



Internet Advertising Sales & Selling Hybrid Packages to Gain Share of Market

by Daniel Ambrose
May 20, 2010, Minneapolis, MN



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What you'll like about selling Internet media... like you've said all along about print

- ◆ Environment matters
- ◆ Size matters
- ◆ Targeting matters
- ◆ Creative matters
- ◆ And you'll have an opportunity to sell larger deals by accessing new budgets and new advertisers that have never before been magazine advertisers
 - You can leverage your video assets online to make bigger sales
- ◆ Client and agency interest in your creative ideas
- ◆ There is a shortage of high quality Internet inventory available for you to sell

What you won't like about selling Internet media

- ◆ Client and agency obsession with click rates
- ◆ Short time frames to compete for business and to execute after winning the business
- ◆ After-the-sale client care, especially about optimization
- ◆ Client and agency demand for your creative ideas

Is Internet advertising a problem or an opportunity?

<p><u>Magazines</u></p> <ul style="list-style-type: none"> ◆ Static budgets ◆ Proven creative ◆ Limited innovation ◆ Varying sizes ◆ Under appreciated 	<p><u>Internet</u></p> <ul style="list-style-type: none"> ◆ Growing budgets ◆ Existing creative ◆ "Innovative" ◆ Standard sizes ◆ Delivers TV commercials in a more targeted way ◆ Over appreciated
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Why do I say magazines 'under appreciated?'

Ads can't be zapped
Readers value the ads

Introduction Hybrid Media Internet Basics Research + Beyond Grow your Audience Conclusion

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Agenda

- ◆ 9:00 – 10:30
 - Introduction to Internet Advertising and Hybrid Media Sales Strategies
 - Selling Hybrid Media in the new world of "integrated solutions"
 - Taking the mystery out of Internet advertising
- ◆ 10:45 – 12:15
 - Internet advertising terminology and systems, glossary, ad-types, etc.
- ◆ 1:15 – 2:45
 - Ad units and special marketing offerings beyond the banner
 - Research, and how to prepare for a call
- ◆ 3:00 – 4:30
 - Grow your audience this way
 - More thoughts, Conclusion and Q+A

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My background

- ◆ Advertising Sales;
 - *American Film & House Beautiful*
- ◆ Sales Management
 - Hearst Magazines, Cahnners, Ziff Davis,
- ◆ Publisher
 - New York Times Co. -- *Child*
- ◆ Consulting & Training
 - 120+ clients in 14 years including About.com, BZ Media, Gulf Publishing, Hearst, iVillage, Kaboose.com, MGM, *New York Magazine*, Palm Springs Life, Parade, PC World, Primedia Consumer Mags., *Sporting News*




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My background

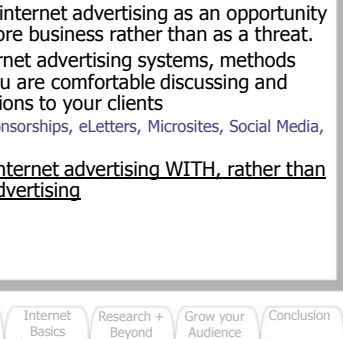
- ◆ Some personal experiences with Internet media:
 - Beliefnet
 - iVillage
 - Kaboose
 - Mediabistro



Introduction Social Media Map Metrics Research + Beyond Grow your Audience Glossary
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Goals

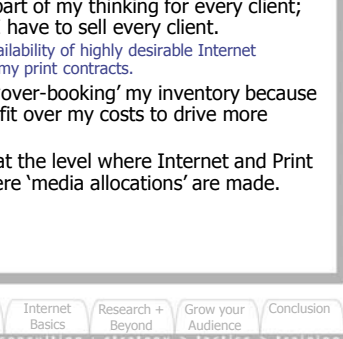
- ◆ Prepare you to view internet advertising as an opportunity that supports your core business rather than as a threat.
- ◆ Educate you on Internet advertising systems, methods and terms so that you are comfortable discussing and selling Internet solutions to your clients
 - Banner Ads, Blog Sponsorships, eLetters, Microsites, Social Media, Sponsorships, Video
- ◆ Prepare you to sell Internet advertising WITH, rather than against, your print advertising



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Three things I want you to get from our session

- ◆ I'll make Internet a part of my thinking for every client; but I won't feel like I have to sell every client.
 - I'll use the limited availability of highly desirable Internet inventory to support my print contracts.
- ◆ I won't worry about 'over-booking' my inventory because I'm selling it at a profit over my costs to drive more traffic.
- ◆ I'll call on the client at the level where Internet and Print both report, and where 'media allocations' are made.



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Slide 11: A diagram showing the combination of a print magazine and an online website. On the left is the cover of 'In-Fisherman' magazine, featuring a large fish. A plus sign is between the magazine and a screenshot of the 'In-Fisherman' website. An equals sign is to the right of the website screenshot. The slide includes a navigation bar at the bottom with tabs for 'Introduction', 'Hybrid Media', 'Internet Basics', 'Research + Beyond', 'Grow your Audience', and 'Conclusion'. The footer text reads 'media management consulting : strategy > tactics > training' and '© ambro.com, corp. 2010'.

Slide 12: A slide with the title 'Hybrid Media' in large bold letters. Below it is the text: 'Like a hybrid automobile, either more efficient or more powerful for the same fuel (\$) input.' The slide includes a navigation bar at the bottom with tabs for 'Introduction', 'Hybrid Media', 'Internet Basics', 'Research + Beyond', 'Grow your Audience', and 'Conclusion'. The footer text reads 'media management consulting : strategy > tactics > training' and '© ambro.com, corp. 2010'.

Slide 13: A slide titled 'How Hybrid advertising packages work: Imagine the audiences of these two buys'. It features a diagram with two overlapping yellow circles representing audience sets. One circle is larger than the other. A pink arrow points from the text 'Only random overlap' to the intersection of the two circles. To the right is a screenshot of a website. The slide includes a navigation bar at the bottom with tabs for 'Introduction', 'Hybrid Media', 'Internet Basics', 'Research + Beyond', 'Grow your Audience', and 'Conclusion'. The footer text reads 'media management consulting : strategy > tactics > training' and '© ambro.com, corp. 2010'.

