

The Times Herald
www.TimesHerald.com

DAILY TIMES
www.DelcoTimes.com

MAINLINEmedianews
a multimedia company

THE MERCURY
Pittsburgh Courier
Serving the Southwestern Area since 1911

DELAWARE COUNTY
NEWS NETWORK
PAPER NEWSPAPER • YOUR NEWS DIGITALLY • NEWS OF DELAWARE COUNTY

BUCKS LOCAL NEWS
Your town. Your news. Updated daily.

The Phoenix

DAILY LOCAL NEWS
www.DailyLocal.com

THE REPORTER

Berks-Mont
BerksmontNews.com

MONTGOMERY MEDIA
Publications • Internet • Events

The Trentonian

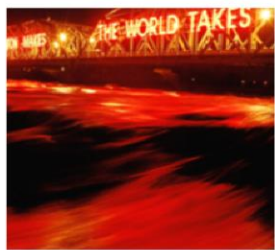
SouthJersey
LocalNews



digitalfirst
M E D I A



SNAPSHOT OF A SPECTACULAR MARKET



Digital First Media is the #2 Local News Company in America. Operated from its primary office in New York City, it has publications across the country. Digital First Media Philadelphia serves the Philadelphia Market suburbs. DFM is a cluster of Daily and Weekly publications, operating in conjunction with each other to best serve the needs of our advertising clients. Our Market includes Chester, Delaware, Bucks, Berks, and

Montgomery counties. All of which are top ranking in per capita income in Pennsylvania. Residents of these counties are interested in their communities, their news, and your business. **THEY ARE EDUCATED, WEALTHY, AND READY TO BUY.**

