

DIGITAL MARKETING PLAYBOOK



todaymedia
DelawareToday®

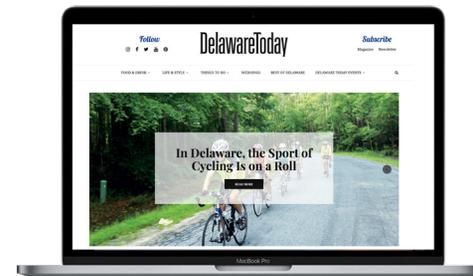
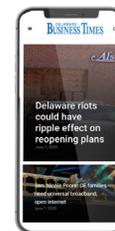
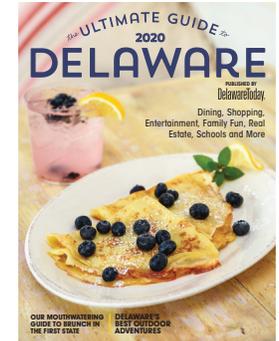
MULTI-MEDIA MARKETING STARTS HERE

Every month, hundreds of thousands of people turn to our print and digital publications for entertainment, news, inspiration and information about their community.

Readers welcome our magazines and our advertisers into their homes giving businesses across the region a popular, trusted platform to showcase their goods and services.

Combining the tangible strength of print advertising along with multiple digital channels and popular events allows us to increase the reach and impact of our clients' marketing campaigns.

Our multi-media team, based right here in the Delaware Valley, is ready to build, manage and report on all of these opportunities that can promote your business.



DelawareToday®

DelawareToday.com • 3301 Lancaster Pike, Suite 5C • Wilmington, DE 19805 • 302.656.1809

OUR DIGITAL EXPERTISE

Focused on performance based advertising, we offer a full range of digital solutions to drive relevant traffic to your website and generate high value leads, ultimately resulting in increased revenue and foot traffic for your business.



**DELAWARETODAY.COM | TARGETED DISPLAY | GEOFENCING | SEM | TARGETED EMAIL
NATIVE CONTENT | CTV | PREROLL VIDEO | SOCIAL MEDIA**

With over a decade of experience in the digital advertising space, the experts at Today Media use a combination of technology and human touch to reach your target audience no matter where they are.

TARGETED DISPLAY / PROGRAMMATIC

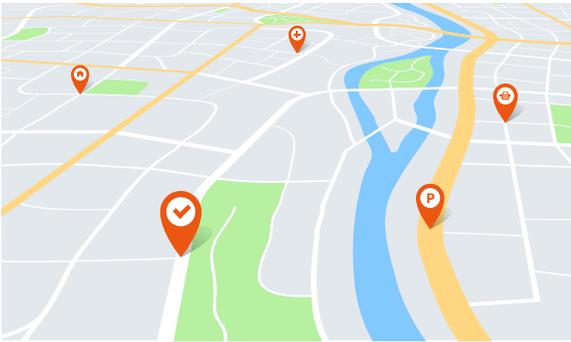
Targeted Display is a great “conversation extender” because it targets a refined audience to ensure your message is seen by the right person, at the right time, on the right device and at the right investment.

We monitor how an ad influenced a user to take action and visit a website even when they didn't click on the ad.

Today Media partners with the highest rated, most trafficked websites in the world to promote your business with display advertising. Your ads will appear next to content that matches perfectly to your target demographic group.

Geographic

Zero in on prospects based on zip code, city, state, county or set radius from your location.



Demographic

Select specific age, income, gender, ethnicity and education.



Content and Behavioral

Target consumers based on their online behavior and interests.



Frequency

Set targets and limits for the number of times your ad is viewed.



Dayparting

Choose the days and times that your ads are seen.



Site Retargeting

Delivers follow-up online ad messages after a prospect has visited your website.



GEOFENCING

Mobile devices, usually smartphones, play a crucial role in helping consumers decide where to shop, dine or visit. With a variety of tools and strategies, we can place your targeted advertising message on the right smartphones at the right times.

Location Targeting

Target mobile users who visit set locations during specified timeframes.

Lookback Targeting

Reach consumers who have visited target locations up to 6 months ago, regardless of where they are now.

Conquest Targeting

Reach consumers who have visited your competitor's locations.

Conquest + Foot Traffic Attribution

Match consumers who received an ad after visiting a competitor's location with shoppers entering your store(s).

Geoaudiences

Target users based on specific places they visit, or select behavioral segments that describe who they are based on their place visitation and behavioral patterns over time.

Geovideo

Engage consumers through mobile video as they are near or around businesses or key points of interest.

