

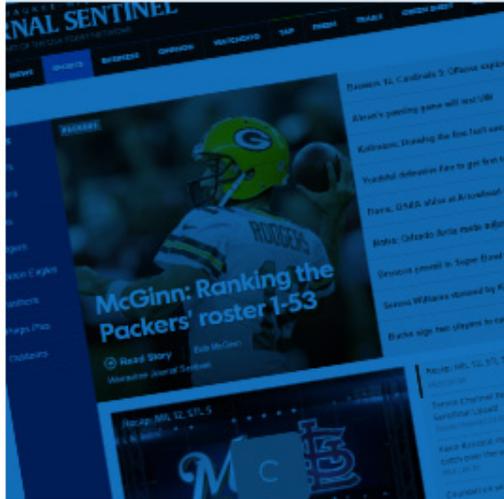


MJS Advertising Capabilities

Leading local digital marketing
services provider - 2016

MJS Difference

The Milwaukee Journal Sentinel has an extremely loyal audience composing of a variety of unique niches and genre's that are relevant to your industry and interested in your products and services.



In-Depth Reach

Our newsroom is dedicated to providing some of the best, in-depth coverage on community happenings, sports, politics and events!



Community

MJS & JSO are cornerstones within the southeastern Wisconsin market and have been providing engaging and topical insight for over 100 years!



Prize Winning

Our staff is highly involved in the Milwaukee community and we're committed to providing excellent news coverage and sophisticated promotional marketing services.

Our Capabilities

By understanding our audience and capabilities we can deliver well-developed promotional advertising campaigns to a highly engaged audience for our clients!



Engaged Audience

Our audience is thoroughly engaged and consistently eager to know more about the happenings in their local community.



Sophisticated Toolbox

We can deliver impactful, results driven marketing solutions to our advertising clients designed to enhance brand awareness and augment market share.



Integrated Programs

Our programs are unique to each of our advertising clients. We do our very best to discover your unique selling proposition and deliver a clear concise message using various online marketing tools and resources!



Integrated Programs

Our promotional programs are developed by experienced marketing professionals that are dedicated to helping you succeed! We utilize a combination of highly targeted, high impact digital solutions to deliver your message to the right audience!



Delivering Customers



Driving Results



Building Solutions

Our key focal points are centered around what's best for our clients. As we discover more about your business and industry we develop campaigns that are tailored made to your needs.





JSOnline Display

Discover the power of a hyper local site that engages
more than 5 million unique visitors each month!

JSOnline Display

JSOnline provides a variety of high impact, targeted ad placement combinations that we offer to our clients everyday! The key to understand your needs and build a sound solution to meet your objectives!



Engaged Audience

JSOnline is hyper-local, thorough and provides community and national content unlike any other site in Wisconsin.



Award Winning Content

The staff of the Milwaukee Journal Sentinel has been the recipient of the Pulitzer Prize on multiple occasions.



Awesome User Interface

Easy to use and navigate through different articles. Simple layout - responsive design



Excellent Promotional Opportunities

Our clients get to take advantage of unique promotional advertising opportunities to increase their brand awareness in the local and regional designated market area!

JOnline Statistics

By tapping into the power of the engaged audience of JOnline and identifying consumer segments we can identify a promotional campaign most ideal for delivering results!

JOnline reaches a multitude of demographics that engage with our content everyday!

25 - 34 Age Group



35 - 44 Age Group



45 - 54 Age Group



55 - 64 Age Group



30

Average Monthly Pageviews

30 million average monthly pageviews

5

Average Unique Visitors

5 million unique visitors each month

6.5

Average time spent on JOnline

Users of jsonline.com typically spend approximately 6.5 minutes each time they visit

52K

of Facebook Page Likes

JOnline is highly active on social media with over 52,000 Facebook® likes and over 44,000 Twitter® followers

JSONline Statistics

By tapping into the power of the engaged audience of JSONline and identifying consumer segments we can identify a promotional campaign most ideal for delivering results!



