

Digital Advertising 2017



Chattanooga Times Free Press

timesfreepress.com  

DIGITAL ADVERTISING

Homepage | Times Free Press

TUESDAY
JANUARY 20, 2015

Chattanooga Times Free Press

TO GIVE THE NEWS IMPARTIALLY, WITHOUT FEAR OR FAVOR

Chattanooga, TN 66°

Starting At **\$15,990** MSRP

SHOP NOW BUILD

WED THU FRI
H:55° L:35° H:54° L:37° H:46° L:36°

weather sponsored by
FREE HOME ASSESSMENT
Mark Hite
Chattanooga Home Inspection
(423) 666-1900

timesfreepress.com Local Business Sports Life Opinion Politics Obits National

Breaking heartmemorial.org

Woman who tried to set fire to roommate will head to trial 32 minutes ago

Chattanooga schools expand training for growing hotel and restaurant industries 2 hours ago

Man ticketed in Georgia for 'eating while driving' 2 hours ago

Gov. Bill Haslam traveling to promote Insure Tennessee 2 hours ago

Firefighters present more than \$40,000 to Chattanooga kids orphaned by house fire 3 hours ago

UTC replaces three ex-coaches

Waffle House signs deal for Pancake

Death penalty sought for Catoosa County woman

Tennessee physicians back Haslam's insurance plan

Laughing 1 day, gone the next: Answers elusive in death of UTC student found on Madellan Island

Elementary school principal found shot to death in TN

Chattanooga Update - January 20, 2015

2015 THE 2014 NISSAN SENTRA® Starting At \$15,990 MSRP

HIGHLIGHTS

11 happens in Chattanooga

neediest cases fund

NIGHT 2 KNOW

Government updates driver's license

Local

- Obits
- Weddings & Engagements
- Right2Know
- Chatter
- Community News
- Noticias Libres

Business

- TN Valley
- Chattanooga Diary
- National Business
- Business Experts
- EDGE

Sports

- College
- Preps
- Local
- Columns
- Professional
- Outdoors
- Nascar

Life

- Obits
- Weddings & Engagements
- Ideal Health
- ChattanoogaNow
- Get Out Chattanooga
- Dining Out

Opinion

- Cartoons
- Chattanooga Times
- Chattanooga Free Press
- Columns
- Rants
- Letters to the Editor

Politics

- Local
- State
- National

Chattanooga Times Free Press

400 East 11th St., Chattanooga, TN 37403

General Information: (423) 756-6900

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DIGITAL ADVERTISING

The Chattanooga Times Free Press website and mobile editions have evolved into a true online experience, allowing the user to interact and immerse themselves in