Look at the magazine business and Internet media another way

- ◆ The magazine business is circumscribed by a set of economic factors
 - Fixed costs of editorial and design
 - Rising (variable) costs of paper printing and delivery
 - Paper and printing
 - Costs and limits of newsstand visibility
 - Postage; to subscribers and for direct mail, renewal and billing
 - Subscriber and newsstand revenue and advertising revenue

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Different costs = different business model

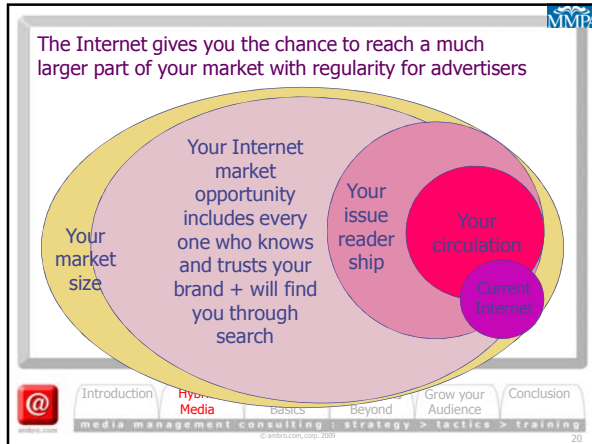
- ◆ What if all these economic factors were changed? Your business would have a much different shape and size
- ◆ The internet has roughly the same kind of fixed costs of editorial and design, but radically different incremental costs of promotion to find new readers, and of delivery to readers/users

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Lets expand your thinking to think like your advertisers;
They want to reach all of their market, which is your market

The diagram consists of four overlapping circles. The largest, outermost circle is yellow and labeled 'Your market size'. Inside it is a purple circle labeled 'Your annual readership'. Inside the purple circle is a pink circle labeled 'Your issue readership'. The innermost circle is red and labeled 'Your circulation'. The circles overlap in various combinations, illustrating that circulation is a subset of issue readership, which is a subset of annual readership, which is a subset of the total market size.

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- Some advantages of Hybrid strategy
- ◆ Provide your advertisers with
 - increased reach
 - increased frequency
 - lowered cpms
 - alternative creative units
 - differing advertising functionality
 - surround-sound marketing
 - ◆ Deliver a demographically and psychographically similar target market in addition to print

- Lets look at some examples
- ◆ The Knot
 - 3.0 million unique visitors/month*
 - Regional magazine titles = 1.1 million circulation in 17 cities
 - ◆ New York Magazine
 - 425,000 weekly circulation
 - 5.7 million unique users Feb-08 – Jan 09**
 - ◆ Forbes Magazine
 - 900,000 U.S. circulation
 - 17.0 million global unique users/month***
- Sources: *Company web site (Quantcast); **company web site (Omniure); ***Company Website (Omniure 2/2010)

The most active customers – most valuable to advertisers – use both print and online

- ◆ They read the magazine to keep up-to-date on the big picture
- ◆ They use the internet to
 - Send info to colleagues or friends, and other-wise connect socially
 - Search for solutions
 - Refer back to archives
 - Search for products
 - Get quick updates and/or more information
 - Make purchases

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One American in ten tells the other nine how to vote, where to eat, and what to buy. They are The Influentials

ED KELLER AND JON BERRY

In every market there are influential customers

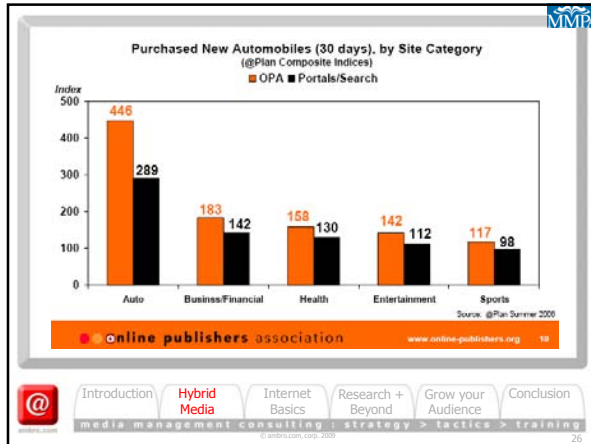
- ◆ Whether it's guns or food, health or cars, the most influential consumers buy more and influence more others to imitate them
- ◆ Influentials are the most active seekers of information and they are more likely to be both print and online readers

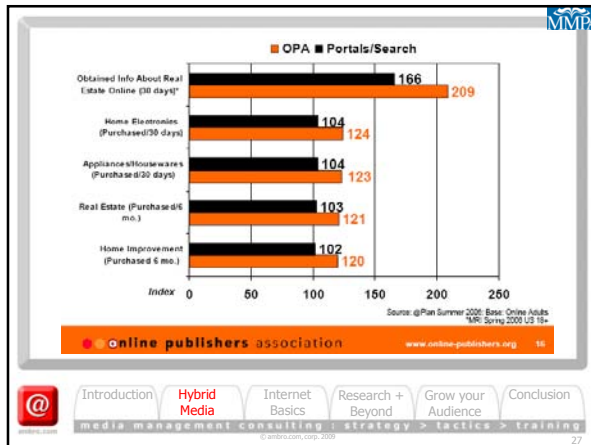
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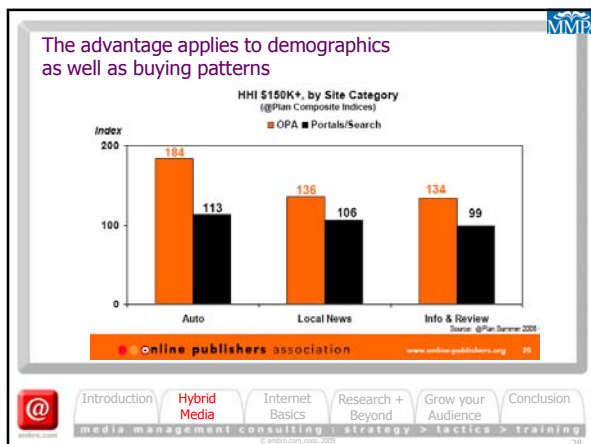
It's not just the duplicated audience that matters

- ◆ Consumers of branded content, content known by its audience to have a quality editorial point of view behind it, are better customers
- ◆ Here's some data from an Online Publishers Association survey of Internet users comparing original content companies' audiences vs. the audiences of search companies and portals like Yahoo and MSN

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It is not just the quality of the audiences you can deliver with Hybrid Media that matters

- ◆ Two (or three or more) media you can sell means you can offer solutions to two or more marketing problems
 - Magazines do one (or more) thing(s) for your client
 - ◆ (a differently defined purpose for each client)
 - Internet answers other needs

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Hybrid Media is more powerful media