\$74K Average Income

Users of JSONline typically have an annual income of \$74K+



36% Employed Full-Time

36% of our engaged audience have been identified as being employed full-time



47% College Educated

47% of our readers have been identified as being college educated



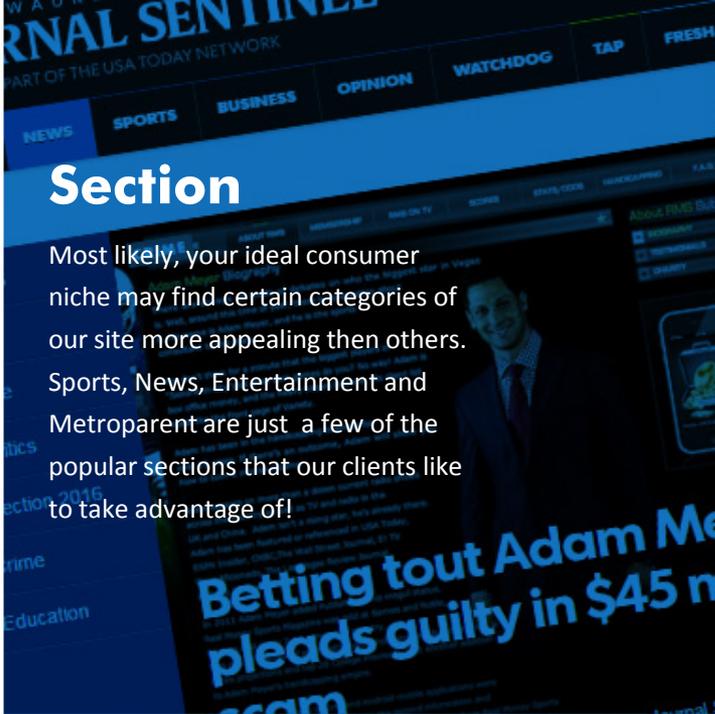
56% Have Families

56% of our users have families

Knowing our audience helps us build high quality effective campaigns for you.

Our goal is to identify exactly what your needs are and facilitate a promotional marketing campaign that we reach the right audience at the right time with the right message! We want to drive results and deliver cohesive promotional marketing solutions that are properly optimized for success!



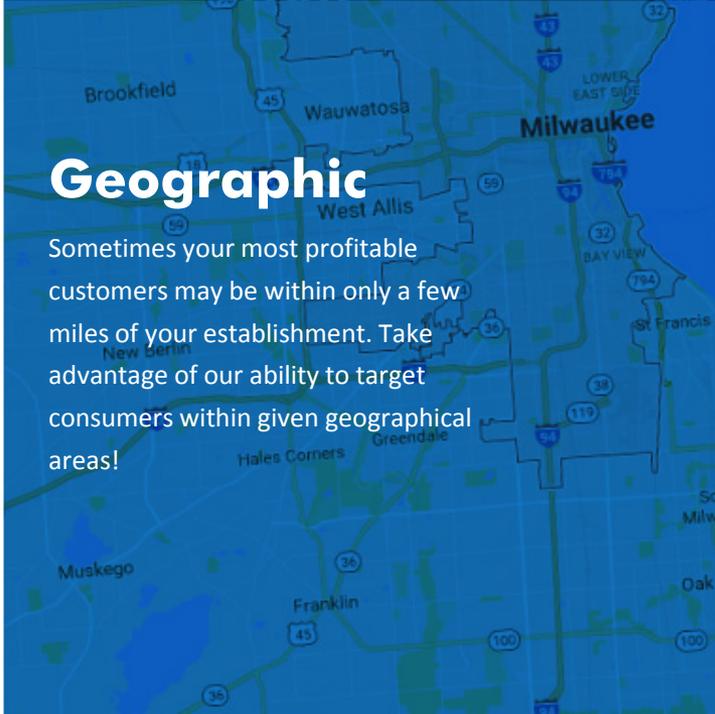


Section

Most likely, your ideal consumer niche may find certain categories of our site more appealing than others. Sports, News, Entertainment and Metroparent are just a few of the popular sections that our clients like to take advantage of!

