RAPID CITY Journal | MEDIA GROUP

DIGITAL MEDIA KIT

RAPIDCITYJOURNAL.COM OVERVIEW

RapidCityJournal.com, together with the Rapid City Journal, reaches your potential customers more consistently and effectively than any other media. The Rapid City Journal's website, rapidcityjournal.com.com, leads the region in exposure and we offer a wide variety of tools across all screens – desktop, mobile and tablet – to help drive customers to your business.

RapidCityJournal.com- desktop*

Monthly Users Visitors: 481,891
Monthly Page Views: 3.2 million
Monthly Sessions: 1.1 million

RapidCityJournal.com- app*

Monthly Users Visitors: 8,974
Monthly Screen Views: 733,072
Monthly Sessions: 270,177

Audience overview

- Male and female, 18-65+
- Reads just over 3 pages per visit and spends an average of 2:25 on the site during the visit
- Likes to quickly browse, spending anywhere from 1 to 10 seconds on a page before moving on. If they find something interesting, chances are they can/will spend up to 10 minutes on a page.

Cover over

80%

Of the market for as low as $10 CPM!

RAPIDCITYJOURNAL.COM **BANNERS**

Standard banner ads

Great for branding and top of mind awareness, our standard banner ads offer an excellent way to get your message out in an affordable and trackable way to a highly coveted demographic. Banners will run on both desktop and mobile devices.

Delivery Methods:
- ROS (Run of Site/standard)
- ROC (Run of Category)
- Frequency Capping
- Geo-Target (by zip code)
- Demo-Target
- Dayparting

File type: jpg, png, gif, mp4

Placement: ATF, STF, BTF, or None

Leaderboard
- Desktop sizes: 728x90
- Mobile Size: 320x50

Super Leaderboard
- Desktop sizes: 970x250
- Mobile Size: 320x50

Leaderboard

Super Leaderboard

RAPIDCITYJOURNAL.COM **BOX ADS**

Standard box ads

Great for branding and top of mind awareness, our standard box ads offer an excellent way to get your message out in an affordable and trackable way to a highly coveted demographic. Box ads will run on both desktop and mobile devices.

Delivery Methods:
- ROS (Run of Site)
- ROC (Run of Category)
- Frequency Capping
- Geo-Target (by zip code)
- Demo-Target
- Dayparting

File type: jpg, png, gif, mp4

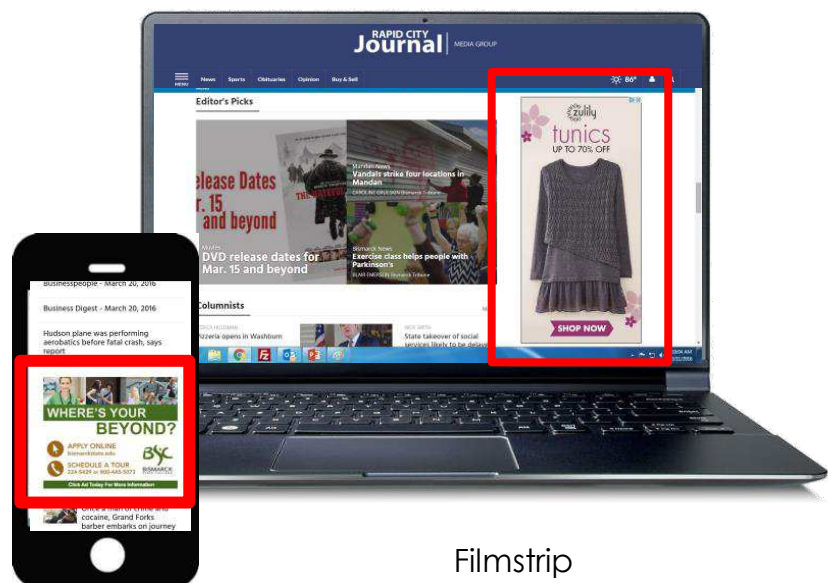**Placement**: ATF, STF, BTF, or None

Box
- Desktop size: 300X250
- Mobile Size: 300X250

Filmstrip
- Desktop size: 300X600
- Mobile Size: 300X250

Big Box

Filmstrip

Expanding billboard

Home page or Run of Site (ROS) ad unit on the most trafficked website, this ad unit pushes down content upon page load, immediately grabbing the reader's attention. The reader has the option to "expand" and "close" the ad but the pencil size ad will remain at the top at all times.

