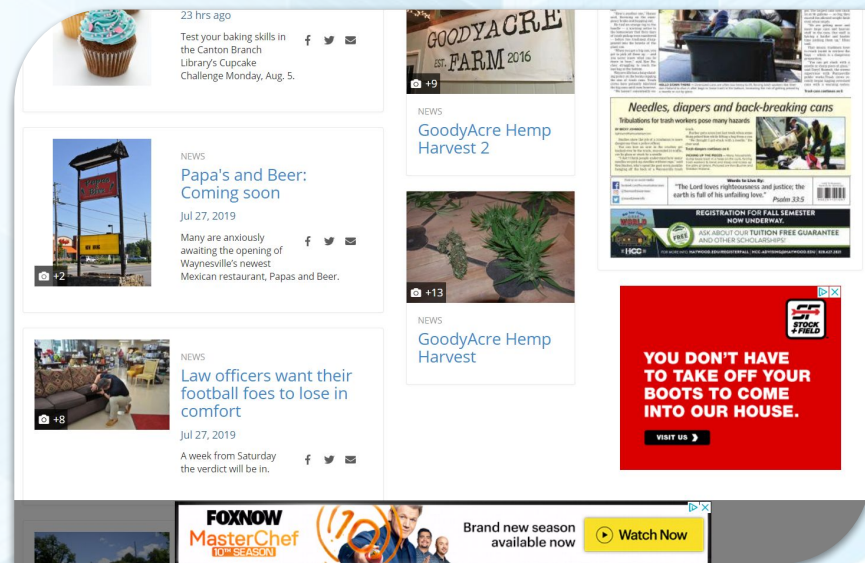
- MRC (Media Rating Council)

- 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

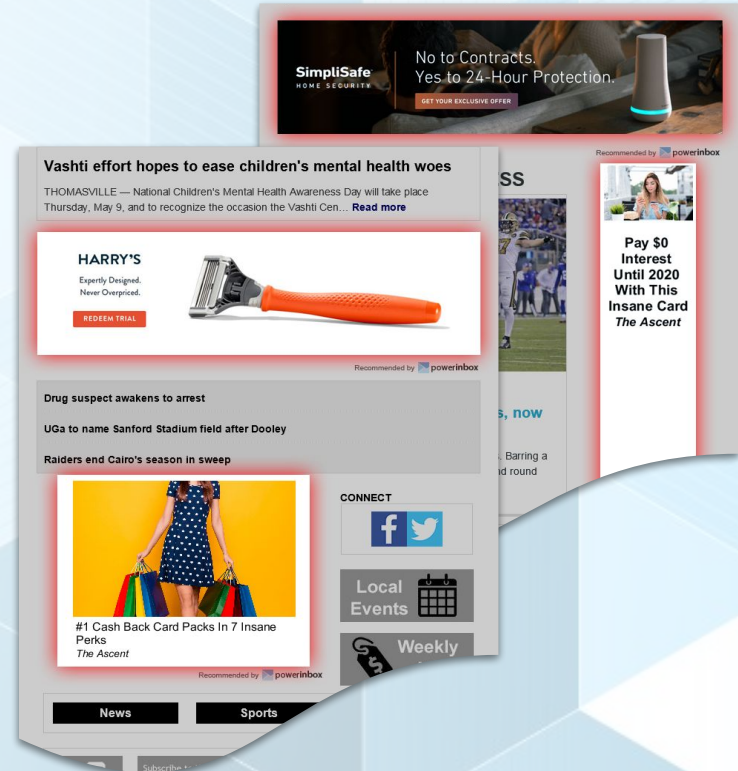




Ad programs

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!