Demographic

If your client fits within a certain age group, has a family, is more affluent we can target them and promote your campaign in front of your perfect customer!



Geographic

Sometimes your most profitable customers may be within only a few miles of your establishment. Take advantage of our ability to target consumers within given geographical areas!

Device

Our readers are engaged on desktop, mobile devices and tablets. We can create a campaign to target all three segments or only one if necessary!

Targeting on JSOnline.com

By identifying your needs and objectives we can hone in on a consumer market segment optimal for yielding excellent results.

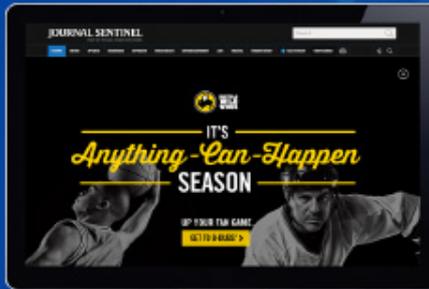
A woman with dark hair tied back, wearing a grey long-sleeved shirt, is shown in profile from the chest up. She is holding a white tablet computer with both hands and looking intently at the screen. The background is a brick wall, and the overall lighting is dim and warm, creating a professional and focused atmosphere.

High Impact Display

Tapping into the power of JSOnline and our premium high impact opportunities are sure to provide you with a edge over your competition!

High Impact Display

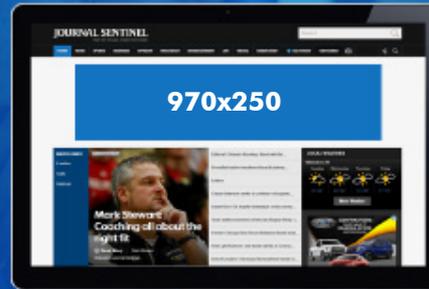
JSONline provides a variety of different ad placement combinations that we can offer to you as Premium Takeovers! You'll be highly visible and exclusive on some of our most highly read sections fronts!



Pushdown

Provides some of the most premium and exclusive sponsorship opportunity this position can be on either the homepage of any section front of JSONline.com!

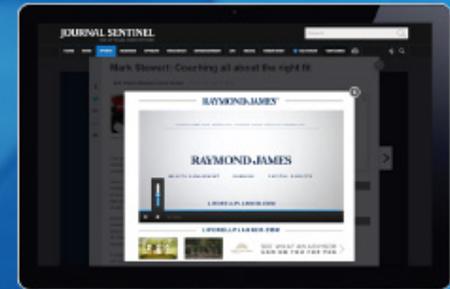
[View Example](#)



Billboard

Designed to drive user focus to a single advertising experience or message for maximum impact. Full rich media interactivity and the opportunity to showcase your brand in a highly effective way!

[View Example](#)



Transitional

By commanding the entire browser window, this ad ensures that your brand message is front and center and gives the engaged consumer a true awareness of your brand and business!

[View Example](#)

Pushdowns

A Pushdown expands downward upon initiation, pushing the site content down with it. Your ad takes center stage! The ad appears consistently but subtly on the top of the web page so viewers can choose to click on it at any point in time!

Pushdowns are highly visible, engaging and can be setup on the homepage of any section front of JSOnline.com!

Universal Interaction Rate

49%

Hover Rate

60%

Attention Quality

83%

[View Example](#)



Gravity

The Gravity ad unit on is a cinematic brand video showcased within a fluid design, full screen that automatically plays on a continuous loop with muted sound. Gravity is engineered for excellent consumer engagement and overall campaign success!

Gravity Ad

- Largest creative execution
- Commands attention
- Highest Engagement metrics

Performance

- More than half of users watched the video multiple times
- 28 seconds average in-view time

Universal Interaction Rate

61%

[View Example](#)



Branded Content

Content marketing has a more organic feel that is accepted by a large majority of the population. It's not about fooling the consumer, or brands trying to sneak their message by, but rather, if they can reach their intended audience in a more natural way and appeal to their interests, it is a perfect scenario to drive to the ultimate goal... Product purchase!