Desktop size pencil: 1170X50
Desktop size expanded: 1170X300

Mobile size pencil: 480X50
Mobile size expanded: 480X250

Frequency: Sponsorship
Delivery Method: ROS or Homepage
File Type: jpg, .png, gif

Expanding Billboard
(shown in expanded size)

Float bar

Ad unit that rests at the bottom of the screen and stays there - even as the page is scrolled. Sold on impressions based.

Desktop size: 1170X50
Mobile size: 480X50

Frequency: Impressions based
Delivery Method: ROS or Homepage
File Type: jpg, png, gif

Float Bar

RAPIDCITYJOURNAL.COM **HIGH IMPACT ADS**

Reveal

This ad unit is at the top of the webpage and pushes the content down. As the user scrolls down for content the ad hides behind the page, and when the user scrolls back up the ad is revealed.

Desktop size: 1920X600
Mobile size: 480X250

Frequency: Impressions based
Delivery Method: ROS or Homepage
File Type: jpg, png, gif, mp4

Reveal Ad

Reveal Video

This ad unit is just like the Reveal ad only there can be a running video on the right side of the ad space. It will automatically start playing when the user is on our site.

Desktop size: 1000X600

Frequency: Impressions based
Delivery Method: ROS or Homepage
File Type: jpg, png, gif, mp4
Video File Type: YouTube embed code

Reveal Video Ad

Multi-Screen Adhesion

A new highly viewable high-impact ad that stays on screen and changes size depending on the size of the viewers screen. As a devices screen gets smaller, the ad unit shifts accordingly.
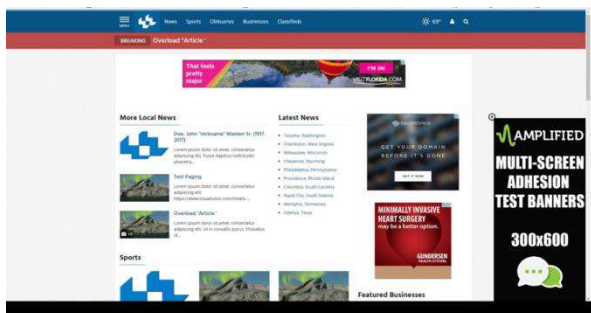
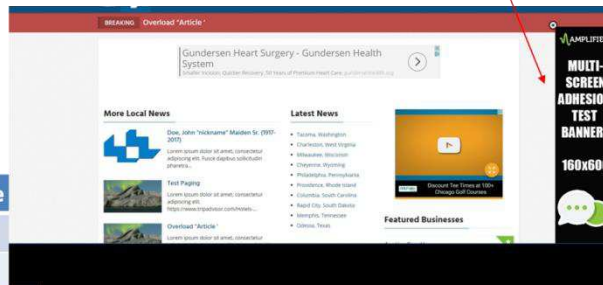**Desktop size:** 300X600, 160x600, 728x90
Mobile size: 320X100

Frequency: Impressions based
Delivery Method: ROS or Homepage
File Type: jpg, png, gif, mp4

Multi-Screen Adhesion unit sits to the right side of content on large screen devices.

Screen Size	DFP Ad Creative Size
1899 Pixels	300x600
1619 Pixels	160x600
991 Pixels	728x90
990 Pixels	320x100

As the device's screen gets smaller the ad unit shifts to the bottom of the screen and displays as a Float bar

RAPIDCITYJOURNAL.COM **VIDEO**

Give your campaign an added performance boost with video

Click through rates for video-based ads are 5 to 10 times better than standard display ads.