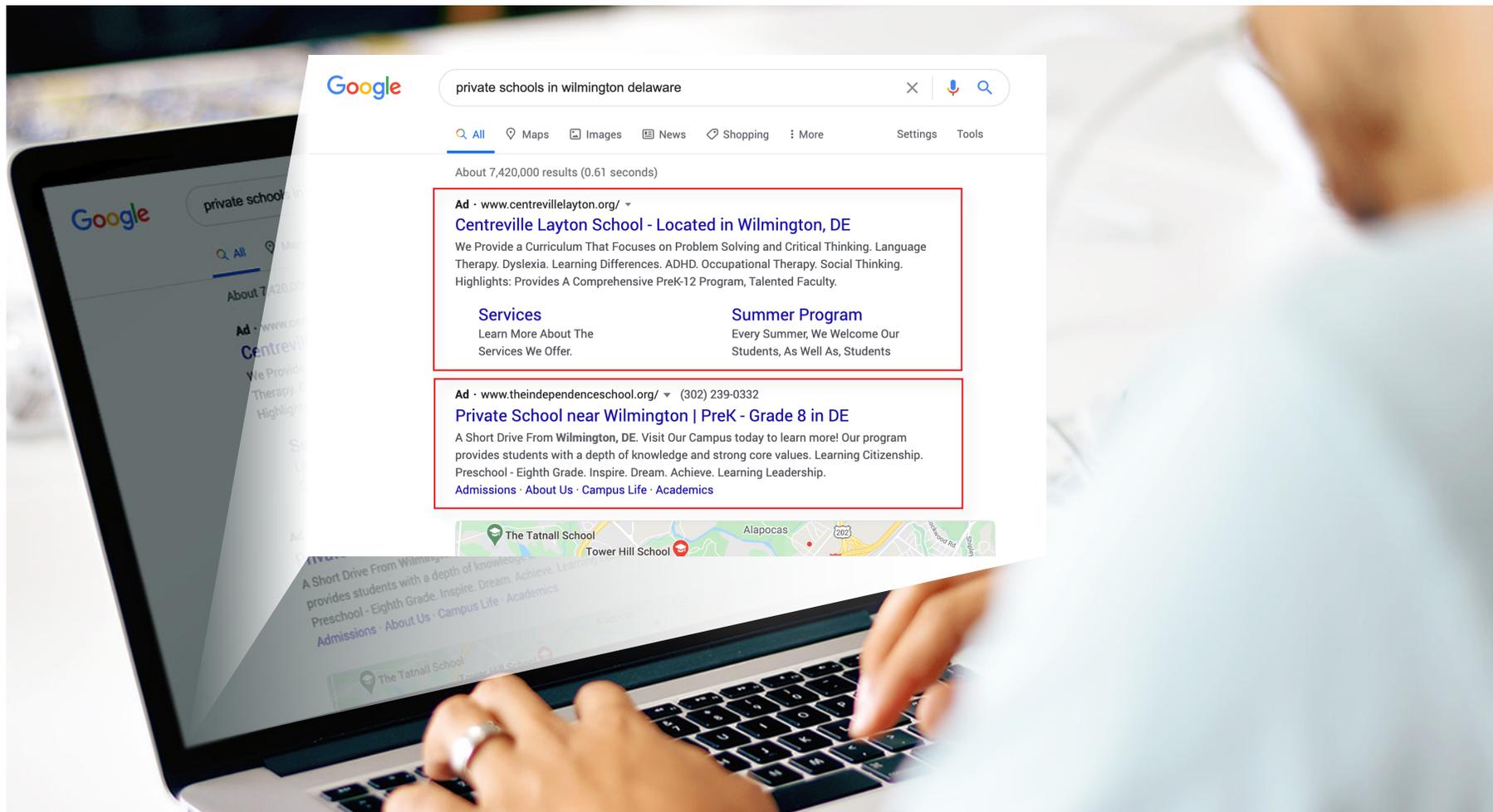


SEARCH ENGINE MARKETING

Each day, search presents an opportunity to influence consumer decisions and preferences. Customers take immediate action whenever they want to learn, do or buy something.

Put your business in front of consumers when they're actively searching for your product or service. Turn clicks into conversions!

Today Media provides granular reporting with an emphasis on four different areas: Keyword performance by ad set, CTR, Impressions, Clicks and Placement Device (campaign is optimized for device usage) Geography (Impressions, Clicks and CTR by Town) Call Tracking (Number of and duration of calls).



TARGETED EMAIL - RE-BROADCASTING AND RETARGETING

Email is a powerful marketing tool that we can put to work for your business or organization.

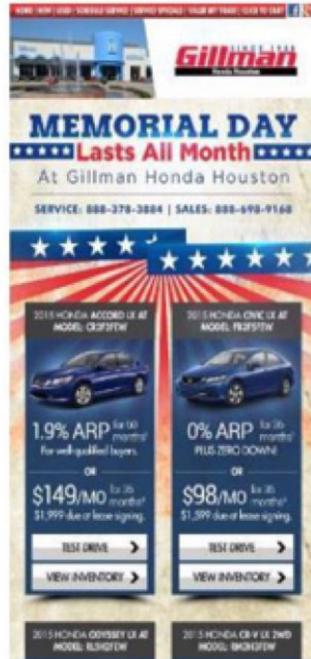
- With over 900 targeting filters including location, age, income, lifestyle interests and more, Delaware Today can showcase your offer to the best prospects in your trading area and then track customer behavior as they open and click on your email.
- We provide quick turnaround times for email campaign setup, testing and deployment.
- Our mailing systems leverage numerous IP's, servers and software to optimize campaigns for the highest possible inbox delivery.
- Real-time access to 145 million consumer email addresses and 47 million business to business email addresses (100% Opt-In Data).

We are 100% CAN-SPAM compliant and follow all DMA guidelines.

Targeted Original Email



Email Re-broadcast



Email Retargeting



CAMPAIGN REPORT

Campaign Summary		Campaign Creative	
Name: DT-Sales-Ferguson-5 19			
From/Brand:	Ferguson		
Headline:	RENOVATIONS, REMODELS & REDESIGNS MADE EASY	<p>Check to see if you love to live in</p> <p>2015 Ferguson - Remodels & Redesigns</p>	
Broadcast Date:	05/19/2020	<p>Clicks by Device</p>	
Audience:	75,000	ID:	1289072
Views:	12,848	Clicks:	2,283
View %:	17.13%	Click %:	3.04%
CAMPAIGN STATS			
Views 17.13% Total Views 12,848			
Clicks 3.04% Total Clicks 2,283			
CTVR 17.77%			
<p>Desktop</p> <p>72.84% 1,663</p>		<p>Mobile</p> <p>27.16% 620</p>	

SOCIAL MEDIA MARKETING

In conjunction with your other digital tactics, Today Media can promote your business on Facebook and Instagram.

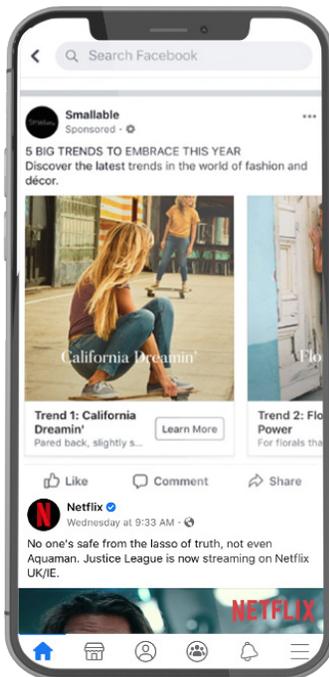
Social media advertisements are campaigns that appear on Facebook, Messenger and Instagram.