Branded Content Marketing can be great for:

- Product launch
- Drive in-store traffic
- Educate / Inform
- Communicate complex informative
- Entertain / Provide utility for reader



Storytelling

Bring your brand story to life in a compelling and meaningful way



Promotion

Drive awareness and engagement to your content across multiple platforms



Performance

Real-time performance measurements and constant optimization





Branded Content

Rules for Content Marketing:

- Consumers actually WANT to read it
- Good branded content get shared
- It's a perfect compliment to your display / brand campaign

Inform

The primary goal of branded content marketing should be to thoroughly inform the general public about an upcoming event, product, service or announcement that is relative and demands the attention of an engaged audience. In doing so, you also position your business as a industry authority on the topic.

Educate

Consumers are becoming better at making informed, educated decisions with larger purchases. It's crucial that our clients educate consumers and are front and center on industry related subjects throughout the discover and research process of the consumer buying journey.

Inspire

As an industry leader in news content we understand that it is our responsibility to keep our readers engaged with our content. Branded content is not only a platform to inform and educate a general audience but to inspire them in a way like no other and helping them understand solutions to modern day objectives.

Video

Video advertising is a vital component to a comprehensive digital marketing campaign. Video helps convert consumers into shoppers and enhances your brand awareness!

Video is an excellent way to connect with consumers and potential clients!

Using video drives purchase intent by 3x.

Video ads have show to increase CTR's by 100 - 200%

Video landing pages engage customers 5x more effectively than other online media.



[View Example](#)

Source: Hubspot

71%

Consumers watch

71% of internet users watch videos

41%

Consumers take action

41% of consumers take action immediately after watching a video online.



Video

For the consumer, video is a way to enhance their online experience and learn about a topic, brand or industry more effectively. Video helps provide purchasing confidence and helps consumer retain more information about your brand or message!

Source: Hubspot



Consumers watch videos

The average online user is exposed to an average of 32.3 video each month.



Consumers trust videos

36% of online consumers say that they trust video ads



Consumers share videos

92% of mobile video consumers share videos with others



Display Retargeting

Utilize our services to enhance the frequency and targeting of your digital marketing strategy.

Audience Retargeting

Audience targeting is based on identifying an ideal consumer audience, niche or group that is most likely interested in your industry or in market for your services. This can be indicated by a consumer visiting your site, researching topics online or visiting industry related sites or being of a certain demographic or living in a given geographical radius. Once identified your ads will be displayed in front of this audience on multiple sites that help draw them back to your website!



Google

amazon

Newsweek

bing

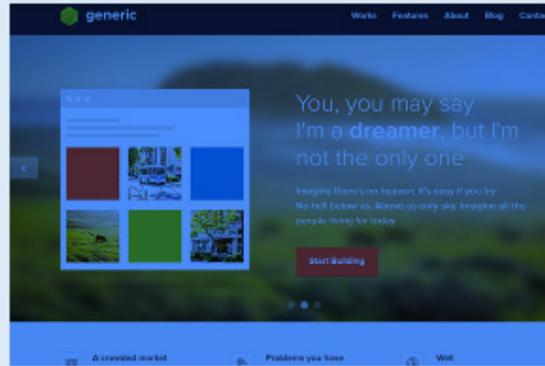
Expedia

Men'sHealth

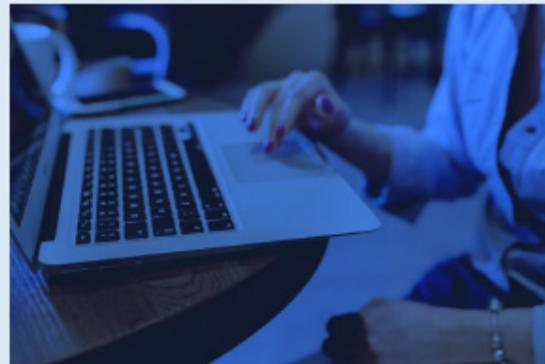


Explaining Site Retargeting

Digital display retargeting uses a combination of tactics and websites to deliver your campaign to the most niche, in-market audience possible and maximizes your ROI!