Big Box Video

Ad Size: 300x250
Delivery Method: Desktop and Mobile
- ROS (Run of Site)
- ROC (Run of Category)
- Frequency Capping
- Geo-Target (by zip code)
- Dayparting

File type: Mp4, (Max duration: 30 seconds)

In-view Article

An in-view ad has a prominent under-article video placement. Video will auto-start when it comes into view, guaranteeing high visibility.

Ad Size: 640x480
Delivery Method: Article pages, desktop
Frequency: Unlimited
File type: Mp4 | VAST tag from agency or advertiser

RAPIDCITYJOURNAL.COM **LOCAL**

Using the Rapid City Journal's resources to get your message seen

Local email blast

Using the Rapid City Journal's email lists that consists of 16,000 emails to get your event, sale or information out there.

Ad Size: Width 590px or less
Delivery Method: RCJ e-mail list
• Choose the day and time of day*
   • Limited availability
File type: .pdf or .jpeg

Rapid City Journal email blast sponsorship

Have your advertisement appear on our newsletters to hundreds of subscribers each day! email blasts include:

Daily Headlines
Breaking News
Weekly Food & Drink
Today's Deal
Weekly Home and Garden
Daily Obituaries
Local Offers
Daily Weather Forecast
Compass Newsletter
Outdoors and Recreation
Daily Newspaper E-edition
Weekly Travel
Weekly Best of/Hot & Trending
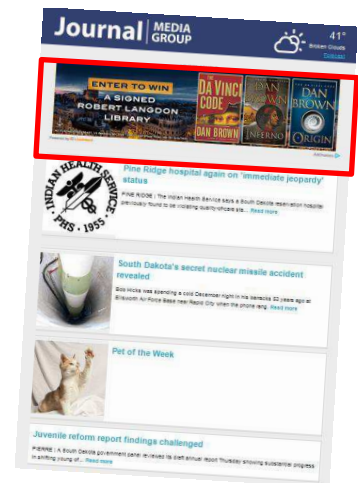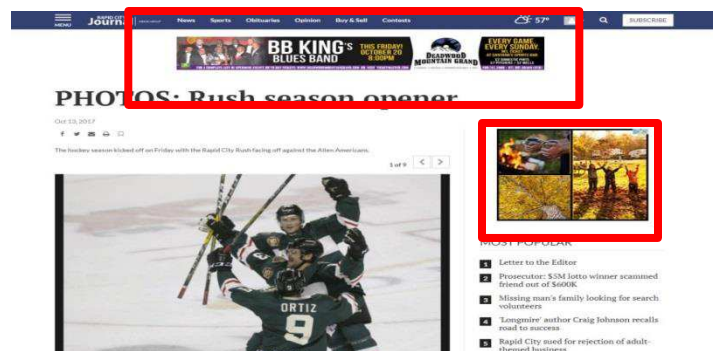
Photo Gallery Sponsorship

Own the advertisement spaces on a photo gallery page. Our award-winning photographers take great photos and now you can be a part of that.

Ad Size: 300x250, 728x90
Delivery Method: Sponsorship
Frequency: Unlimited
File type: jpg, png, gif, mp4

Native Advertising

Native advertising allows your business to position itself as the expert in your industry and reach potential customers in a new, unique way.

Ad Size: D-265x150 M-Thumbnail
Delivery Method: ROS, within article blocks
File Type: jpg, png

NEW POSITION

Why Native WORKS

Native advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.

Our custom native advertising packages include robust content marketing and distribution strategies to reach your ideal audience.

Timely or Evergreen Content

Our native packages have long shelf life. Your content can live on a unique landing page within our newspaper site for the duration of your native campaign.

Largest Local Audience

By having native content in our print and digital platforms, you are reaching over 75% of adults in the market weekly.