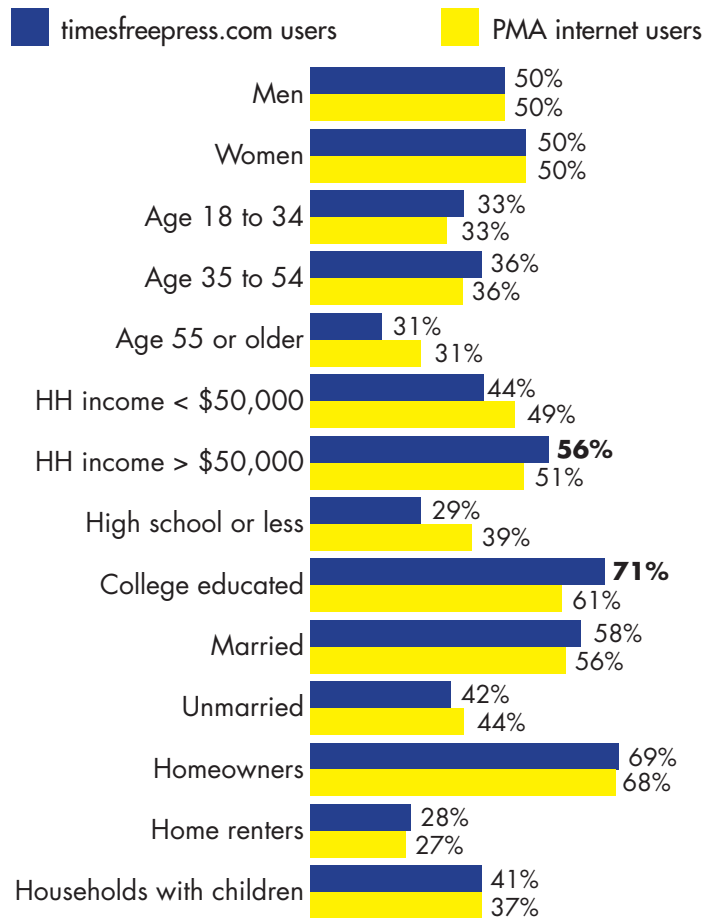
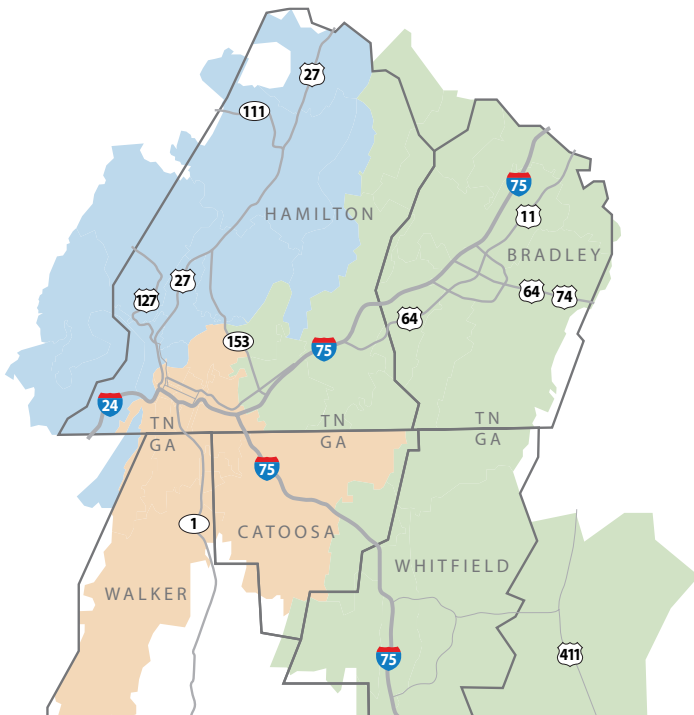
- Breaking News
- Video
- Local Sports
- Photo Slideshows
- Top local stories that the community is talking about

With niche environments within the site that reflect our community, timesfreepress.com offers something for everyone on every platform. Whether it's the final score, photos and stats from the late high school football game, shots from the local music scene, local health seminars and local opinions, you will find the most accurate and trusted local news coverage coming from the largest news-gathering team in the tri-state area. You'll find all this, including a local audience advertisers want to reach, only at timesfreepress.com.



CHATTANOOGA MARKET

timesfreepress.com users are more likely to be educated and have higher incomes, as compared with the overall online market.



Base: 390,795 adults in Chattanooga PMA who were on the internet in the past 30 days as compared to the adults who visited timesfreepress.com in the past 30 days.

Source: Scarborough Research, 2016, Release 1

EXPECTATIONS FROM ONLINE ADVERTISING

The biggest misconception with internet advertising is that people are going to be drawn to your ad and jump into your website in mass quantities. If you stop to think every time you visit the internet, how many ads do you see? How many do you click on? One in ten, one in fifty, one in one hundred – none at all? Do you consider yourself a typical internet user? Do you remember the internet ads that catch your attention? What was different about them? Which one caught your attention?

When considering internet advertising, if you choose a call to action in your ad it really needs to stand out to grab the attention and click of the viewer. Some of the more successful campaigns here at timesfreepress.com include contests with receiving free getaways, or some significant offer. Visit www.timesfreepress.com/advertise to see examples of creative and successful call-to-action online ad campaigns under the Online section of the page.

What is right for me?
How can I get the biggest bang for my buck?

Comparing it on CPM, internet is truly an inexpensive way to get your name out and in front of thousands of people per day.

Your support team at timesfreepress.com has the answers to get your name in front of them.

BEYOND CLICKS – VIEW THROUGH

Historically, online advertisers have focused intently on click-through rates. **Customers are likely to visit stores of websites on their own after seeing an ad online.** However, they have come to recognize that a significant amount of the effectiveness of online ads comes through a form of “view through”.