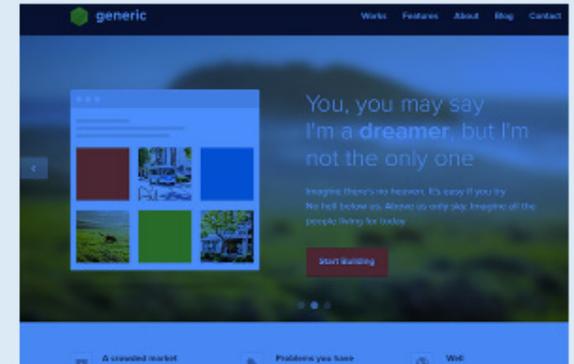
1. Consumers visit your website to gather information about your business to fulfill a need.



3. Consumers begin to see your ads on these various sites and are steered back towards your website!



2. Consumers then leave your site to visit other topical or major industry sites to gather additional information.



4. When a consumer clicks on your ad on these other sites they are then directed back to your website.

Audience Targeting

We can provide a variety of audience targeting and retargeting services such as:

- Geography
- Demographics
- Category / Content
- Site Retargeting
- Device Targeting



Right Person

Audience targeting is all about understanding who your ideal consumer is and what identifies them as being in-market for your services -



Right Place

A step further, where is your ideal consumer located, where do they shop, live or travel to?



Right Time

Making sure that your message is reaching those consumers at the right time with the right message is key to delivering results!



Success!

Understanding our clients objectives helps to identify what success looks like and how we can even further optimize campaigns!





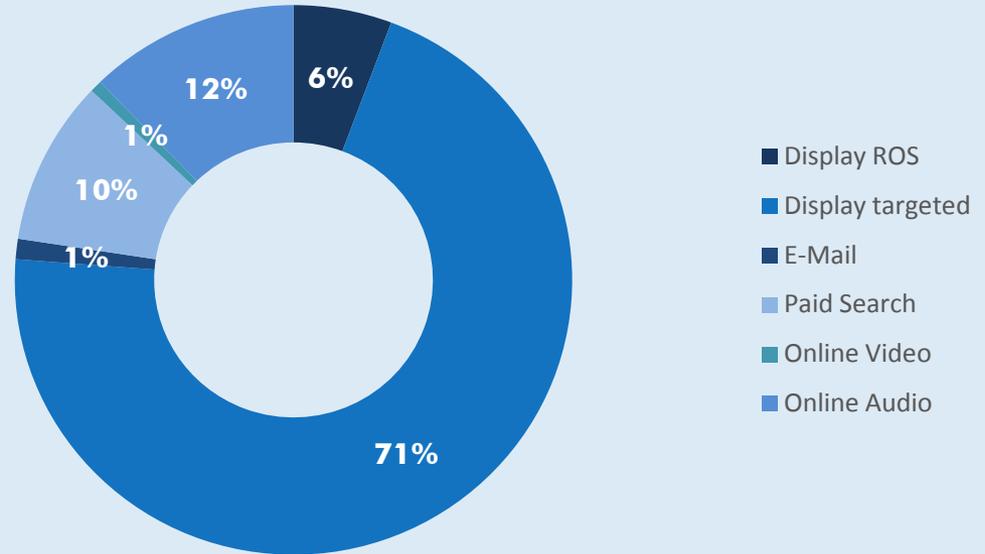
Digital Services

JOnline provides a variety of different ad placement combinations that

Ad Spending Milwaukee DMA

JOnline provides a variety of different ad placement combinations that we can offer to you as Premium Takeovers! You'll be highly visible and exclusive on some of our most highly read sections fronts on

Online format ad share outlook for 2017



Source: Borrell Associates 2016

PPC & SEO Key Differences

PPC Pros:

- Immediate exposure
- Highly measurable and informative
- Target idea consumers and groups

SEO Pros:

- Great long term investment
- Increase exposure, awareness and high quality website traffic
- Cost effective

Although both of these solutions have similarities in design such as driving traffic, awareness and online visibility, both are different in nature.