Increased Visibility

Native ads are more visually engaging than display ads. Consumers look at native ads 53% more frequently than display ads.

Content is Viewed as Editorial

Because our native placements reside in the same locations as our editorial content, your messaging blends right in.
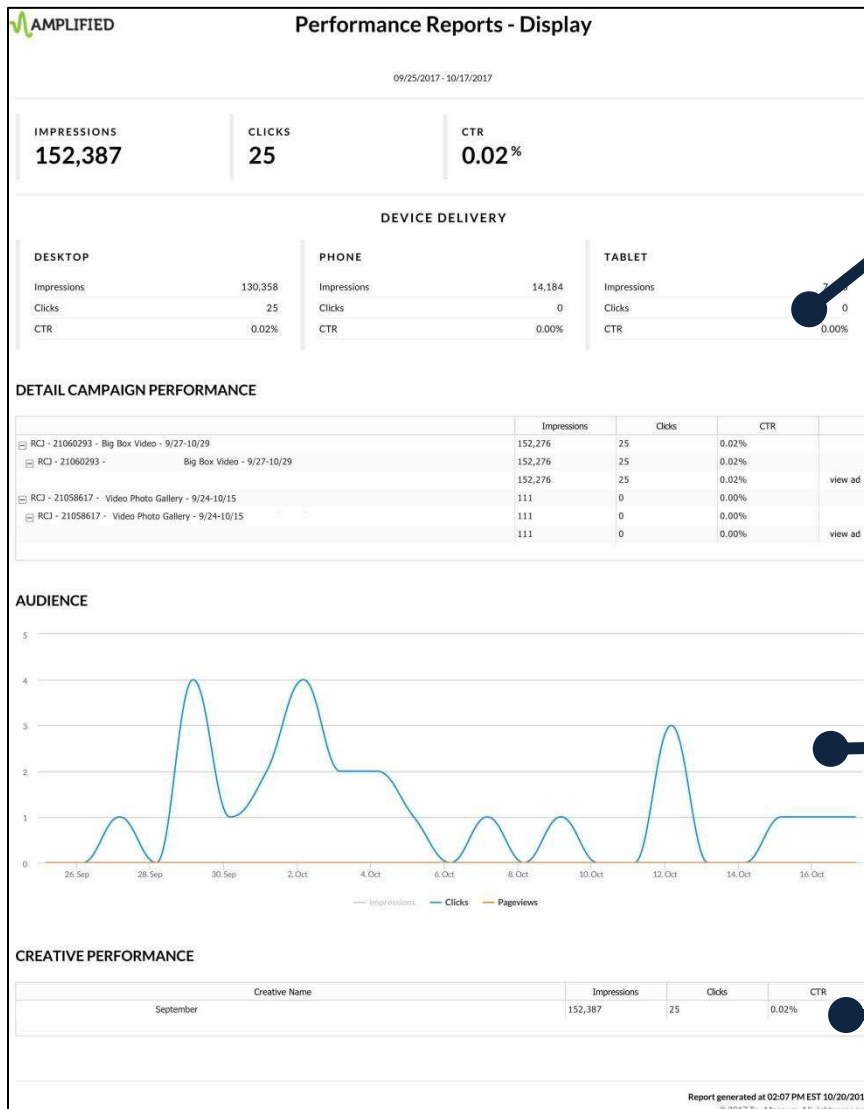
AMPLIFIED REPORTING

Monitoring the digital performance of your advertising has never been easier. Our amplified reporting system provides you with real-time access to your campaign to review current performance. If you have placed a digital campaign, your Journal marketing consultant will provide you with this report at the end of the month or you can sign up for this service to have access to the file in real-time.