View through - when people visit an advertised website or store after seeing an online ad but without having clicked on the ad.

Click through – when a site visitor clicks on a link or banner ad.

Impressions – Number of times an ad is served or displayed on a page.

Ads are only counted as an impression when the ad image is fully loaded into the content page.

National Average of CTR for Newspaper websites = .08% - .20% (a consideration for only call to action ads)

Impressions	Clicks	CTR
100,000	200	0.20%
100,000	80	0.08%

BRANDING VS. CALL-TO-ACTION

There are two primary ways to advertise; branding and call to action.

Branding – establishing recognition of a product or item with a name or company, usually with high top-of-mind awareness.

Call-to-action – it entices the viewer to take steps that subsequently lead them to your site.

Call-to-action

Examples are: Buy one get one free, click here to be given \$450 with the close of a new loan, click for \$500 towards new window treatments – call-to-action is an incentive that will make the viewer compelled to click your ad because there is a timely reward for doing so.



Branding

Branding ads do not need to be as elaborate as a call to action. They create awareness by getting your name, business or product in the public eye. With an average of over 1,000,000 unique visitors and over 11 million page views per month, branding campaigns on timesfreepress.com get your name out in front of a large segment of our audience. The process involved in creating a unique name and image for a product in the consumer's mind, mainly through advertising campaigns with a consistent theme. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.



RATES

CPM Based on individual digital product

Unit

Leaderboard	\$12.00 CPM
In-Story	\$10.00 CPM
In-Story Video	\$12.00 CPM
Mobile	\$14.00 CPM
Homepage Takeover 1st Impression	\$750.00 per day
Homepage Takeover All Day	\$1,200 per day
Road Block	\$1,500 all day
Road Block All Day	\$1,500 per day
Audience Extension	\$12.00-\$20.00 CPM
Audience Extension Video	\$20.00-\$26.00 CPM

Details:

Timesfreepress.com is run-of-site across all TFP sites
Audience Extension is any product ran off of TFP sites
Video: mp4 format and a 300x215 for the end panel.

Creative Sizes:

Display & Mobile: 300x250, 728x90, 160x600, and 300x50/320x50 (Mobile).
Video: mp4 format and a 300x215 for the end panel.

Want to reach users in Chattanooga going to other websites?

Ask about extending you audience with our TFP Audience Extension Program.
See a timesfreepress.com media consultant for other pricing, targeting and availability.