Purchase cycles begin with search

89%

Overall organic search traffic

51%

Marketing budgets spent on PPC

31%



Search & Display

Increased search activity

- When display is combined with search, organic searches increase by 28%

Lower paid search for advertisers

- Users exposed to display ads click on paid search results 5% less often than do non-exposed visitors

Enhanced branding effect

- Exposed users make 50% more brand queries and have a 25% higher brand awareness.

Source: Burning Flame Interactive



Search

Utilizing PPC is great for converting an engaged audience into potential clients. You can target specific keywords, generate immediate traffic and create dynamic campaigns centered around a given geographical region.



Display

Display is excellent for branding and showcasing your products, services or mission in a more visually stimulating way. Display can be targeted to specific audience based on their demographic, geographical location and interest.



Email Marketing

Email marketing can be extremely effective and drive traffic immediately either to a website or into a storefront! We can customize a list for our clients and create an optimized email marketing campaign based on gender, geography, age, interest, income level and more!

Email

Email Marketing provides a unique opportunity to increase website traffic conversion immediately!

Open Rate%



Click Thru Rate % of Opens

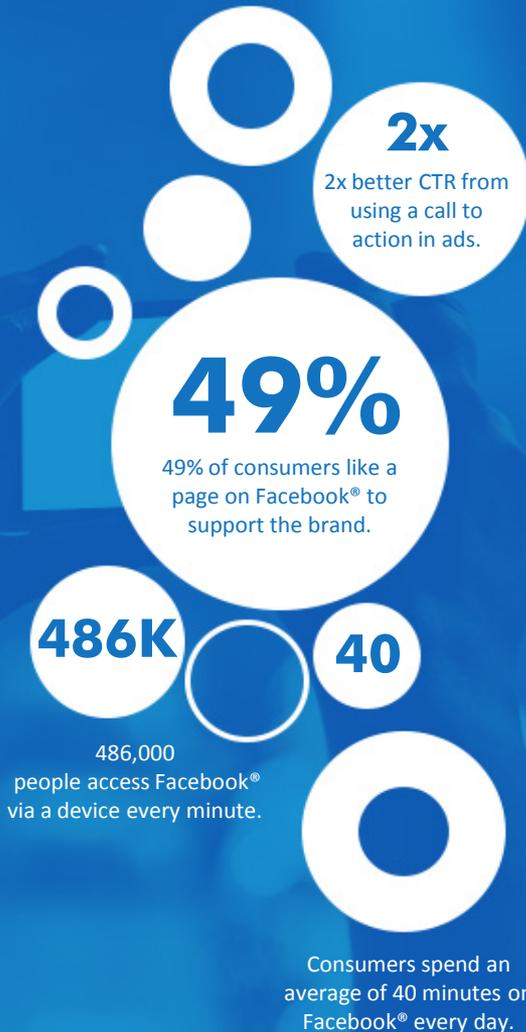


Social Media

By leveraging the power and impact of social media and the audience that it engages we can develop and deliver a highly effective campaign that will generate results!

Advertising on social media can be extremely beneficial when it comes to your brand, offers, events or mission!

Proper social media management and advertising drives growth and retention!



Source: Sprout Social



Twitter

81% of Twitter users expect a same-day response.

Facebook

29% of Facebook users expect a response within 2-hours of when they post a question.



Web Design

First impressions can make all the difference and with virtually everyone consumer looking your business up before they call you it's vital to have a website that has a professional, easy to use design that is mobile friendly and makes consumers feel that you are a credible business!

The potential business loss of not having a website is too important to over look. Your website is the main selling and focal point of how are clients represented online.

Users search a business first

97%

% of consumers that judge credibility of a business

75%

[View Example](#)



Blank Page / Additional Info

Thank You

To recap, it's our mission to provide you with excellent, professional and thorough promotional marketing solutions design to produce results. For any additional questions please feel free to reach out at any time! Thank you for your time -

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