Information provided includes:
- Total delivered impressions and clicks, broken out by day
- Delivery by device, showcasing performance by device
- Delivery by creative, showcasing performance (clicks, CTR)

AMPLIFIED — Performance Reports - Display

09/25/2017 - 10/17/2017

IMPRESSIONS	CLICKS	CTR
152,387	25	0.02 %

DEVICE DELIVERY

DESKTOP		PHONE		TABLET	
Impressions	130,358	Impressions	14,184	Impressions	
Clicks	25	Clicks	0	Clicks	0
CTR	0.02%	CTR	0.00%	CTR	0.00%

DETAIL CAMPAIGN PERFORMANCE

	Impressions	Clicks	CTR	
RCJ - 21060293 - Big Box Video - 9/27-10/29	152,276	25	0.02%	
RCJ - 21060293 - Big Box Video - 9/27-10/29	152,276	25	0.02%	
	152,276	25	0.02%	view ad
RCJ - 21058617 - Video Photo Gallery - 9/24-10/15	111	0	0.00%	
RCJ - 21058617 - Video Photo Gallery - 9/24-10/15	111	0	0.00%	
	111	0	0.00%	view ad

AUDIENCE

— Impressions — Clicks — Pageviews

CREATIVE PERFORMANCE

Creative Name	Impressions	Clicks	CTR
September	152,387	25	0.02%

Report generated at 02:07 PM EST 10/20/2017
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Performance by Device

Daily Breakout

Performance by Creative

DIGITAL CONNECT

Digital Connect aligns your print advertising with your digital strategy by converting your existing print ads into powerful digital content. This SEO enhancement ad platform is fully responsive for desktop, mobile, and tablet. All of this is designed to not only give you a better digital presence, but also to strengthen and extend the lifespan of your print advertisements.

1 Your print advertisements are uploaded to our directory database.

2 A landing page is automatically created, turning your ad into fresh and relevant online content that is indexed by search engines in order to be found by consumers searching online.

3 The landing page is hosted on our news site, the #1 most visited site locally, and links back to your website, providing a powerful digital presence and SEO enhancement.

4 The more print ads you run, the more fresh and relevant content is indexed online, the better the digital presence you build to be found online.

DIGITAL CONNECT

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Product Offering	Digital Connect	Digital Connect +	Digital Connect +
Basic Profile Page: Includes business contact information. Enhanced SEO Using Print Ad Conversion. Content from each print ad is scraped and indexed for SEO enhancement.	✔		
Featured Directory Listing: In the newspaper business directory page, business profile card will be listed as a featured business in search results.	✔	✔	✔
Featured Business Impressions: Business' contact information will appear in the featured business widget.	✔	✔	✔
Enhanced Reporting: Metrics from profile impressions and print ad conversions will be available in amplified reporting.	✔	✔	✔
Enhanced Profile Page: Includes images, detailed business description, social media links and additional content from the advertiser.		✔	✔
Deals Offers & Events Impressions: One Offer per month will rotate in the offers widget.		✔	✔
Search Engine Registration: We will register your business on Google & Bing.		✔	✔
Reputation Monitoring: We will monitor and alert you of any new reviews and mentions.		✔	✔
Listings Distribution: We will syndicate your business information with 300+ listing and review sites.		✔	✔
Printed Offers Featured in Weekly Newspaper Directory: A Business card sized offer ad will be published weekly.			✔

TARGETED DISPLAY

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Build brand awareness with our digital targeting solutions.

Reach potential customers across the web wherever they are searching or reading by placing your ad in front of them. You can connect with interested consumers at the exact moment they are actively engaged and researching information about products and services you sell on the web.

FIRST PARTY DATA + THIRD PARTY DATA
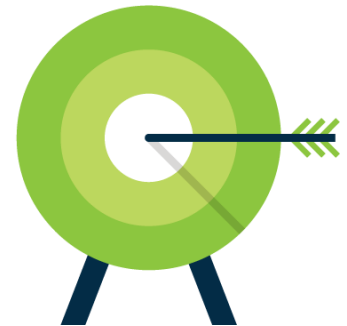
⬆ CLICK-THROUGH RATE
⬆ CONVERSIONS

Powerful, cost effective reach

Amplified leverages data from our owned and operated newspaper websites which includes more than 50 publications across the country and more than 30 million monthly unique users. We combine that first party advantage with third party data from our partners to target audiences based on your ideal customers' demographics, behaviors, search habits, and more.