DIGITAL FIRST MEDIA PHILADELPHIA

MOBILE

7,545,223

Monthly Page Views

216,286

Unique Visitors

419,001

1 Day Reach

980,607

30 Day Reach

PRINT

DIGITAL

24,330,727

Monthly Page Views

3,515,634

Unique Visitors

59,282

Facebook Followers

80,188

Twitter Followers

SOCIAL

OUR READERS YOUR CUSTOMERS



AFFLUENT

43.5%

HHS Income \$75K+

EDUCATED

53.6%

College Educated

READY TO HEAR ABOUT YOUR BUSINESS

69.8%

Homeowners

20.9%

Persons 18-34

51%/49%

Male/Female

68.7%

HHS with Children

43.7%

Persons 25-54

47.0%

Persons 55+



LOCAL REACH

DAILY LOCAL NEWS

Daily: Chester County

4,081,200 Monthly Digital Page Views

1,776,605 Monthly Mobile Page Views

THE TIMES HERALD

Daily: Norristown

3,026,546 Monthly Digital Page Views

467,620 Monthly Mobile Page Views

THE REPORTER

Daily: Lansdale

1,951,009 Monthly Digital Page Views

445,457 Monthly Mobile Page Views

THE TRENTONIAN

Daily: Trenton

2,911,034 Monthly Digital Page Views

1,321,174 Monthly Mobile Page Views

THE MERCURY

Daily: Pottstown

2,756,805 Monthly Digital Page Views

1,173,262 Monthly Mobile Page Views

THE DAILY TIMES

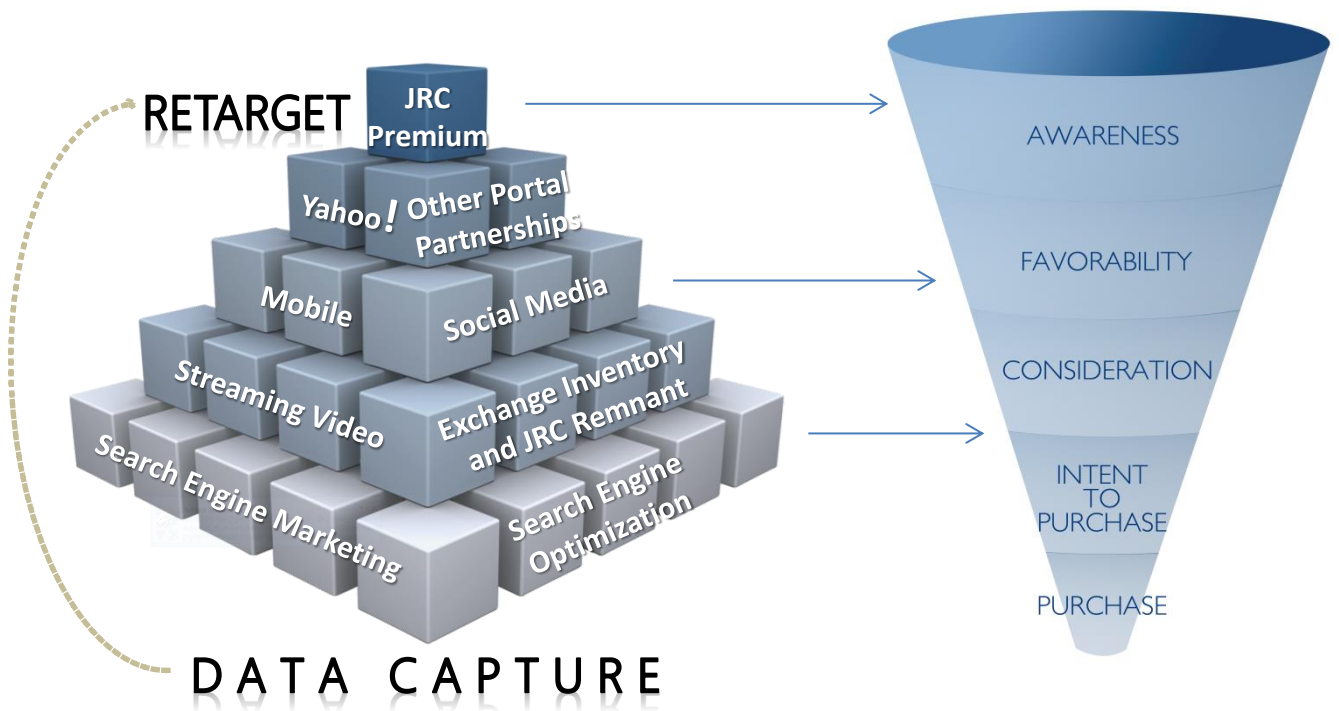
Daily: Delaware County

4,629,716 Monthly Digital Page Views

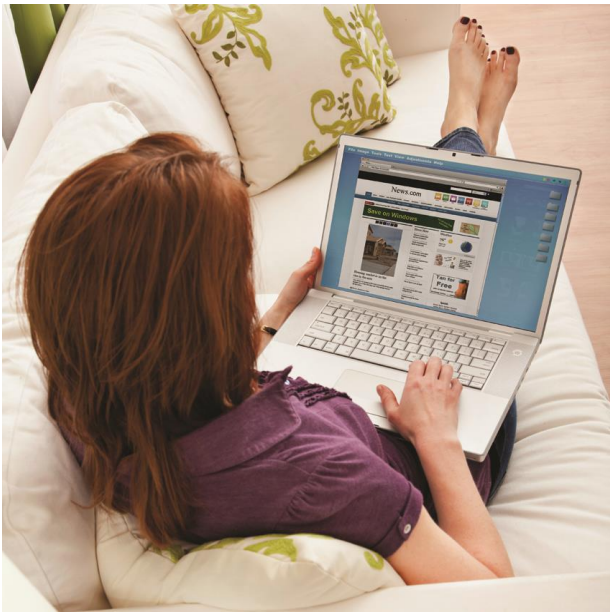
2,331,871 Monthly Mobile Page Views

BUILDING BLOCKS OF A SUCCESSFUL CAMPAIGN

OUR DIGITAL CAMPAIGNS ARE DESIGNED TO REACH
CUSTOMERS AT EVERY STAGE OF THE PURCHASING FUNNEL



- Together we will discuss where your business has been and where you want it to go. Your business milestones and goals will be carefully considered when choosing our media recommendations.
- We will customize media recommendations based on your business and marketing needs as well as your budget.
- We will work together to define success metrics and create an advertising plan with those in mind.
- We will monitor and provide detailed reporting on your advertising as well as adjust campaigns for maximum Return-on-Investment.
- Our goal will be to saturate your market with advertising solutions that target every area of the sales funnel.
- We will keep your business current with up-to-date advertising options that reach your customers, wherever they are!



NUMBER ONE ONLINE

WE ARE THE MARKET LEADER

Digital First Media's web presence is number one in the Philadelphia Area reaching:

- **3.7 Million** monthly unique visitors
- **31.8 Million** monthly page views

With robust targeting options including behavioral, demographic, geographic, day-parting and more you can reach any customer, anywhere, anytime.



PREMIUM ONLINE ADVERTISING