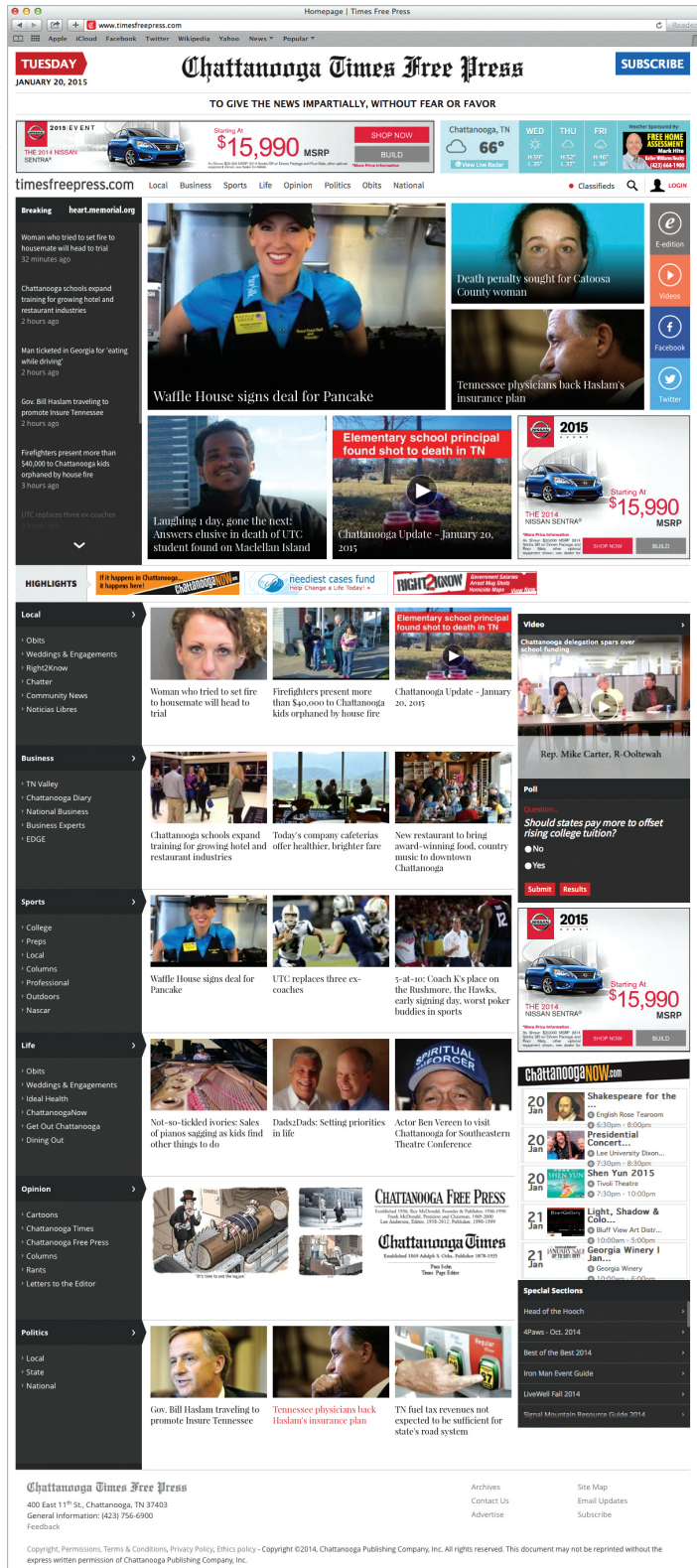


PREMIUM HOME PAGE AD POSITIONS

Home Page Takeovers Add-Ons

All of our Home Page Takeovers can be scheduled to be shown to each unique visitor who comes to the home page that day on their first impression, or scheduled for the entire day (minimized view for all impressions, following the first). We only schedule one per day, so you can dominate the main place people start their experience with timesfreepress.com that day!

Leaderboard
728x90 pixels
9.71" x 1.2"



Roadblock:
All 3 ad positions.
All impressions
\$1500 per day.

In Story
300x250
pixels
4" x 3.33"

Not actual sizes. Dimensions are accurate, but ads have been reduced to fit this page. All of the above ad sizes can be still images or animated (limit 3 animations). Available as JPEG, GIF, or Flash (SWF)

AD POSITIONS

The screenshot shows the top of the Chattanooga Times Free Press website. At the top, there are banners for 'DIETARY AIDE & COOK' and 'SODDY-DAISY HEALTH CARE CENTER'. A weather widget shows 59°F in Chattanooga, TN, with forecasts for Wednesday, Thursday, and Friday. A 'Weather Sponsored By' banner for 'Mark Hite' is also present. The navigation bar includes 'Local', 'Business', 'Sports', 'Life', 'Opinion', 'Politics', 'Obits', 'National', and 'Right2Know'. A search bar and 'SUBSCRIBE'/'LOGIN' buttons are on the right.

The main content area features a large billboard for '2016 best of preps ERIC BERRY LIVE IN CHATTANOOGA' on June 9 at 6 PM at the Chattanooga Convention Center. The billboard is sponsored by the Chattanooga Times Free Press and CHI Memorial, and includes logos for xfinity, CHATTEM, FIRST TENNESSEE, and hit96.

Below the billboard, there is a 'Breaking News' section with a story about a priest abuse victim sentenced for child pornography. To the right, there are three smaller image-based stories: one about Angelina Jolie teaching at the Tenness School of Cosmetology, one about Tennessee's first Miracle Field, and one about a woman recalling moments before her husband was killed by police.