TARGETED DISPLAY CAMPAIGN GOALS & BENEFITS

- Drive market share growth
- Increase your brand awareness to a target local audience
- Increase conversions
- Increase traffic to your site
- Keep top of mind with current customers

- Expand your reach to our Amplified audience
- Acquire new customers
- Track advertising success and ROI using the right metrics
- Drive clicks to your website with interactive online ads.

TARGETED DISPLAY

Reach out to your direct audience with our digital targeting solutions

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AVAILABLE FOR DISPLAY, MOBILE & TABLET

GEO-TARGETING
Send your ad to those who are close enough to take action now

SITE RETARGETING
Keep customers coming back to your site until they're ready to buy– from you

SEARCH RETARGETING
Reach people who searched for your product or service even after they leave the results page

CONTEXTUAL TARGETING
Your ads will appear on pages with content that matches keywords or phrases related to your business

CATEGORY TARGETING (CHANNEL)
Reach your audience through relevant content on customized site lists

BEHAVIOR TARGETING
Reach people who act just like your target customer, based on their recent search and browsing history

DEMOGRAPHIC TARGETING
Reach your target demographic by narrowing your advertising audience by age, gender, and household income.

WEATHER TARGETING
Use dynamic creative to serve highly relevant messages according to weather in the area (e.q. serving ads for a snow blower sale in a blizzard)

YOUTUBE.COM DISPLAY
Place your ad right next to the video player on YouTube.com for a massive reach

VIDEO NETWORK
Use geo– and demographic targeting to achieve a higher level of engagement with your audience on our Video Network or YouTube streaming video.

AVAILABLE FOR MOBILE OR TABLET

HYPER-LOCAL TARGETING
Tap into smartphone GPS combined with an ad display network on thousands of mobile apps to reach potential customers based on their precise location

TAP-TO-CALL
More valuable than a website click, tap-to-call lets mobile phone users call you right from your ad

TAP-TO-MAP
Give potential customers directions to your store with one click on your ad

DISTANCE-TRIGGERED CREATIVE
Combine hyper-local targeting and dynamic creative to serve messaging based on the viewer's current location

TARGETED TABLET
Reach your audience on the go and at home in a highly interactive, engaging environment designed specifically for tablet users.

WEB & APP DEVELOPMENT

Make a good first impression online with a professional website

Today's customers are checking out your website long before they stop in your store or call to find out more information. Make sure you're making the right first impression with a professional website or app.

A modern website that engages visitors and turns prospects into leads is critical to your digital marketing success. Amplified will help your business stand out from the competition with a custom responsive website or app that looks and works great whether your customers are viewing it from their desktop, smartphone, or tablet.

WEB & APP CAMPAIGN GOALS AND BENEFITS

- Improve your brand image with a professional website
- Demonstrate credibility to potential customers
- Convert browsers into buyers

- Your website can be open all day, every day - even if you're not
- Reach new customers searching your product or services online

WEB & APP DEVELOPMENT

Make a good first impression online with a professional website

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WEB & APP PRODUCT AND SERVICE OPTIONS

CUSTOM WEBSITE DEVELOPMENT
Amplified will design and create an affordable, professional website customized for your business

E-COMMERCE SITE
We'll create an e-commerce store that is user-friendly and will make money while you sleep

RESPONSIVE WEBSITE
Responsive design automatically adjusts to whatever device the user is using. When making changes to your site, you only have to make those changes in one place instead of two if you have a separate mobile website.