TAKE A FRESH LOOK AT TODAY'S ONLINE ADVERTISING

When it comes to online and digital advertising, anything is possible. From complete site take-overs to fun, can't-be-missed graphics, the sky is the limit. Be bold and get users talking about your campaign.

Sliding Billboard

- The billboard literally “pushes” content down in order to display a large ad format.
- The billboard remains open for 5 seconds, then retracts to a pencil-sized ad for continued exposure on the page.

Peel Back

- Readers see your message in the upper right hand corner and advertisement appears upon scroll-over for persistent exposure.
- Appears on every page of the local website for 24 Hours with 100% Share-of-Voice.

Vibrant Toolbar

- Readers see your logo and advertisement appears upon scroll-over for persistent exposure.
- Advertisement appears on interactive toolbar where readers can share your offer/message via social media.

Wall Paper

- Your business logo and message appear on the background of every page of the local website.
- Appears on every page of the website for a 24-Hour period.
- 100% Share-of-Voice.

TARGETING YOUR CUSTOMER

YOU KNOW THE CUSTOMER. MAKE SURE THE CUSTOMER KNOWS YOU.

Digital First Media has a multitude of owned and sourced digital exchange inventories, which allow your business to access a deeper pool of potential customers through hyper-local expertise, scale and services.

The Digital First Media online display solution creates, targets, delivers and measures dynamic online display ads that engage your audience and deliver results.

Our campaign managers gather insights, optimize your campaign's performance and maximize your return on investment by making sure your audience is not only engaged, but is also ready to make a purchase.

SAMPLE DISPLAY TARGETING CAPABILITIES:

TARGETING BY CATEGORY

- Education Seekers
- Auto Buyers
- Services
- Retail Shoppers
- Financial Services
- Travel

BEHAVIORAL TARGETING

- Research Topic
- Area of Interest
- Websites Visited
- Searches Made
- Links Clicked

GEO-TARGETING

- National
- State
- DMA
- Zip Code

TARGETING BY INTENT

- Autos
- Careers
- Services
- Finance
- Shopping
- Mobile
- Personal Tech
- Retail

DEMOGRAPHIC TARGETING

- Age
- Income
- Gender
- Lifestyle



ADDITIONAL TARGETING PRODUCTS

GO BEYOND THE BANNER AD

Reach your customer on platforms beyond local news and informational sites.

Your customers are spending record time on social media sites, using e-mail as a primary form of communication, and browsing the web on their smart phones and tablets. Ensure that your message can be found everywhere your customers are.