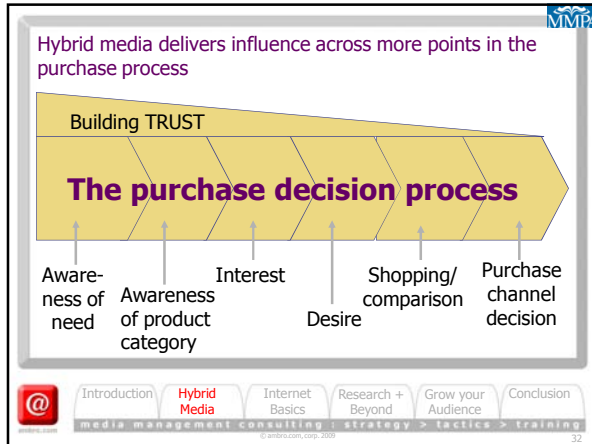
- ◆ Magazine + Online is...
 - Brand building + transaction executing
 - Product introducing + dealer finding
 - Inspiring interest + deal closing
 - Image building + reach increasing
 - Trust building + resource providing
 - Reputation establishing + cpm lowering
 - Opinion leader influencing + frequency building

...turning you from a vendor into a marketing solution provider

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Hybrid media makes you more important to your clients

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Lets take a break

When we come back:
Terminology, systems and product knowledge

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In all media businesses, you sell impressions

- ◆ Like all media; impressions are the raw material of advertising online
- ◆ Advertisers know that all impressions are not created equal. Each media has different price ranges for impression values
 - Television & Cable from \$5/M to \$35/M
 - Outdoor very low
 - Magazines very high
 - Online from \$.50/M to \$90/M, the widest range on 'similar' media

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The basics: You sell impressions

- ◆ There may be more than one ad on a page...creating a multiple of impressions compared to page views

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The basics

Page views are the raw number most related to the economic potential of a site...if it were sold out:

Banner Rev/impression +	\$.015 (equal to \$15/M)
Video-Rectangle +	.035
Rectangle Rev/impression =	.017

Revenue per Page	\$.067
Page views Per Month	1,000,000
X Revenue/Page	.067

Total Ad Rev Potential/Month	\$67,000/month

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- ◆ High quality Internet inventory is a scarce resource
 - Your networks' page views are finite
 - In the short run – at least – there should be more demand than there is supply
- ◆ Use that situation to
 - Lock up print contract minimums
 - Keep Internet CPM's high

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What are 'High quality' impressions?

- ◆ Above the fold
- ◆ Served and tracked with *dynamic ad-serving*
- ◆ In quality *trusted-and-branded* content

Above the 'fold'

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OnLineSPIN
controversy served fresh daily

Thursday, January 11, 2007
Our Inventory Problem
By Dave Morgan

The new year begins and online advertising continues to boom. All is right with the world, right? Not really. If even a modest number of the top 1,000 consumer marketers woke up tomorrow, realized that they have been under-spending on online relative to offline advertising, and decided to double their online spending to bring it more in line with the amount of time that consumers spend online, it's very likely that their agencies could register any appropriate places to put it.

Today, unfortunately, the online industry just does not have enough additional accessible high-quality inventory to handle a major influx of new spending, particularly in key vertical content areas.

placements?

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State of the art page design

PCWorld harnesses CPM, CPC, and lead-generation revenue streams on all pages, + in some cases sponsorship revenue

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A very basic proposal

Flight Dates	Units	Impressions	CPM	Total
Monday 3/5 – Saturday 3/24	Medium Rectangle	150,000	\$25.00	\$3,750
Monday 3/19 – Saturday 3/24	Medium Skyscraper	50,000	\$27.00	\$1,350
	Totals	200,000	\$25.50	\$5,100

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Proposals list each unit and impressions and (different) rates

Internet Advertising Sales Proposal Sheet											
Advertiser: Big Spending Casino											
Agency: Medium Local Shop		This proposal valid until: 1/10/2006									
Campaign Dates: January 1, to March 31, 2007											
Positioning	Ad Unit	Impressions	Flight Dates		Adbid Services	Added Service	RCS CPM	CPM Increase	Total CPM	Total Cost	Notes
			Start	End							
Home Page Week One	Leaderboard	10,000	1/1/07	1/7/07	HomePage		\$ 25.00	\$ 2.00	\$ 27.00	\$270	
Home Page Friday	M Rectangle	100,000	1/1/07	3/31/07	Day Targeting		\$ 25.00	\$ 3.00	\$ 28.00	\$3,800	
Entertainment Section	Skyscraper	50,000	1/1/07	3/31/07	Roadblock	Day Targeting	\$ 25.00	\$ 4.00	\$ 29.00	\$1,450	
Entertainment Section	Leaderboard	50,000	1/1/07	3/31/07			\$ 25.00	\$ 0.00	\$ 25.00	\$1,250	
Entertainment Section	M Rectangle	50,000	1/1/07	3/31/07			\$ 25.00	\$ 0.00	\$ 25.00	\$1,250	
Rem of Site	Leaderboard	100,000	1/1/07	3/31/07			\$ 25.00	\$ 0.00	\$ 25.00	\$2,500	
							\$ 25.00	\$ 0.00	\$ 25.00	\$0	
							\$ 25.00	\$ 0.00	\$ 25.00	\$0	
							\$ 25.00	\$ 0.00	\$ 25.00	\$0	
Total Impressions		380,000								Total Cost	\$10,000
										Average CPM	\$26.32

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◆ Unique Users (or visitors) are just that, unique...so we only count them once in a particular reporting period

- Like readers...a somewhat different group each month
- The most commonly used reference to unique users is 'per month' measurement
- If you are comparing your unique users to another site be sure that you are comparing apples-to-apples with unique users measured over the same length of time

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◆ Visits (or unique visits) are the times each 'unique user' comes back in a given period of time

- Most sites will have approximately 2 'visits per unique user per month'
- More successful sites will be growing the frequency of visits
- Visits are separated into 'two visits' when a unique user clicks on a second page of a web site more than 30 minutes after clicking on the previous page

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...so a web media property has

- A number of unique users per month
- An average number of visits per month per unique user (more than one per unique user)
- An average number of page views per visit
- An average number of ads per page view

...all of which, when multiplied together determine the number of potential advertising impressions

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◆ If a competitor has more "unique users," that DOES NOT mean an advertiser will reach more customers


◆ An advertiser buys a guaranteed number of impressions. If they buy 250,000 from you and 250,000 from Yahoo they have reached the same number of impressions

....but your audience is higher quality

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Ad packages are sold on this basis

- ◆ CPM for the unit;
times
- ◆ Thousands of impressions
(Delivered in a specific period of time)
equals
- ◆ Total (net) Dollars



If the advertiser gives you a budget


- ◆ Dollars
divided by
- ◆ CPM (from your rate card)
equals
- ◆ Thousands of impressions they can buy