APPLICATION DEVELOPMENT
Need an app for that? Amplified can create a custom-built app for your business that engages customers and makes for a memorable brand experience

MOBILE-ONLY SITE DEVELOPMENT
Mobile browsing has officially overtaken the desktop; we'll optimize your website to ensure your site looks great and is easy to use on all devices

LANDING PAGE
Convert your social media followers. Email subscribers and ad campaign clicks into sales, with a landing page designed to convert leads into customers

SERVICES PROVIDED WITH ALL WEBSITE DEVELOPMENT PACKAGES

MULTIMEDIA OPTIONS
There are ways to reach your audience besides text; incorporate video, photo galleries, social media feeds and more to give customers multiple ways to learn about your products and services

CONTACT & SIGN-UP FORMS
Gather valuable data from your customers or potential customers and give them a place to contact your business with forms and surveys

WEBSITE ANALYTICS
Analytics reporting delivers data about your website visitors and their behavior

ON-PAGE SEO
Amplified will pack your website with relevant keywords and metadata that will help your business be found and rank highly in search results

SEARCH ENGINE REGISTRATION
Search engines only know your site exists if you tell them; we'll submit yours to Google, Bing and Yahoo so your business starts showing up in web searches

EMAIL MARKETING

Reach your customers on the go

We specialize in permission-based, highly targeted email marketing campaigns that deliver results! Our targeted email marketing services will help you reach prospective clients through our responsive base of opt-in records for both B2B and B2C.

Take advantage of our expert email consultants, mobile friendly email templates, professional designs and analytics to reach your target audience. (List of targets available upon client request.)

EMAIL MARKETING CAMPAIGN GOALS AND BENEFITS

- Increase repeat customer purchases
- Increase traffic to your website
- Cross promote items or services

- Build top-of-mind awareness with potential customers
- Follow up with leads and nurture prospects

EMAIL MARKETING VS. DIRECT MAIL

With email marketing you'll know how many people opened your email and clicked on links to your website. With direct mail you'll never know if it was seen or simply thrown out.

With no printing or postage needed, email marketing cuts costs and waste - making it a fiscally and environmentally responsible choice.

Search Engine Marketing/ Search Engine Optimization

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97% Of consumers now use online media when researching products and services in their local area.

Places Pages

- Free with Google Account
  – Free directory listing
  – Not keyword optimized
  – No ad copy or reason to click

SEO (Search Engine Optimization)

- Advertisers sometimes pay 3rd party companies to "optimize" their website so that they will show up in search results for "free"
- Google is constantly changing their algorithms
- No guarantee of showing up in a search

SEM (Search Engine Marketing)

- Highly targeted - Keyword optimized
- Immediate call to action
- Total control of ad copy
- Delivered to consumers in their moment of need
- Phone number and website visible in results
- Often the last click before the purchase

Complete Solution

"We do it all for you." This includes:

- Setting up targeted SEM campaigns on Google, Yahoo, and Bing
- Creating the mirror site or landing pages to track results
- Call tracking with local or 800 numbers
- Ongoing campaign management and optimization

- Results will be reported in the **Amplified Digital** dashboard

SOCIAL MEDIA AND REPUTATION MANAGEMENT

Reach your customers on the go

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Successful social marketing is about 3 things

1 Customer Service

2 Generating Leads

3 Building Fans

ACCOUNT CREATION
Amplified will create professional social media profiles with custom images and content that are consistent with your brand.

SCHEDULED POSTS
Schedule posts ahead of time with our easy-to-use dashboard so your page can put a new update up, even when you're too busy to create it

SOCIAL MEDIA PROMOTIONS
Gain new customers with a social media promotion, we'll help make it big by using leveraging our huge audiences to drive engagement and conversion

REPUTATION MANAGEMENT
We help to shape your public image online

REPUTATION MONITORING
Know what people are saying about your business by gathering consistent and accurate information across multiple websites and directories

SOCIAL REPORTING & ANALYTICS
We provide you with a powerful analytics tool and customizable reports that will give you a complete picture of how social media is working for your business

FACEBOOK DOMAIN ADS
Increase your reach and take advantage of Facebook's robust audience targeting options with Facebook ads

FACEBOOK ADVERTISING

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WHAT WE CAN DO:

WITHOUT ADMIN ACCESS:
- Clicks to website campaign

WITH ADMIN ACCESS:
- Clicks to website campaign
- Page likes campaign
- Page post engagement campaign

TARGETING OPTIONS:
- Locations (Country, State, City (+radius up to 50 miles per city), Zip Code, DMA or Address)
- Age (13-65+)
- Gender (Male, Female, or Both)

What does it look like?