EMAIL PRODUCTS



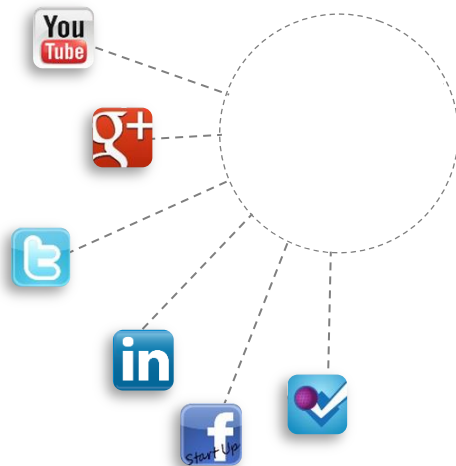
Well designed email campaigns are a great way to test multiple messages and offers. Every email is trackable, with reports to show exactly what messages worked and which items drove traffic to your site, microsite or landing page.

Digital First Media's email solutions also help drive Facebook Likes, Twitter followers and increase subscribers to the your email database. This creates recurring customer visits through multiple channels.

EMAIL TARGETING CAPABILITIES:

Age	House
Behavior	Income
Career	Lifestyle
Demographic	Presence of Child
Family	Recreation
Finance	And more...
Gender	
Geographic	

SOCIAL SOLUTIONS



DIGITAL FIRST MEDIA'S full service social media solutions drives brand awareness, increases reach of target customers, and generates offline engagement.

SOCIAL MEDIA CAPABILITIES:

- Full Service, Custom Solutions
- Reporting and Analytics
- Consultation and Training Calls
- Robust Social Channels

SOCIAL IMAGE STARTUP:

Digital First Media's Social Image Startup builds and brands Facebook business pages as well as increases fans and engagement.

- Claim Facebook Page
- Creative Cover Photo & Profile Picture
- Add Milestones to Business Timeline
- Write SEO-Rich "About" Section
- Facebook "Like" Acquisition Ads
- Promoted Posts

FACEBOOK CONTESTS:

Utilize Facebook contests to grow your Facebook fan base, increase your web traffic, grow your email database and drive attention to your business.

We offer both stand-alone contests and cross-promotional contests which include Publisher promoted advertising.

FACEBOOK SPONSORED ENGAGEMENT:

Grow your Facebook fan base by utilizing a targeted display ad campaign right on Facebook.

- Digital First Media strategically applies a unique blend of Facebook ad units and placement proven to increase engagement on your fan page, gain fans, create loyalists, and solidify brand advocates.
- Page Management
- Custom Content Creation
- Facebook Advertising
- Fan Retention
- Edge Rank Strategy
- Reach the Specific audience you want based on any combination of geography, age, gender, language, education, occupation, relationship status and interests that users share in their profiles.

OFFLINE ENGAGEMENT:

Utilize Digital First Media's offline engagement to reach potential customers, drive new sales, and increase brand advocacy.

- Offers
- Check-in Deals

SEARCH SOLUTIONS

DIGITAL FIRST MEDIA'S search solutions products are guaranteed to drive results for your business

- Rather than having a separate strategy for each digital platform, the Digital First Media approach combines the power of search with display, social, mobile, email and other digital solutions to maximize return on investment and leverage what research shows to be a 22-50% lift in overall performance.
- The Digital First Media search team has been involved in web development, search engine optimization, search engine marketing, web presence performance and increasing digital audiences since readers began looking for the products and information on the web, and your business can utilize our experience and resources.

SCOPE OF SEARCH WORK:

- Search Engine Optimization
 - On-Site (bugs, fixes, content & structure)
 - Off-Site (places, maps, blogs, link building, article writing & distributor directories, citations & reviews)
- Search Engine Marketing
 - Pay Per Click (call tracking and recording)
 - Custom Micro-Site & Landing Pages
- Web Site Development
 - Custom Micro-Sites
 - Custom Landing Pages
 - Proxy
 - Optimizations (video/social/mobile)



YAHOO!