Social media ads reach a custom audience based on geography, demographics and user interests.

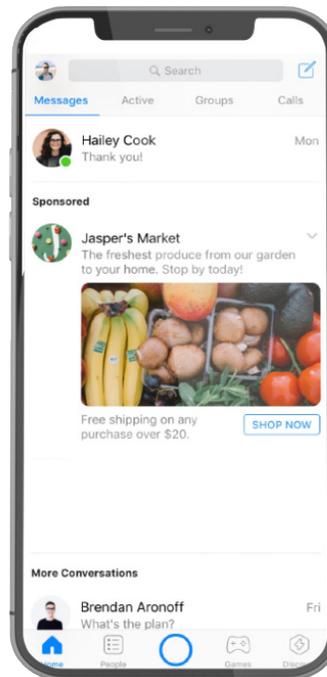
Ads appear while users are actively engaging with the social platform on a computer, mobile device or tablet.



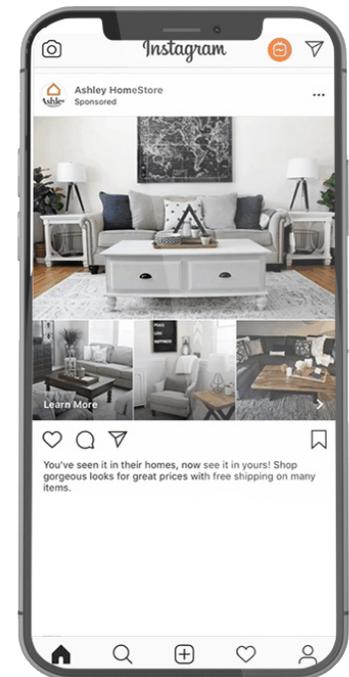
Facebook



Messenger



Instagram



VIDEO PRE-ROLL

Pre-Roll Video increases brand recall and has a positive impact on campaigns run across all devices. Well produced video ads, placed in front of in-demand online video content, helps drive intent to purchase and higher click through rates compared to other types of display advertising.

Like display ads, Pre-Roll Video campaigns can target audiences based on: Behavior, Demographics, Geography and Content.

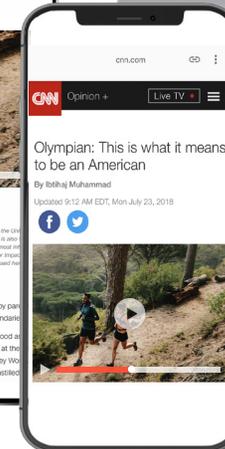
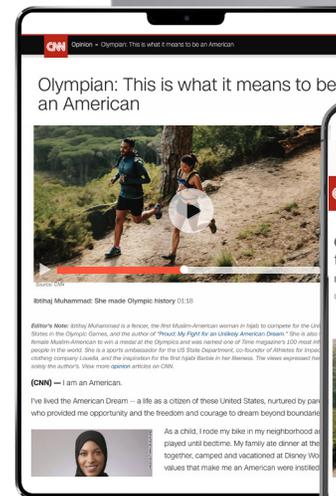
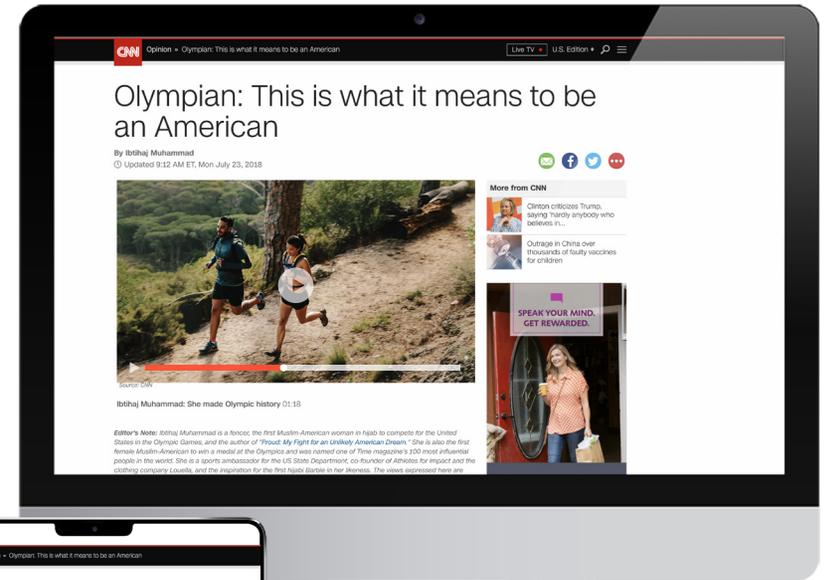
Delivery can be managed to control frequency and time of day that ads are played.

Domain	Total Impressions	Total Clicks	CTR	Completion Rate
dailymotion.com	13,623	769	5.64%	71.48%
yahoo.com	46,705	574	1.23%	54.34%
nypost.com	24,475	276	1.13%	71.37%
news.yahoo.com	14,364	140	0.97%	55.40%
newsweek.com	10,428	79	0.76%	73.28%
entertainment.yaho...	10,164	79	0.78%	56.55%
accuweather.com	23,361	69	0.30%	71.70%
forbes.com	8,831	68	0.77%	63.65%

“
99% of current video marketers will continue using video in 2020.

“
95% plan to increase or maintain their spending.

Source: Wyzowl State of Video Marketing Survey 2020



“
After watching a video, 64% of users are more likely to buy a product online. A whopping 80% of users recall a video ad they viewed in the past 30 days.

Source: Hubspot

CONNECTED TV

Take Advantage of the Shift to CTV

74% of US Households now have a Connected TV device – whether by stick, dongle, puck, cube or built in Smart TV capabilities — and every quarter, a million more households cut their cable/Fios cord and move to CTV.