Internet ad math

$$\frac{\text{_____}}{\text{CPM}} \times \frac{\text{_____}}{\text{000's impressions}} = \frac{\text{_____}}{\text{Spending}}$$

$$\frac{\text{Spending}}{\text{_____}} \div \frac{\text{_____}}{\text{CPM}} = \frac{\text{_____}}{\text{000's impressions}}$$

$$\frac{\text{Spending}}{\text{_____}} \div \frac{\text{_____}}{\text{000's impressions}} = \frac{\text{_____}}{\text{CPM}}$$


Best practices

- ◆ Establish a minimum buy
 - If you sell a very small buy the advertiser simply won't 'feel' the impact, nor 'see' the ad enough to feel confident it's working
- ◆ Be flexible with start and stop dates
- ◆ The starting point price is a CPM for each unit based on ROS inventory; then there are the 'add-ons'

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Creative units and pricing

- ◆ Banners, buttons, rectangles, skyscrapers, videos
 - The most common form of advertising on a web site. These are displayed "inline" with the display of the content (except interstitials)
 - Market specificity, size, and intrusiveness of the ad unit are all factors in pricing.
 - Evidence shows that, all else being equal, larger ads DO generate higher click rates
 - Evidence also shows that the right context – or what we've called 'environment' – matters, and delivers higher click rates, too

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◆ UAP (Universal Ad Package) - A standardized set of 4 ad unit sizes that the Internet Advertising Bureau is encouraging all sites to adopt. The sizes are the Leaderboard Banner; Medium Rectangle; Wide Skyscraper, and Rectangle

Unit	Height	Width	Animation	Border
Leaderboard	250px	728px	15 Second Limit	None
Medium Rectangle	250px	300px		
Wide Skyscraper	125px	300px		
Rectangle	50px	300px		

Interactive Advertising Bureau

Glossary A-D

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New Online Publishers Association promoted units

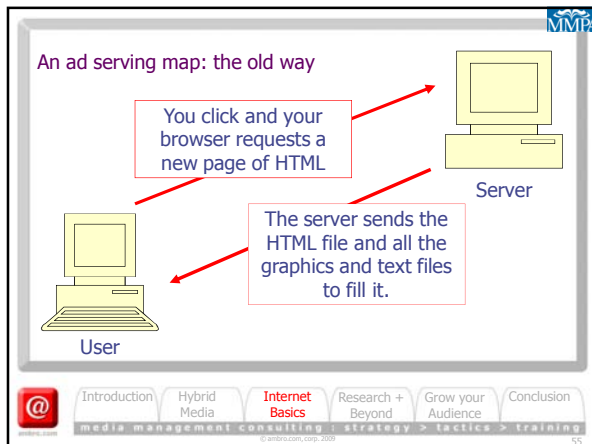
- ◆ The **Fixed Panel** (recommended dimension is 336 wide x 860 tall), which looks naturally embedded into the page layout and scrolls to the top and bottom of the page as a user scrolls
- ◆ The **XXL Box** (recommended dimension is 468 wide x 648 tall), which has page-turn functionality with video capability
- ◆ The **Pushdown** (recommended dimension is 970 wide x 418 tall), which opens to display the advertisement and then rolls up to the top of the page

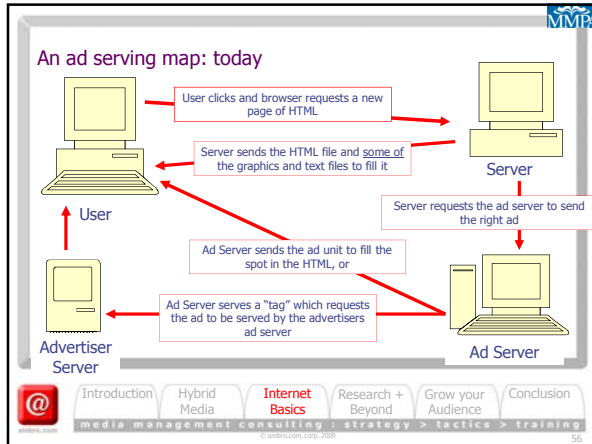
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Impressions are delivered via Dynamic Rotation - delivery of ads on a rotating, random basis so that users are exposed to different ads and ads are served in different pages of the site

- Most advertising is delivered in a dynamic rotation. But when a Sponsorship is purchased, usually the sponsor has a fixed position relative to specific content or tools. In that case the creative image *is not* dynamically rotated
- When you access a page on the site, and instruct your prospect on the phone to look at the same page, you two may be looking at different ads

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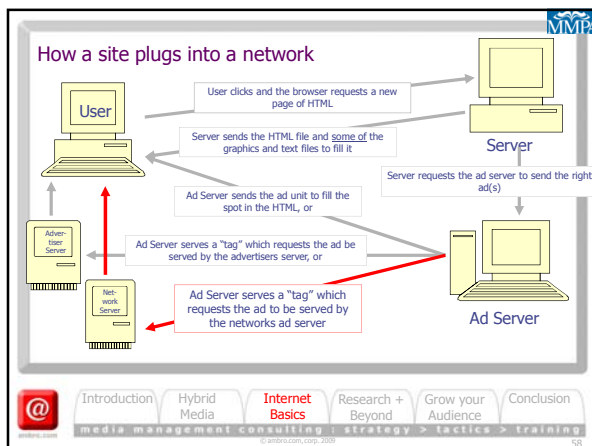




About ad-networks

- Entrepreneurs have assembled networks of thousands of sites; each of which alone would not have enough audience to interest advertisers. But together, they offer the scale advertisers like. There too many networks to list here, but Doubleclick was the first to reach a high level of awareness and serve many of the more recognizable brands
- Examples are; Valueclick, Casale, Burst, Advertising.com, 24-7 Real Media

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How do advertisers know they got what they paid for?

- ◆ All internet servers 'log' each 'transaction' or file served. A record of this activity is called the 'server log.' There are various pieces of server log software that renders this data consumable the most common being WebTrends
- ◆ Your server log reports will show your clients' ads, listed by different creative, and day-of week/month served and clicks
- ◆ The advertisers' server logs should roughly coincide with the clicks you recorded on your site indicating a reader clicked over to their site
- ◆ Your advertiser may use their own ad-server to keep track of all their campaigns in one place. They'll have a record of every ad served.
- ◆ Minor discrepancies will occur due to dropped commands and especially user 'abandonment'

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Behavioral Targeting
 targeting of advertising based on user tracking, to identify user behavior that is an interest indicator, then delivery of advertising following that behavior to present advertising of interest

- i.e.; if a person visits an automotive search site like Kelly Blue Book, he or she have thus indicated by their behavior that they are probable near future car buyers, and a car marketer might wish to serve him ads even after they leave KBB.com while she visits MTV.com. This is possible in 'networks' like 24-7 Real Media, Tacoda a range of other 'behavioral networks, and also by using 'spy-ware'

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Day-parting
 the concept of targeting all or some of the advertising in a campaign to run during specific times of day

- For example, a restaurant or night-club might determine that it wants all its advertising to run between 4:00 and 8:00 in the evening

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Geo-Targeting
 delivery of ads on geographic basis, based upon the known location of the IP address of the reader

- Geo-Targeting would allow an airline advertiser to target readers from California when they are looking at the NYTimes.com site, or an industry advertiser to send different ads to the US based internet browsers and another to the ones from outside the US
- Geo-Targeting, at this point in the consumer world, is notoriously inaccurate as all AOL surfers are identified as being from Dulles VA! Less inaccurate with b2b advertising because a greater percentage are from an identifiable IP address at a business

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Impression cap -
 The limitation on the number of impressions against an individual internet reader. This is most commonly used when high CPM rich media units are being served. The advertiser hopes to save money and extend the reach it receives from the campaign by limiting the impressions against the most frequent users of the web site who would be exposed over and over without the impression cap

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Why use an Impression cap?