YAHOO IS #1 IN PHILLY

- In Unique Visitors
 - In Page Views
 - In Reach
 - In Average Visits
 - In Homepage Visits
-
- Grab readers' attention and showcase your advertising message with a "Monster Ad" on Yahoo! Mail Page and Run of Yahoo!
 - Place your message in front of Yahoo! mobile users on a variety of highly-rated and popular apps!
 - Engage potential customers with the following targeting options:
 - Run-of-Site
 - Behavioral Targeting
 - Demographic Targeting
 - Geographic Targeting
 - Day-Parting
 - Technographic Targeting
 - Frequency Capping



MOBILE ADVERTISING



Reach your target audience while they're on the move with Digital First Media's robust mobile solutions.

- Digital First Media offers mobile creative, including best-in-breed banners and landing pages, mobile targeting and distribution support.
- We combines inventory from Digital First Media with Yahoo! and the Exchange Network to create a virtually unlimited Mobile Network that can target your audience wherever they go.
- Digital First Media provides a one-stop-shop for buying mobile audiences and creating impactful solutions.

MOBILE PLATFORMS

Digital First Media Mobile & Table
Over 100 Million Monthly Page Views

Exchange Mobile & Tablet
Virtually Unlimited

Yahoo! Mobile
15 Million Monthly Page Views

MOBILE GEO-TARGETING

Nationwide
State
City
Radius

MOBILE TARGETING-BY-CONTENT

News & Weather	Entertainment
Sports	Social Networking
Business, Finance, Money	Shopping
Technology	Movies & Television
Men's Lifestyles	Automotive
Health & Fitness	Travel
Food & Drink	

MOBILE TARGETING-BY-DEVICE

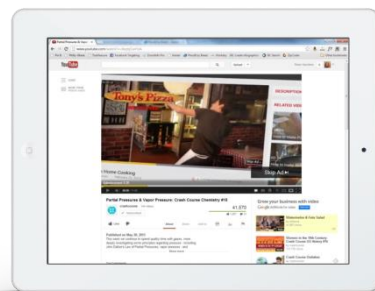
iPhone
Android
Blackberry
Window's Mobile
iPad and Tablet