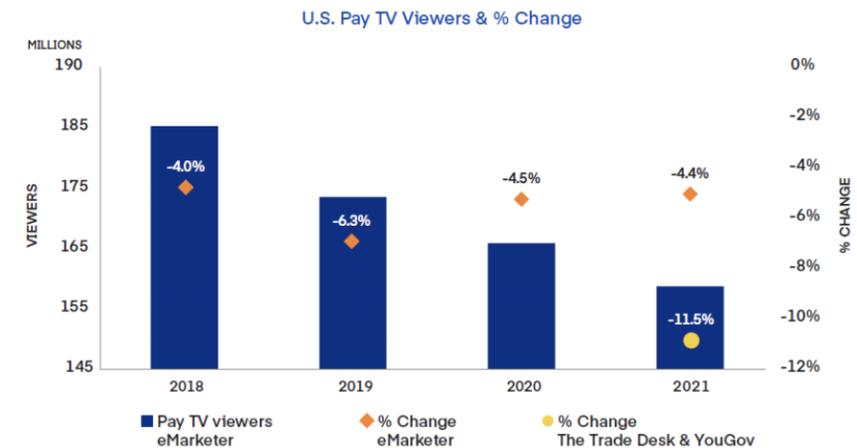
With increased consumer streaming trends during the Covid-19 period, Connected TV available inventory has surged by 54% in April 2020 versus April 2019. (Source: The Trade Desk)

Today Media can serve your digital video ads on Internet-enabled televisions to consumers watching live sports, news or while they are binge-watching their favorite TV shows.

We will target your audience by zip code and you will only pay for delivered impressions! With cable and broadcast, you are billed for impressions whether someone is watching or not.



According to eMarketer, the number of cable TV households has been declining since 2016, dropping 4.5 percent from 2019 to 2020. The Trade Desk's survey with YouGov found that 11.5 percent of U.S. adults plan on cutting the cord by the end of 2020, nearly 2.5 times more than eMarketer's estimate. The number of those planning to cut the cord rises to 18 percent among 18- to 34-year-old U.S. consumers.



Source: eMarketer, February 2020; The Trade Desk & YouGov survey, April 2020

NATIVE CONTENT – EXTENDED NETWORK

Native Advertising uses a brand's most compelling visual content and makes it look and feel like the content on a given website.

Advertiser articles are formatted like surrounding content and provide information that contributes to the site's content.

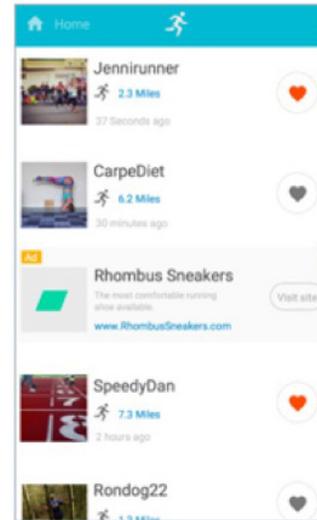
Using premium publishers, we're able to reach 92% of the online population representing 86% of mobile users.

Just a few of our partners include:

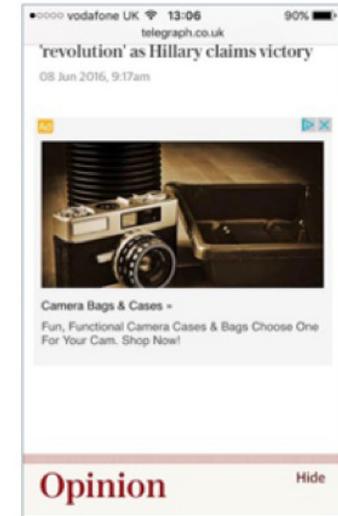
- Conde Nast
- Hearst
- USA Today
- The Atlantic
- Saveur
- The Knot
- eHow
- digg
- Men's Fitness

Native ads generate 20-60% higher engagement than traditional display ads and 60% of consumers are more open to online ads that tell a story than ones that simply sell a product.

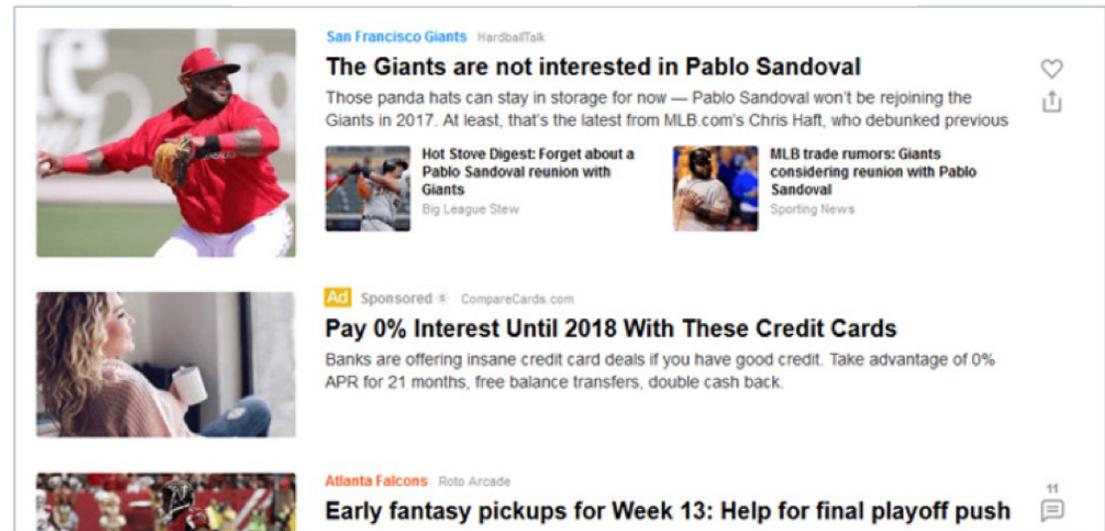
In App Native



Mobile Native



Desktop Native



DELAWARETODAY.COM - BANNER ADS

Rich media banner ads displayed on DelawareToday.com are a great way to drive traffic to your site. Tens of thousands of people visit our website every month for all things Delaware including Eat and Drink, People and Community, Arts and Events, and more, which makes it the perfect place for local and regional businesses to spread their messages and increase brand awareness.