The chart displays frequency distribution on the left y-axis (1x to 10x) and cumulative reach on the right y-axis (0 to 170,000). The x-axis represents 'Tens of Thousands of Unique Users'. Two red circles highlight 'Wasted Impressions' at the low-frequency end and 'Wasted Impressions' at the high-frequency end. Summary statistics are provided below the chart.

Total Campaign Impressions =	690,000
Total Unique Users Reached =	170,000
Average Impressions/Unique =	4.06
Effectively reached Uniques =	80,000
Reached ineffectively =	90,000

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Video

is often referred to as “rich media;” There are several ways to deliver video

- ◆ Flash Video
- ◆ Streaming Video
- ◆ HTML 5 (a new proposed standard)

- Advertising in videos can be delivered
 - ◆ Integrated content
 - ◆ Pre-roll or post-roll
 - ◆ Overlay

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Road-blocking

the practice of purchasing all or most of the advertising inventory on a site for a limited time to make sure that all the visitors see a particular ad message in a short amount of time

- Used most often for campaign launches, time specific promotions like sales, or date specific events like movie openings

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ROS or 'Run of Site'

the placement of advertising, most often on a rotating basis, on all parts of a site rather than restricting it to one section or channel of the site

- ROS comes from radio and television terminology where run-of-station is a common term

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Share-of-Voice
The percentage of a site's overall advertising inventory that is occupied by a particular advertiser

- Sophisticated advertisers who want to be noticed recognize that without a significant share of voice they will be lost among too many advertisers if they make a small buy on a large site
- SOV = Total Site Impressions/Advertisers Impressions

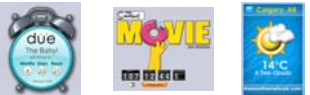
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Viral marketing
any advertising that propagates itself
advertising and/or marketing techniques that "spread" like a virus by getting passed on from consumer to consumer and market to market

- Email is the original viral marketing tool as it is so easily forwarded to others

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Widget -
a small software application that may be displayed on a web site, or downloaded and installed on a computer; widgets may be as simple as a clock displaying the time, or as complex as a window pulling new content on a continuous basis such as stock quotes. Widgets may be sponsored, and serve the same purpose as a sponsored store sign, i.e. a Coca Cola sponsored wall clock in a grocery store, building brand awareness on a semi-permanent basis



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Lets take a lunch break

When we come back:
Advertising Opportunities Beyond Banners


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Enewsletters

- ◆ Sell the same banners, skyscrapers or rectangle creative units as on your web pages
- ◆ Sell on the basis of the number of names on the email list, like circulation
- ◆ Because enewsletters are 'requested' and because they generate high click-through rates, CPM's are generally higher than for run-of-site advertising




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Enewsletters

- ◆ Enewsletters may also be sold as 'advertorials'
- ◆ Provided that your newsletter sign up policy and privacy policy is configured accordingly
- ◆ Limit "e-blasts" that are clearly only advertising; they bother your audience and encourage readers to un-subscribe



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Microsites, Jump Pages, MicroPortals

- ◆ Microsites, if built by the publisher (or the network sales organization) for an advertiser, are simply the equivalent of the editorial costs for a custom publication or advertorial
- ◆ A microsite is of little good to an advertiser however if you don't sell them advertising to drive audience to it. You sell them advertising for that purpose
- ◆ Creating microsites, or jump pages, perhaps on a localized basis, to support a buy, may be a key service you bring to the advertiser
- ◆ Use video in your microsite proposals if it is a hot-button

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Webinars

- ◆ Live or pre-recorded internet seminars are a powerful new tool to help advertisers reach 'about to buy' prospects, especially to generate qualified leads, make a big launch impact, explain a complicated product, or promote an expert
- ◆ Webinar sponsorship value is typically the sum of print pages, internet ads, and e-newsletters advertising the seminar, registration/participant data provided to the sponsor, and the follow-up marketing and post-event viewing
- ◆ Webinars can either be 'editorial' or 'advertorial' depending on your strategy, advertiser needs, and marketing situations. Generally 'editorial' webinars will attract larger audiences

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SellingPower **CITRIX** **GoToMeeting**

Register for the Webinar

Top Tips for Remote Desktop
Thursday, May 26, 2011 at 11 AM EDT

Register for the Webinar

Thank You
You have successfully registered for the following free webinar:

Topic: Top Tips for Remote Desktop
Date: Thursday, May 26, 2011 at 11 AM PDT / 2 PM EDT

For additional information on our following Corporate Sponsorship for a 100% commission on all Best Call-Advertising Customer [Registration](#). Or call us at (800) 372-8207. If you are calling outside the U.S., please call +1 (800) 890-2345.

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White papers and other free downloads

- Many sellers of complex products and services, have white papers they have authored or sponsored to help potential buyers understand the category and make purchase decisions. Media, too, may have or create them on subject matter of interest to their market.
- Offering the sponsorship opportunity for white papers, or the distribution of white papers as an advertiser-marketer service, is valued by many advertisers.

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Video is a big opportunity in the next few years

- In 2009, advertisers spent about \$700 million on Internet Video; up 32% from '08
- Forecasters expect video to be the fastest growing medium for the foreseeable future reaching \$5 Billion by 2012

Online Video: The Work is Just Beginning
by Jason Glickman, Tuesday, January 12, 2010

If you believe the forecasters, 2010 will be the year of the long-awaited inflection point when TV budgets begin to shift to online video in a meaningful way. In 2009, advertisers are projected to spend \$699 million on online video ads, an increase of 32% from last year, "outpacing growth rates for most other emerging media platforms," according to a forecast from Brian Winer, Global Director of Forecasting for Magna. Jack Myers says that online video advertising will increase by 15% to \$662 million in 2009 and is forecasting it to be the fastest growing segment of the media industry through 2012, when it is expected to hit nearly \$2 billion.