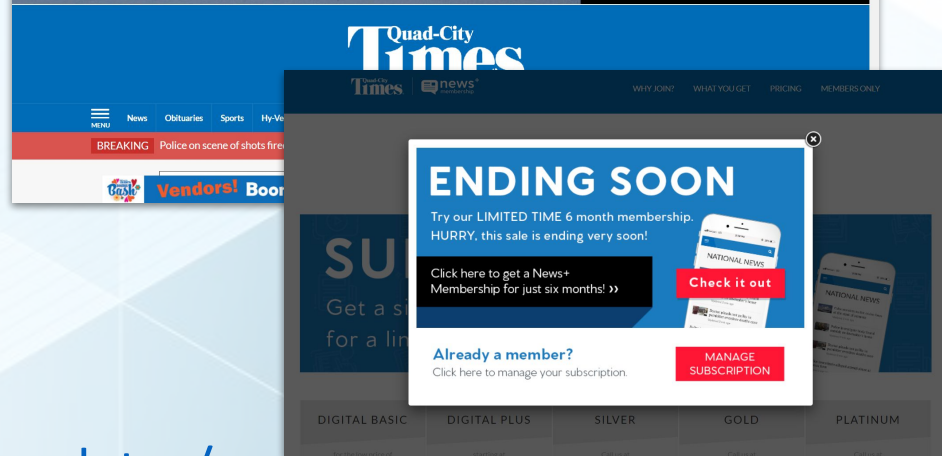




HTML5 Creative Templates

HTML5 Creative Ad Templates

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



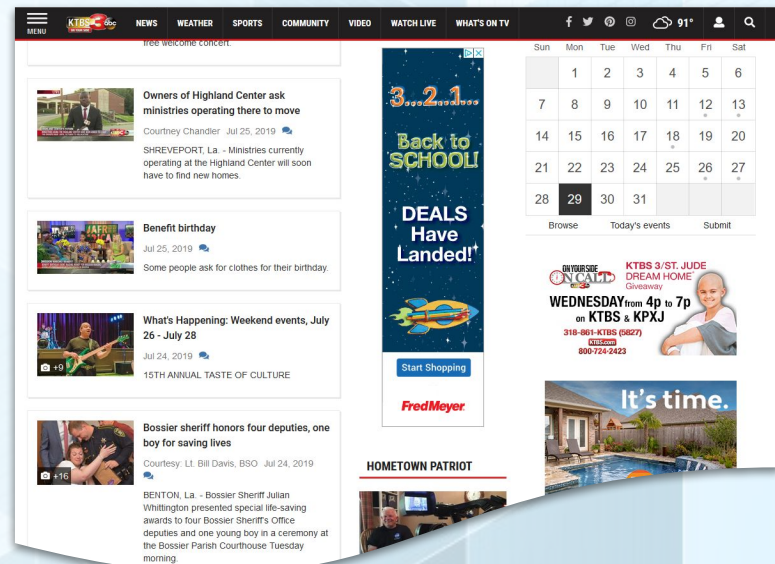
help.bloxcms.com/app/dfp_flex_templates/



Ad placements

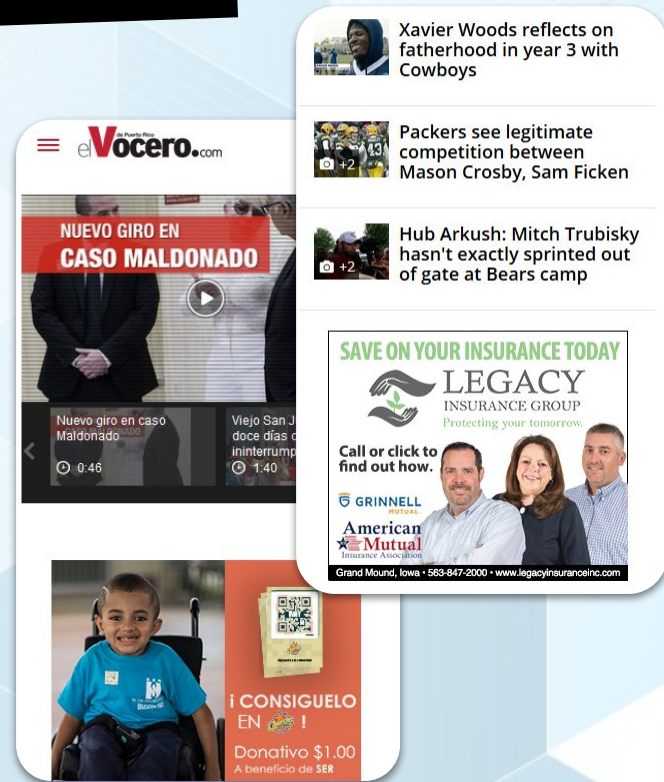
Control your ad placements

- 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





Questions?

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- 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

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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.

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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](#)



Thank you!