Banner ads are placed strategically throughout DelawareToday.com to optimize viewership and direct readers to your page.

We also offer exclusive, high-impact banner and video ads placed on our homepage or run-of-site which will drive increased viewability to your message, event or offer.

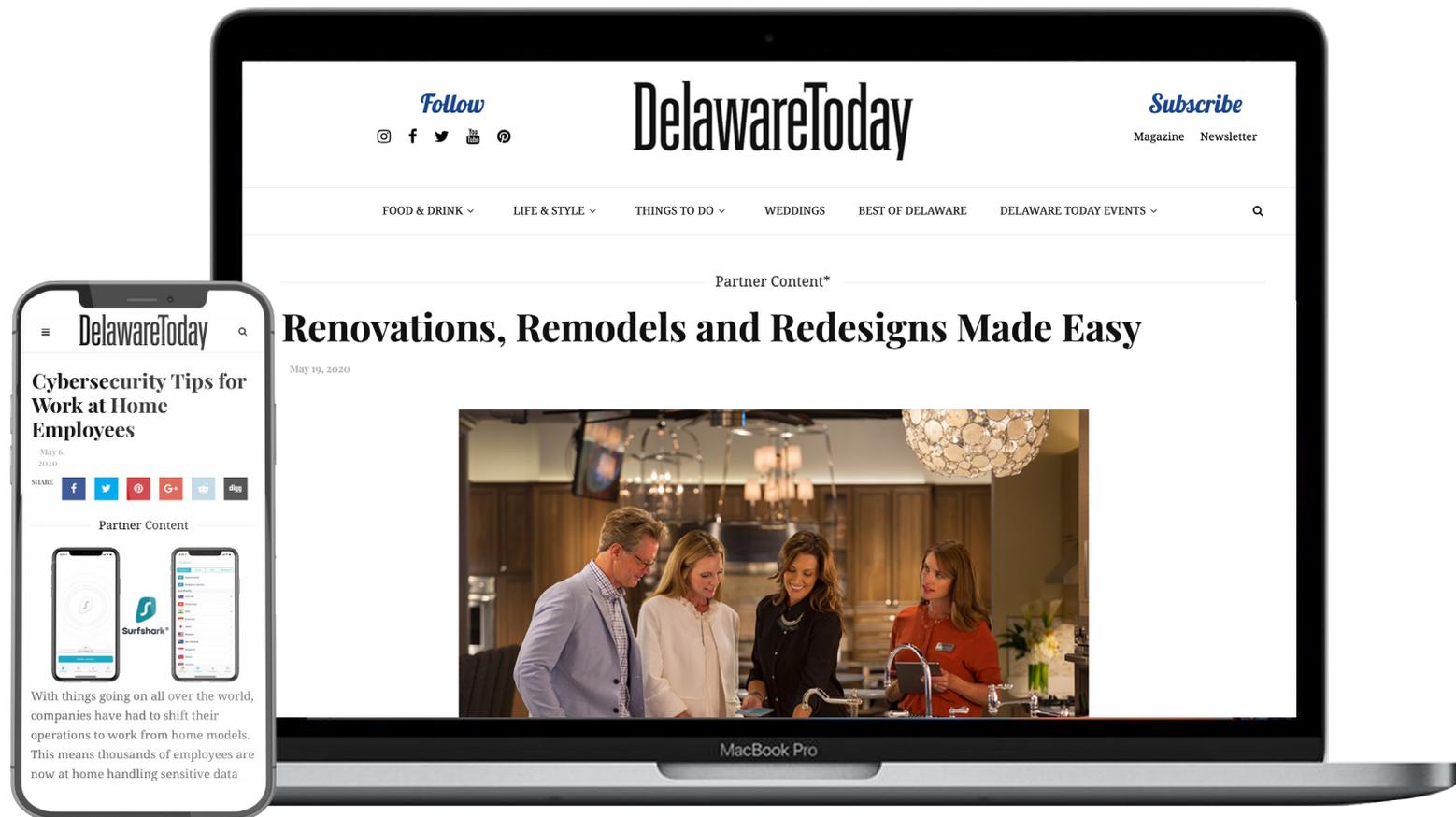


DELAWARETODAY.COM - PARTNER CONTENT

Sponsoring editorial content on DelawareToday.com is a great way to present useful information about your products and services by featuring them in an integrated story on one of the most visited websites in the region.

You'll benefit by working with our experienced writers to craft an article about your business that matches the editorial voice and style of *Delaware Today*.

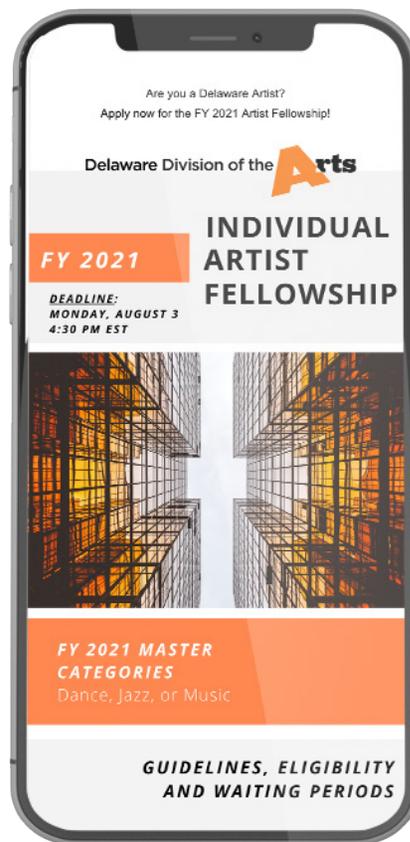
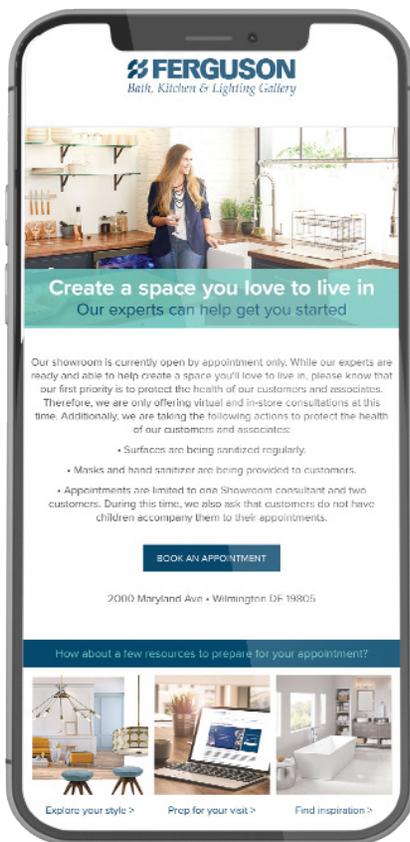
Articles are featured within our online editorial lineup and will have home page exposure and live indefinitely in our archives.