MAKE PERFORMANCE MARKETING PERFORM FOR YOU. **OMMA PERFORMANCE**

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Video generates engagement

- Video is very powerful; but how do you get started when you don't know how many people will view the advertising?
- Put the video on your home page, not in a 'video ghetto'
- Program video to launch upon page loading

SNOWBOAR

ARE YOU READY FOR 2011? WE ARE!

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Virtual Trade Show

- ◆ Developed during the days when many companies didn't have their own Web sites, virtual trade shows provided a way for companies to promote their products or services by up-loading content into a standardized template to be displayed to an audience aggregated by a b2b publisher

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Digital Magazines

- ◆ Software systems such as Nxtbook, Texterity, Zinio and others are good for reaching audiences that you can't afford to reach in print. Most successful uses are
 - Single sponsored; remove and replace all the ads in an issue or series and send to an additional list supplied by the sponsor
 - International reach

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Special solutions: Client needs leads

- ◆ Joint Registration Programs; also called "Co-Reg"
 - Sweepstakes (client provides the prize?) entry for readers to enter and sign up or when they opt-in for email newsletters or registration for functionality such as community participation


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More about "Click-Rates"

- ◆ Advertisers tend to over weight the importance of the last consumer impression that occurs before a transaction when trying to understand the importance of various media investments. That's why we see over-weighting of search advertising in the B2B world today
- ◆ Overweighting can easily be applied to internet media
 - When a consumer clicks on an ad, and orders a product, it is easy to attribute that action solely to the internet ad, when the person's trust in the company, and interest in the product, has been built up in advance by exposure to various ads in your magazine in the past, as well as internet ads they have previously encountered
- ◆ The click rate matters, but isn't the only value the advertiser gets from the ad




How online and offline audience research compare

	Print	Online
Auditing	ABC/BPA	Little to none yet.
Audience size	Circulation records	Server logs
Audience demographics	Proprietary or branded subscriber study i.e.; MRI, Erdos and Morgan	Internal (onsite) Surveys such as Survey Monkey or Zoomerang SiteCensus
Syndicated research; Sample based.	Simmons, Media Audit Scarborough JD Power MRI/MMR	Media Audit (local) Nielsen-NetRatings @Plan ComScore MediaMetrix AIM



What about ABC and BPA?

- ◆ Both are primarily focused on verifying that publications are going to people who want them, in a world where the media is 'sent' or 'delivered.' Online media – on the other-hand – is 'requested.' Hence the term 'server request.'
- ◆ ABC offers server-log auditing to validate unique users, visits and page views.
- ◆ BPA has a role in verifying online reader 'qualification' in restricted b2b sites, email list and server-log auditing, and an "integrated" report.



Pitch your brand

- ◆ Know the basics
 - An interactive media planner wants to know
 - ◆ Audience size: number of unique users per month
 - ◆ Audience demographics
 - ◆ Site content/tools/organization
 - ◆ How you compare with your competitors
 - What are the key differences
 - ◆ What 'brand' experience your online users come to the site expecting
 - ◆ Who are your competitors

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Know where your client has been spending, it's easy to measure and track

- ◆ Subscribe to a service to track and report client spending: CMR/Evaliant, Adrelevance, IMS etc.
 - Easy to use/pull: Similar to print CMR/PIB
 - Track spending and SOM/areas of growth
 - ◆ Travel & tourism, Retail, Pharmaceutical, Auto, Liquor, Luxury Goods. etc.
 - View creative
- ◆ Check a Google search to see who is advertising and what conclusions you can draw or suggestions you can make

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Some basic questions

- ◆ How is an audience measured?
 - Internal tracking; "server logs"
 - ◆ Using software on your own server, Omniture is the expensive top of the line, Webtrends may be the most common
 - ◆ Sending a message to a third party every time you serve a page (Google Analytics)
 - Other ways audiences are measured
 - ◆ Third-party (ad) servers track each page and 'ad served'
 - ◆ Single site measurements such as Site Census, a one site version of the Nielsen measurement systems, are also available
 - 'Syndicated' (expensive) services
 - Hybrid Services
 - ◆ Quantcast combines ISP measurement with a server initiated service

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Many competitors and methods for online audience measurement

- ◆ Based on sampling computer users
 - ComScore-MediaMetrix
 - ◆ Planning tool: AIM
 - Nielsen-NetRatings
 - ◆ Planning tool; @Plan
- ◆ Based on sampling ISP traffic
 - Hitwise
 - Compete



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Online audience measurement

- ◆ Many competitors and methods
 - Based on counting
 - ◆ Server Logs:
 - Web Trends
 - Omniture
 - ◆ Google Analytics
 - A combination of ISP sampling and direct counting
 - ◆ Quantcast
 - ◆ Compete



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◆ How are ads served?

- In-house serving (along side the content)
 - ◆ Custom built
 - ◆ Purchased or Share-ware software system; most common is OpenAds
- Third party serving (some best-known systems)
 - ◆ 24-7 Real Media
 - ◆ Accipiter
 - ◆ Burst AdConductor System.
 - ◆ Doubleclick-Dart (owned by Google)
 - ◆ Faulk (recently purchased by Doubleclick)
 - ◆ Google Ad Server

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What are your audience characteristics?

- Who
 - Demographics, psychographics, buying intentions and habits and influence
- Why
 - What is the audience looking for when they come to your site?
- What is the overlap with the print audience?
 - Measured by
 - MRI
 - Online survey
 - Insight Express, Survey Monkey, Zoomerang
 - Print survey.
 - How are the (online and offline) audiences different and how are they the same

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Making a sales call: What information to gather

- You need to custom prepare for each sales call, because you don't have the luxury of plunking down a magazine and talking about it
 - Visit the client's website
 - Do a search for a word a potential customer might use on Google or Yahoo
 - Print screen-shots of your site and your advertisers
 - A demographics-audience information sheet
 - A proposal worksheet

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Making a sales call: What to prepare

- An agenda
- A clear explanation of what it is about the content that attracts its audience online and off
- Most importantly you need to take your idea: Why will taking money from a rival media, and placing it with your magazine properties online, make a more powerful Hybrid Media combination?

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What to cover on a sales call


- ◆ User demographics and psychographics
 - Who are your users?
- ◆ Site content and tools
 - What are users looking for when they come?
- ◆ How your property or network compares with your competitors.
- ◆ Competitive advertisers – show them
 - One reason to have screenshots printed
- ◆ Other advertisers; who will they be associated with?
 - Another reason to have screenshots printed
- ◆ How are your ads served and tracked?
- ◆ Standard unit sizes.
 - A third reason to have screenshots printed
- ◆ Special opportunities

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You can't sell what you can't show

Capture and save screenshots like this


...provide Snagit (see techsmith.com) for all sales people



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To have the most successful sales calls...