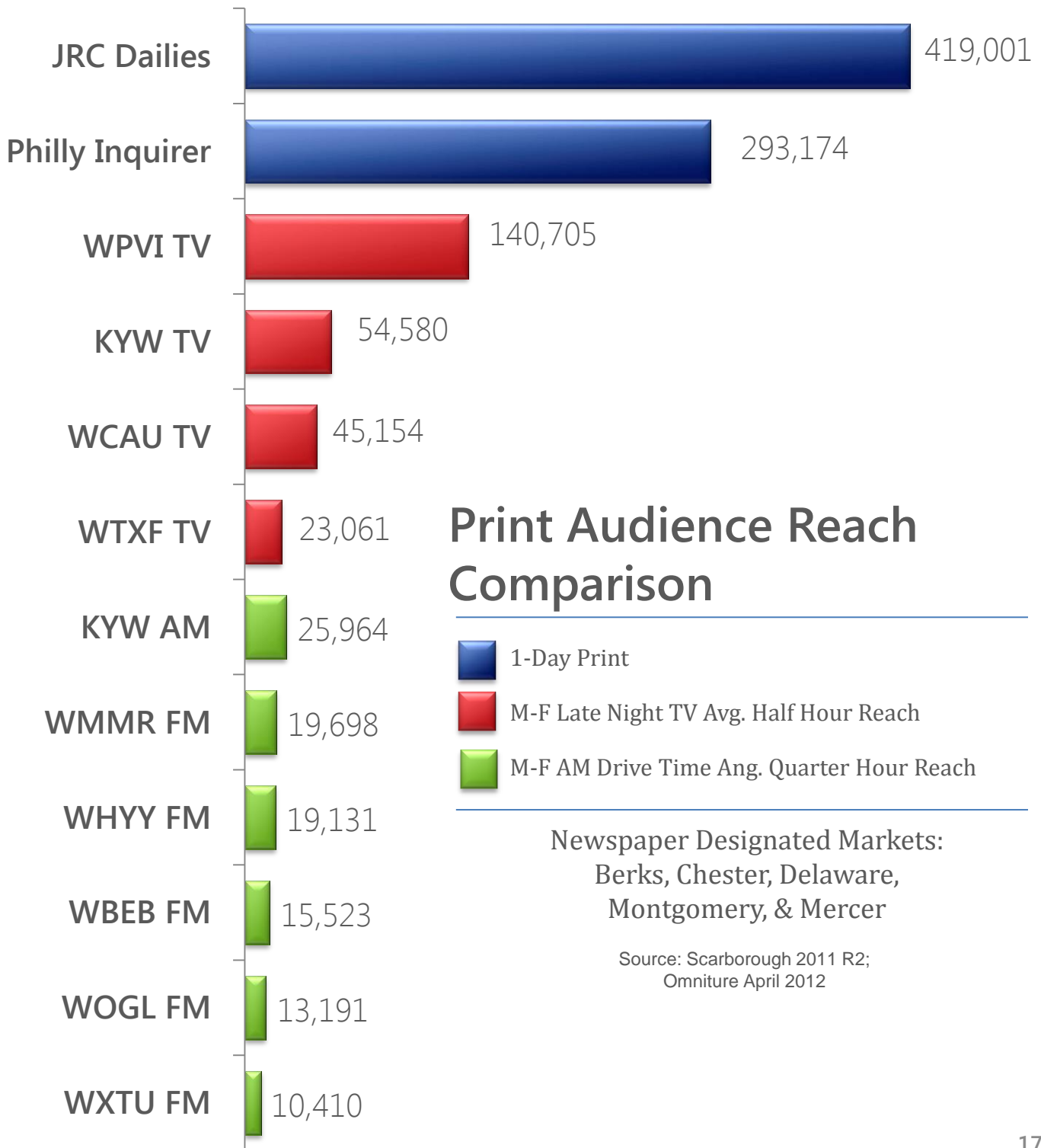
ONLINE VIDEO

SHOWCASE YOUR MESSAGE IN AN INTERACTIVE FORMAT

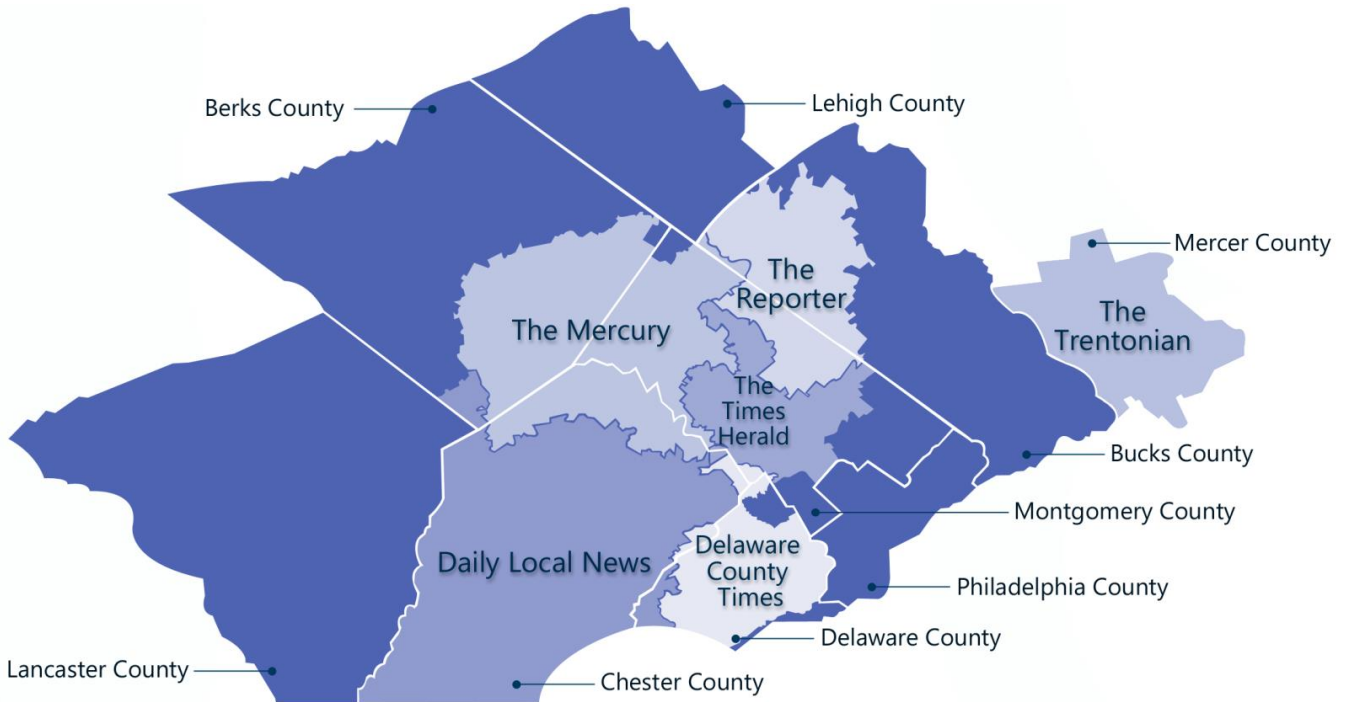
- Videos on Digital First Media's news websites command attention, increase reach and target engaged users.
- Create synergy and increase the reach of your television campaign by featuring your 15-30 second TV spot in key banner positions throughout Digital First Media Philadelphia. These in-ad video units showcase your message in an interactive format.
- You can feature your television spot as the pre-roll to news videos on Digital First Media's news websites. Pre-roll targets a more engaged user due to its on-demand format.
- Digital First Media can place your video message on our Extended Network Platform with extensive targeting options!
- **VIDEOS GET CLICKS!** Regular Banner Click Through Rate average .04-.07%.
- Video Banners CTR average .07-.14% (can be higher with premium placements and rich media integration).
- Online video has a 65% general recall compared to TV's 46%.
- Brand recall is 50% compared to TV's 28%.
- 55% of people who viewed a video online end up visiting the company's website. 30% visit a store and 24% make a purchase!



REACH.RESPONSE. RESULTS



LEADERS IN OUR MARKET



DAILY PRINT READERSHIP

THE TIMES HERALD: 35,224

THE DAILY LOCAL NEWS: 54,805

THE REPORTER: 33,321

THE MERCURY: 59,138

THE DELAWARE COUNTY DAILY TIMES: 126,355