DELAWARETODAY.COM - EBLASTS / ENEWSLETTERS

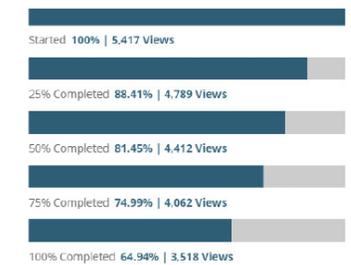
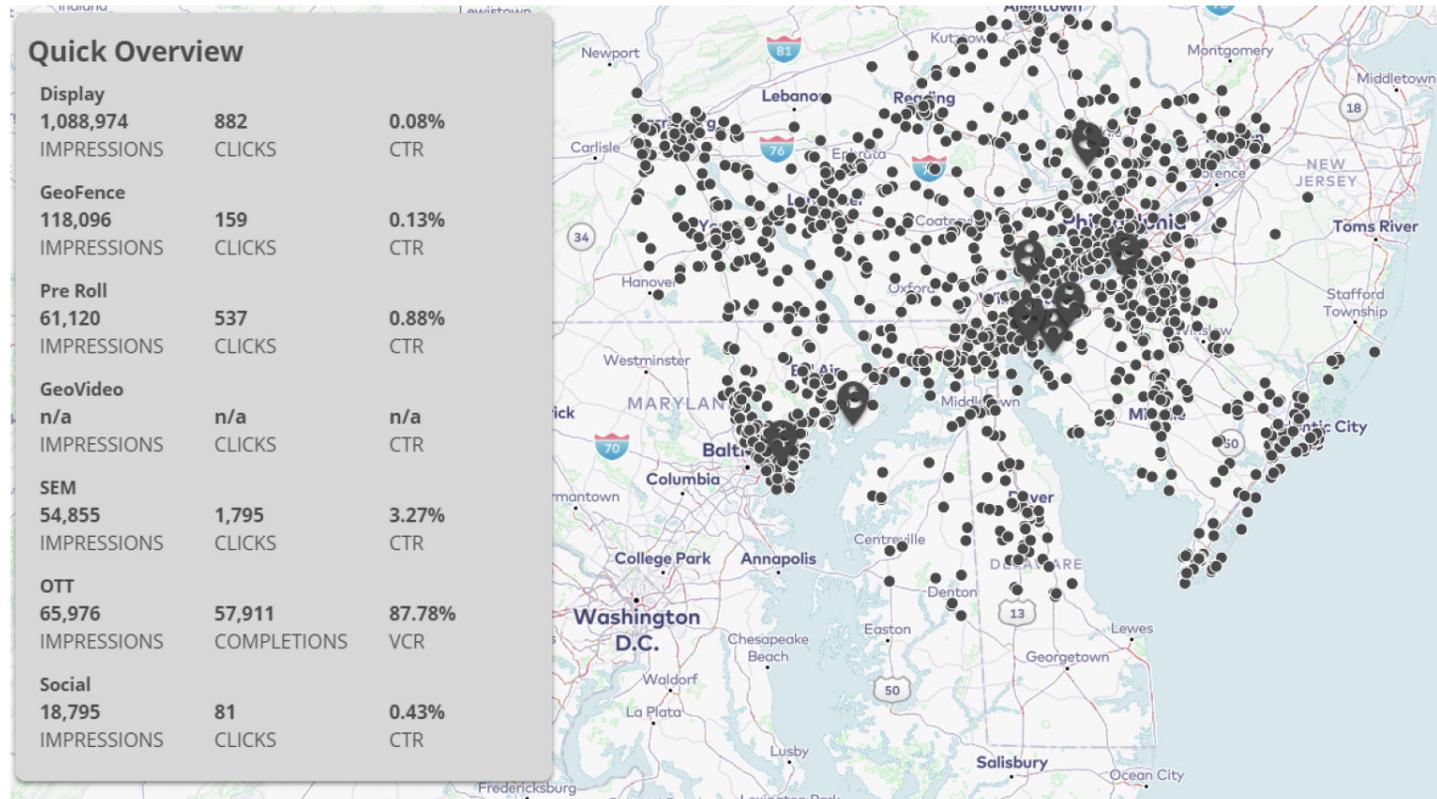
Email is a very effective tool in the digital landscape to help promote your business and drive traffic to your website. Well crafted emails, with **attention-grabbing subject lines** and relevant content can capture your prospect's interest and invite them to learn more by visiting your site.

Gain excellent visibility in front of an affluent, local audience through Delaware Today's e-newsletters sent to our list of opt-in subscribers' inboxes every Monday, Wednesday, Thursday (Beach) and Friday. Or focus exclusively on your company with a dedicated eBlast. You control the day, the subject line and the message.