- ◆ Set the agenda to manage the conversation
- ◆ Help define the marketing problem in order to sell your solution
- ◆ Script some questions to get the client started talking



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Lets take a break

When we come back:
Growing your traffic





The Yahoo Principles

- ◆ You can build a very loyal audience by directing your audience to find the good stuff
- ◆ You can't "out-content" the internet; use the internet's content
- ◆ Therefore, when thinking about how to build content and traffic for your site, consider rounding up, organizing, summarizing, and/or commenting on other site's content, even your competitor
- ◆ See *Mediabistro*, *Mediapost*, and *New York Times* for examples



Leveraging OPC (other people's content)

- ◆ Daily Media News Feed
 - 110,000 daily subscribers
 - Frequently combines links to several pieces covering the same story...sometimes pointing out the various points of view of the coverage in a few sentences

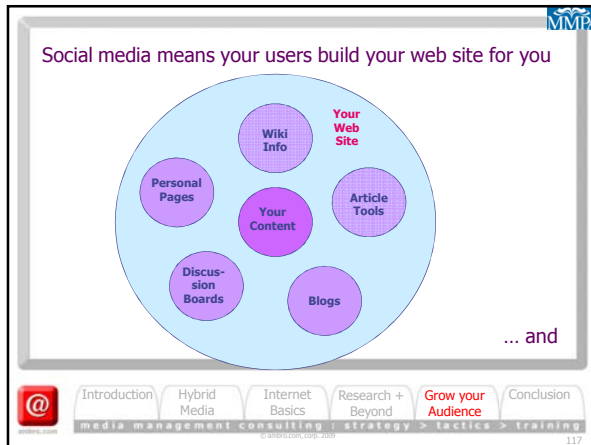



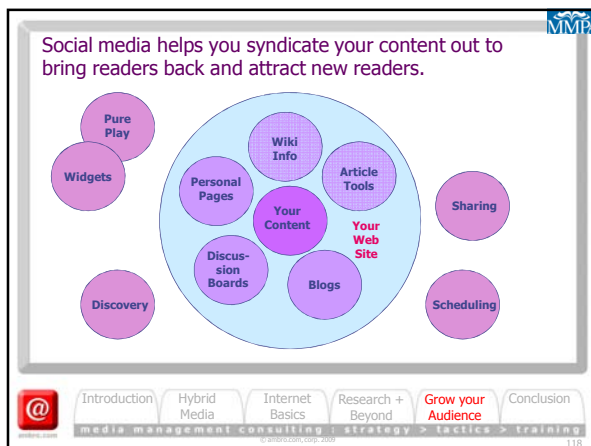
Social media will get you there.

	Publishing your site	(Email) Engaged community*	Self-publishing	Links from popularity sites	Links from Social Sites
Unique Users/Mo.	100,000	100,000	100,000	125,000	150,000
Visits/Unique /Mo.	2	5	8	8	8
Page Views/Visit	5	10	15	13	11
Total Page Views	1,000,000	5,000,000	12,000,000	13,000,000	13,200,000

*Engaged community = registered users w/ robust e-letter program + discussion boards.

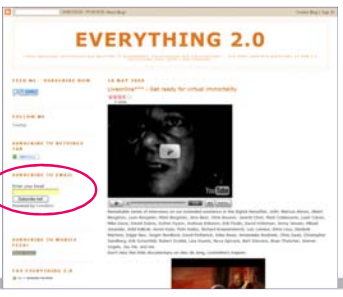
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Social media are about marketing your site

- ◆ Email is still the killer app of the Internet because it was the first Social Media
- ◆ Even "Everything 2.0" offers an email sign up



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Article tools



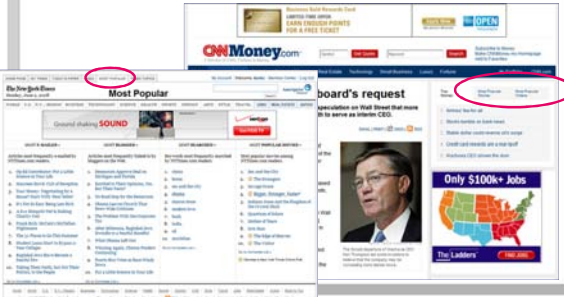
◆ Daily Candy built a \$100,000,000+ business on the social nature of emails that their audience really liked; they send it to their friends

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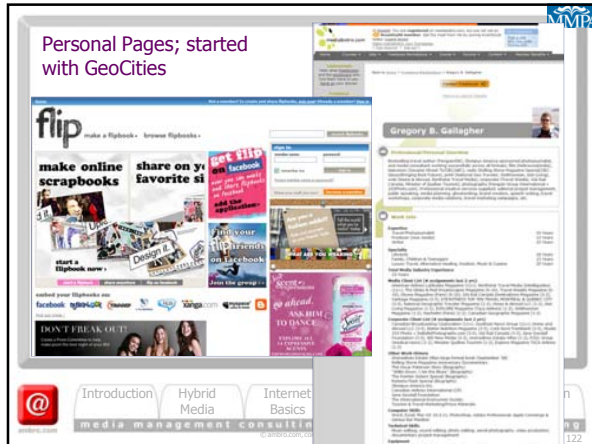
Most Popular Stories, Most Forwarded