Sliding Billboard: Slides down from navigation bar to show animated billboard. Minimizes to pencil ad after 8 seconds or on all impressions after 1st impression. Option to replay ad again within pencil ad position. Available on the home page to only one advertiser per day. \$750 for 1st impression • \$1200 for all day

This screenshot shows the same website layout as above, but with a 'Sticky Note' advertisement overlaid in the center. The sticky note is for 'Window World' and features the text 'Fall into Savings!', 'Call for a FREE estimate today!', and 'WINDOWS - SIDING - DOORS (423) 822-2392'. It also includes a smartphone graphic showing a financing offer of '15% financing for 15 months'. The sticky note is partially obscuring the 'Breaking News' and 'POPULAR STORIES' sections.

The 'Breaking News' section includes stories about weekend winners and losers, ex-congregants revealing years of ongoing abuse, and another Alabama inmate killed inside state prison. The 'POPULAR STORIES' section includes a story about a wife recalling moments before her husband was killed by police and another about a North Georgia white supremacist indicted for possessing deadly ricin.

Sticky Note: Animated version of the print sticky note on the home page. Will flip from front to back with user initiation. Stays fully visible for 8 seconds then retracts into pencil ad with option for user to replay. Available on the home page only to one advertiser per day. \$750 1st impression • \$1200 for all day

Not actual sizes. Dimensions are accurate, but ads have been reduced to fit this page. All of the above ad sizes can be still images or animated (limit 3 animations). Available as JPEG, GIF, orHTML5.

TERMINOLOGY

Pixel: The smallest unit of measurement within a webpage. Dimensions are in reference to a certain number of pixels wide by pixels high.

CPM: Cost per one thousand impressions or page views.

Animated Display: Advertiser's Advertisement will be displayed in components, in sequence to deliver a complete message.

Click Through: An instance of a user taking action on a digitally-served advertisement by selecting it with the cursor. When the ad placement system receives a request for a click-through, the system will find the corresponding redirect location associated with the clicked-upon banner, it will log the click-through information and send a direct response to the user's web browser with the new destination location.

Static Display: Advertiser's advertisement will be displayed without rotation on the website - it's a locked position.

Rotating Display: Advertiser's advertisement will be displayed on the site in rotation. Advertisements in a particular position will rotate through every time that page is refreshed or accessed. In these cases, advertisement exposures are based on a cost per one thousand page views.

SIZES

Leaderboard

728 x 90 pixels
9.71" x 1.2"

Instory Rectangle

300 x 250 pixels
4" x 3.33"

Check with your sales rep on Premium Homepage Ad Position Sizes.

DEADLINES & POLICIES

Deadlines for Campaign Start

Advertiser provided materials for creative deadline is 10 business days prior to campaign start date.

Monday Start: Final sign off proof due to customer by Wednesday 12:00 p.m./noon.

Final approval from customer, or customer supplied ad tags/creative due by Thursday 12:00 p.m./noon.

Tuesday Start: Final sign off proof due to customer by Thursday 12:00 p.m./noon.

Final approval from customer, or customer supplied ad tags/creative due by Friday 12:00 p.m./noon.

Wednesday Start: Final sign off proof due to customer by Friday 5 p.m.

Final approval from customer, or customer supplied ad tags/creative due by Monday 12:00 p.m./noon.

Thursday Start: Final sign off proof due to customer by Monday 12:00 p.m./noon.

Final approval from customer, or customer supplied ad tags/creative due by Tuesday 12:00 p.m./noon.

Friday Start: Final sign off proof due to customer by Tuesday 12:00 p.m./noon.

Final approval from customer, or customer supplied ad tags/creative due by Wednesday 12:00 p.m./noon.

Saturday Start: Final sign off proof due to customer by Wednesday 12:00 p.m./noon.

Final approval from customer, or customer supplied ad tags/creative due by Thursday 12:00 p.m./noon.

Sunday Start: Final sign off proof due to customer by Wednesday 12:00 p.m./noon.

Final approval from customer, or customer supplied ad tags/creative due by Thursday 12:00 p.m./noon.

Advertising Policies

The Chattanooga Times Free Press reserves the right to revise advertising rates at any time. Every prudent effort will be made, but it is not guaranteed, to give 30 days notice of any rate revision.

No allowance will be made for errors that do not materially affect the value of the advertisement. Liability for an error shall not exceed the cost of the space occupied by the error.

Rich media advertisements (Flash, Print Roll, Eyeblander, HTML5, etc.) are accepted.

All advertising subject to approval of publisher.