WITHOUT ADMIN ACCESS:

Fig Tart with Almonds
www.jaspers-market.com
It's fig season! Not sure what to do with figs? Here's a great dessert recipe to share.

WITH ADMIN ACCESS:

Desktop News Feed   Mobile News Feed   Right hand rail/column
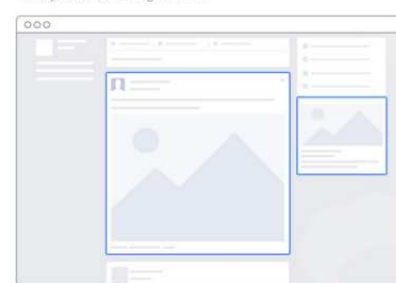
Where does it appear?

WITHOUT ADMIN ACCESS:
- Right hand rail/column

WITH ADMIN ACCESS:
- Desktop News Feed
- Mobile News Feed
- Right hand rail/ column

Mobile News Feed

Desktop News Feed and Right Column

Amplified creates stunning, emotionally compelling , intellectually engaging video content that captures the minds of your target audience.

32.3
VIDEOS PER MONTH

The average user is exposed to an average **32.3** videos per month.

1/3
ONLINE ACTIVITY

1/3 of all online activity is spent watching video.

Why video matters.

64%
ONLINE BUYERS

After watching a video, **64%** of users are more likely to buy a product online.

96%
B2B ORGANIZATIONS

96% of B2B organizations use video in their marketing campaigns, of which **73%** report a positive ROI.

HOW WE
WORK?

Our goal is to help you achieve yours - that means we work with you from start to finish on the entire project! After our initial consultation we'll put together a creative video proposal for you that will outline concepts and options that best fit your needs.

GLOSSARY

Ad Impression - when the online display ad or video is loaded onto the site.

Analytics- discovery & communication of meaningful patterns in data. Recorded results/outcome of a campaign.

Buyout/Sponsorship - 100% exclusive ad position on RapidCityJournal.com for an entire day.

Click-through - the act of following a link within an advertisement or editorial content to another website or another page within the website.

CPM (Cost-per-thousand) - media term describing the cost of 1,000 impressions. For example, a website that charges $1,500 per ad and reports 50,000 impressions has a CPM of $30 ($1,500 divided by 50).

CPV (Cost-per-View) - media term describing the cost for each view of a video online. The amount may vary based on if the advertiser chooses partial views or full views of the video.

Demographics - statistical information including age, income, gender, etc.

DMA (Designated Market Area) - may be an established market area or custom build with specific zip codes.

Fold - the line below which a user has to scroll to see content not immediately visible when a web page loads in a browser. Ads or content displayed "above-the-fold" are visible without any end-user interaction. Monitor size and resolution determine where on a webpage the fold lies. Others "span-the-fold" - middle page or "below-the-fold"- bottom section.

Frequency - the number of times an ad is delivered to the same browser in a single session or time period.

Inventory - the number of impressions available for sale on a website.

Page View - when the page has actually been seen by the reader.

Rich Media - advertising content that uses advanced technology, such as streaming video, instant interactivity, mouse over changes, etc.

ROI - return on investment

RON - run of network

ROS - run of site

Traffic - the number of visits and/or visitors who come to a website.

Unique User - unique computer or IP address which has accessed a site.

Visitor - individual or browser which accesses a website within a specific time period.

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