TRANSPARENT AND ACTIONABLE REPORTING

- All reports are directly accessible to each advertiser on their own custom dashboard
- Full reporting on individual geofence performance by app and location breakdown
- Complete review of website placements plus time and date stamped screen shots
- A/B Testing available for multiple ad sets
- Full reporting by zip code and geography
- View impressions, clicks, CTR, view thru, retargeting impressions and clicks as well as video completion rates
- View Top SEM/Social media ads by performance including impressions, clicks, CTR and calls



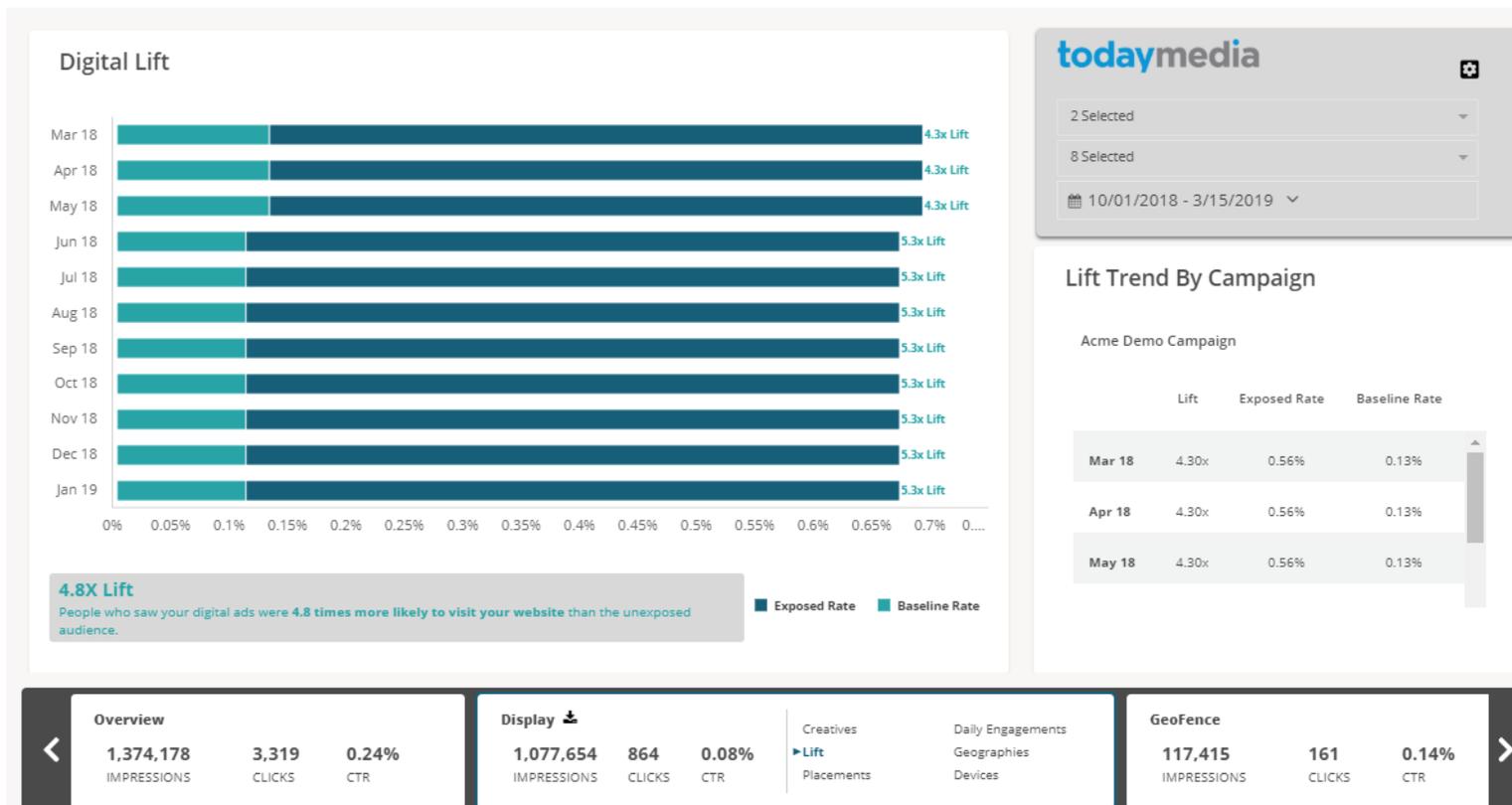
Featured Networks



LIFT — THE ULTIMATE ROI REPORTING TOOL

With a Today Media Lift report we can measure the impact your digital campaign is having when it comes to influencing peoples' online behavior. By studying and analyzing results, we can measure the effectiveness of your campaign.

- We are able to segment the online audience into two groups:
 - Group A; those who saw your ads
 - Group B; those who did not see your ads
- For 90 days, we will track impressions, clicks, hovers and view-throughs
- After 90 days, we are able to analyze the results
- We will compare the behavior of the two groups – the difference between visit rates gives us Lift; a higher Lift represents a higher campaign effectiveness and stronger ROI





WHY PARTNER WITH TODAY MEDIA?

Today Media has one of the most capable digital platforms in the country. It gives advertisers of all sizes several key advantages when it comes to designing, implementing, and reporting on digital marketing campaigns.

Campaign Modeling

With our software capabilities we can analyze all the top demographic groups in any zip code in the United States and project the reach and frequency for your targeted display campaigns before they are launched. This is crucial information that helps ensure your campaign has the best foundation to deliver a positive ROI.

Quality Website Partners

We only place digital ads on the top 2,000 websites as rated by ComScore. This avoids any issues with fraudulent clicks, bots or click-bait websites. Only the most trafficked, top tier content-providing sites are used to promote your company.

Reporting

Our reporting dashboard is among the best in the country. You'll have direct access to robust reports on all aspects of your campaign. Useful information that gives insight to how each element is performing and the lift that your investment is delivering.

Local Resources

We have a team right here in the Delaware Valley to help design, implement and monitor your campaigns.

Rich Media Ad Creation

Today Media provides rich media digital ad sets for every campaign. When it comes to getting noticed online, we have designers ready to go with creative ideas on building ads that will display across all devices.

AD SPECIFICATIONS AND STANDARDS

Targeted Display

100,000 impressions per month minimum

Ad Sizes:

300 x 600, 160 x 600, 300 x 250,

336 x 280, 320 x 50, 728 x 90

HTML preferred, JPG and PNG accepted

GeoFencing

50,000 impressions per month minimum

300,000 impressions per month

for foot traffic attribution

Native Content

The ads are created to be scalable on mobile.