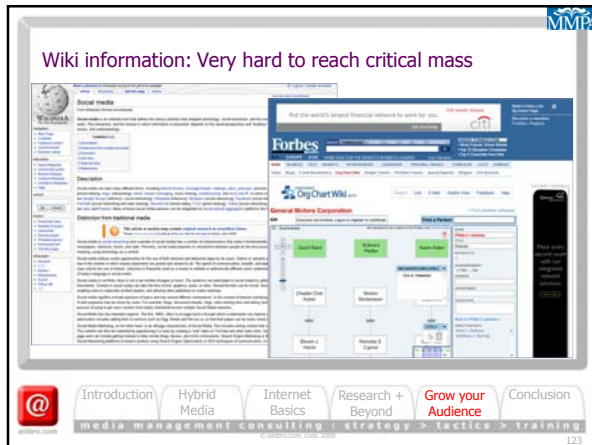


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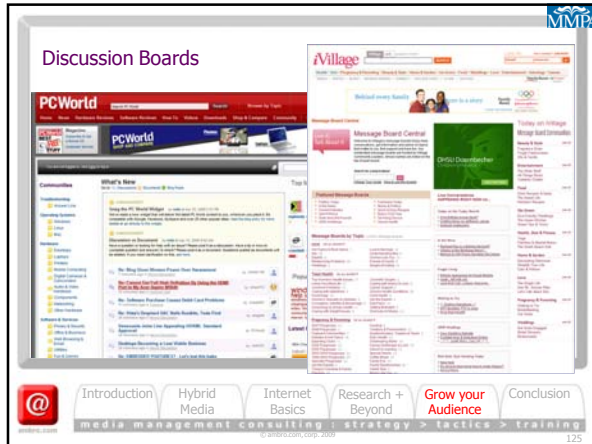
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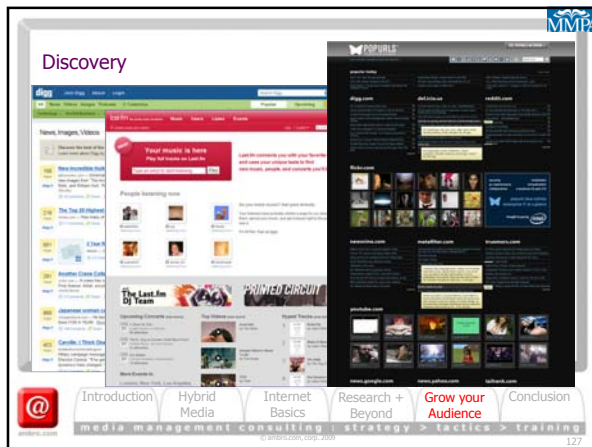












Metrics for social media

- ◆ No 'standardized' measurements
- ◆ Use *your* metrics to tell *your* story
- ◆ Kinds of metrics
 - Your site's engagement metrics
 - Your users pulling your content to their uses
 - Traffic from your syndication network
 - Application use; widgets

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For magazines; what to pay the most attention to

- ◆ Email
- ◆ Article tools
- ◆ Blogs
 - Your own – frequently updated content
 - PR to outside blogs for links back.
- ◆ Calendaring;
 - Special interest magazines
- ◆ (some) major Pure Plays
 - Audience is so large there are significant numbers of your market participating there.
 - Create a Facebook or LinkedIn Group page

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Article tools are social media

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Build a fan page on Facebook

- Wall Street Journals "D All Things Digital" group;
 - Drives traffic
 - Instigates discussion




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Run a promotion on Facebook

- Offer something (digital) for free

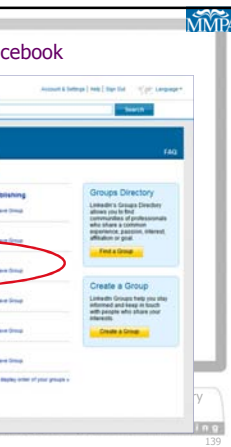


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LinkedIn; the business to business Facebook



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Use socially created content-participation

- ◆ Good critical mass in the community 'boards'
- ◆ Sponsorship?
 - Most Popular
 - Question of the Day

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Price new initiatives based on the marketing you will do to make people know about them

- ◆ Reebok wants to be associated with social media and the come-back story of the year to be: next year's New York Knicks
- ◆ You don't know how many Knicks widgets will be installed
- ◆ Two phases
 - Widget sponsorship \$10,000
 - Co-branded marketing of widget with banners; \$15/M x one million leader-board banner impression = \$15,000
 - In second phase pricing is based on projected widget impressions @ \$15/m (or to be negotiated)

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Some generalizations

<p><u>Magazines</u></p> <ul style="list-style-type: none"> ◆ Great for browsing ◆ Builds trust ◆ Shows you things you don't know you need to know. ◆ Big beautiful pictures ◆ Still pictures ◆ Carefully selected content ◆ Not in a hurry ◆ Great for being inspired. 	<p><u>Internet</u></p> <ul style="list-style-type: none"> ◆ Great for finding ◆ Relies on trust ◆ Shows more about things you know you need to know. ◆ Little pictures ◆ Moving pictures ◆ Jumble of content ◆ In a hurry ◆ Great for getting things done.
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An important counterpoint about media

Magazines

- ◆ When readers browse through a magazine it is a great opportunity for them to be exposed to new ideas, products or services that they didn't know they were interested in. This serendipity factor is very important to the readers and to the advertisers
- ◆ Advertisers need to communicate about products or services that the consumer doesn't know about, or isn't already interested in

Internet

- ◆ Using online media, readers have a very easy time learning lots more -- and yet more -- about less and less

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What's the same as print?

- ◆ Print and online are 'involving' media
- ◆ Audience engages in multiple places
 - at home, work, internet cafes, etc
- ◆ Online audience is coming to your magazine for the same values and with the same trust that brings them to the your magazine ...and more of the same content.
- ◆ Same level of design and sophistication
- ◆ Quality of the information is equal
- ◆ Advertisers verifiably get what they pay for

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What's different from print?

- ◆ Online audience is (usually) younger
- ◆ More action oriented users (looking for products and services)
- ◆ Unduplicated audience will be(come) bigger
- ◆ Advertisers do not reach the total 'unique users' for the property
- ◆ Immediate delivery, virtually no lead time
- ◆ Will attract a larger (global?) audience

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Online is a big new opportunity:

- ◆ Many 'non-print' advertisers will be available to you;
 - What percentage of the exhibitors at the Shot Show do you do business with? Now you can grow that penetration.
 - Those with no print creative.
 - Those who wish to time advertising with greater precision.
 - Those who believe the superior emotional power of video advertising.
 - Those who can't or don't plan ahead far enough for your print deadlines.
- ◆ Even for your existing advertisers you have the opportunity to capture a greater share of their spending.
- ◆ In the short-run, drive profitability with smart selling to support higher-end CPM's.

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Some other things to think about

- ◆ Who is your competition?
 - All television is vulnerable. Advertisers are worried about TV ads being zapped – for good reason. You have a large, national, solution
 - There are some big advertisers who use a lot of TV despite the fact that they have very upscale target audiences
- ◆ Television like ads online (online video) – for consumer or b2b companies -- will attract new money
- ◆ Every media company has new competition from digital startups

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Dan's 5 tips for success

- ◆ Prepare to sell Internet on every sales call
 - Every client is thinking about Internet
 - View your client's web site
 - Start with a question
 - Know how you think they should use your properties
- ◆ Use an integrated package to get appointments at a higher level than before
- ◆ Do a search for a word or phrase a potential customer's customer might use on Google or Yahoo searches
- ◆ Have a hypothesis for every customer about how you can move more merchandise or services
- ◆ Have screenshots printed out for your leave behind

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Daniel Ambrose
ambro.com, corp.
Media Management Consulting & Strategic Sales Training
3810 Vine Maple
Eugene, OR 97405
541-431-4500
Dan.Ambrose@ambro.com

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