Call to Action: 15 characters

Short Title: 25 Characters

Short Description: 90 characters

Long Title: 90 characters

Long Description: 140 characters

Main Image: 1200x627 is preferred, the max we can do is 1.91:1 aspect ratio 2000x1047

Client Logo (Optional) - 1:1 aspect ratio, min 200 x 200, max 512 x 512, file size max 400 KB. PNG with transparent background preferred

Targeted E-mail

600x1450, HTML file is recommended, Logo (transparent PNGs), images (JPEGs no smaller than 600 pixels), Need Count List Copy, Subject Line, Preview Text, (35 - 90 characters) URLs, Send Date and Time

E-blast

600x1450, HTML file is recommended, Logo (transparent PNGs), images (JPEGs no smaller than 600 pixels), Need copy, Subject Line, Preview Text, (35 - 90 characters) URLs, Send Date and Time

E-newsletter

300x250 JPG, URL and date

E-newsletter Sponsored Content

Post Photo:

800 x 533 (GIF or JPEG file at 40kb max, RGB at 72 pixels/inch)

Up to 50 words of advertiser-provided text, headline and url

Run Of Site Banner Ads

50,000 impressions per month minimum

Ad Sizes:

300 x 600, 300 x 250,

320 x 50, 728 x 90, 970 X 250

HTML preferred, JPG and PNG accepted

Pre-Roll and Connected TV

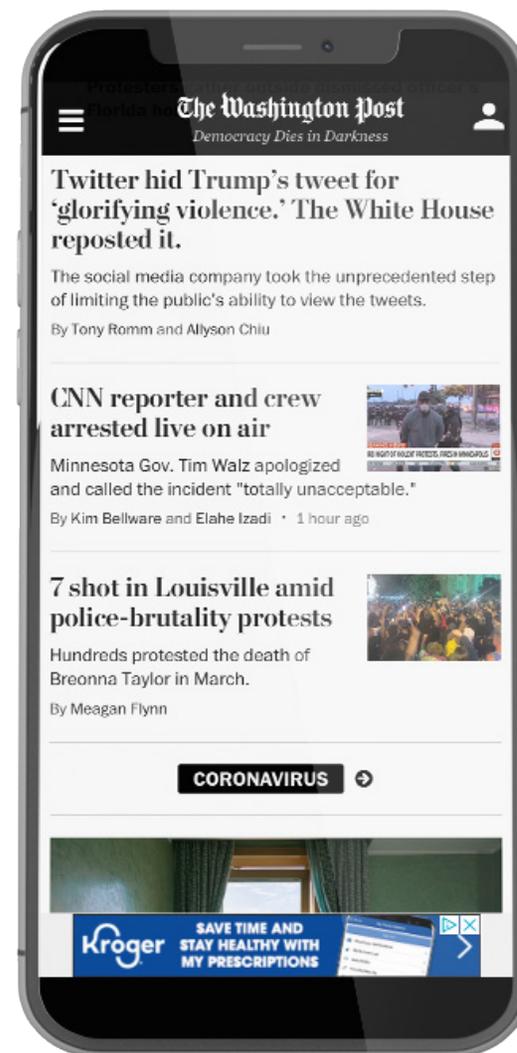
15 and 30 second length

Aspect Ratio: 16:9

MP4 Only

Social Media

Max. Asset Uploads: 10 | Video Formats: Any
Image Formats: .png, .jpg | Image Ratio: 1.91:1 to 4:5
Max. Video File Size: 4 GB | Max. Image File Size: 30 MB
Video Length: 5-60 Sec.



GLOSSARY OF TERMS

Bumper: Short :06 second non-skippable video ad.

ComScore: Company that measures website traffic across the internet. We use top 5,000 sites.

CTV: ConnectedTV. Television capable of streaming video content through multiple sources including stick, dongle, puck or built in Smart TV feature.

Cookies: A small amount of data generated by a website and saved by your web browser. Its purpose is to remember information about you, similar to a preference file created by a software application.

CPM: Cost Per Thousand. Reflects rate per 1,000 impressions. i.e. \$15/CPM

CTR: Click Through Rate. Divides the number of times an ad is clicked on by the total number of impressions.

DID: Device ID. The unique identification code assigned to every smartphone

FTA: Foot Traffic Attribution. Tracking users exposed in one GeoFence to see if they entered another i.e. who got the ad in the Navy stadium and then went into a secondary fence like at a local restaurant.

GeoFencing: Allows us to place a virtual fence around an address anywhere in the country and serve up client ads to smartphones within the fence.

GeoRetargeting: Follows someone exposed to an ad within a fence and serves up "reminder" ads during the following week or later.

Google AdWords: Buying specific words used in Google searches to place your business in a prime position on search results page.

Impressions: The number of times a digital ad is displayed

IP Targeting: Internet Protocol Targeting – zeroes in on specific web users based on a physical IP address and browsing history/behavior.

Lift: Comparing the behavior of people are exposed to a client's online ads vs. those who are not and seeing who visited the client's website.

Native Content: A type of advertising that matches the form and function of the platform upon which it appears

PPC: Pay Per Click – paying for an online ad each time it's clicked on.

Pixel: Tiny ad unit placed on user devices to track behavior and serve up relevant advertising content.

Programmatic Advertising: Another term for Targeted Display. Placing display ads across multiple websites and apps based to reach targeted consumers.

Retargeting: Sends additional ads to a prospect who has clicked on an ad and visited a client's website. Requires code (supplied by us) to activate.

Targeted Display: Targets internet users based on geography, gender, age, income, education, parenting and interests. We then serve up display ads based on those parameters.

Video Pre Roll: Placing a client's video ad in front of online video content.

View Throughs: Measures users who were exposed to an online ad and DID NOT click on the ad but ended up on the client's website.

LET'S GET STARTED

For advertising or sponsorship information, contact your account representative at Advertise@DelawareToday.com or 302.504.1326