THE TRENTONIAN: 110,158

PHILADELPHIA TOTAL: 419,001

Digital First Media allows you to reach our readers in print through our Daily and Weekly publications. Customized your buy according to your advertising needs.



PHILADELPHIA'S LARGEST AUDIENCE



DIGITAL FIRST MEDIA DELIVERS MORE CUSTOMERS THAN ANY OTHER MEDIUM IN PHILADELPHIA

Digital First Media is Philadelphia's media leader, reaching more adults than any television show, radio program, publication, or website. One print ad in Digital First Media's 6 daily publications reaches over **1 Million readers** every month!

INNOVATIVE AD LAYOUTS



TAKE A FRESH LOOK AT TODAY'S NEWSPAPER ADVERTISING

Every day in Digital First Media's print products there are endless opportunities for making your ads bold, unusual, creative, and unforgettable. Capture reader's attention with unique shaped ads that deliver maximum impact.

- Use unusual shapes or sizes to attract attention.
- Wrap editorial content around your ad so it can't go unnoticed.
- Use ads on multiple pages to build your message.



STICK-E-NOTES

MAKE SURE YOUR MESSAGE STICKS

Your message takes front and center stage when stuck as an stick-e-note on page 1 of our Newspapers.

Stick-e-Notes attract readers immediately with their design, message and glossy contrast to newsprint.

- Front cover stick-e-notes enable you to “stick” your message right on the front page of our Newspapers.
- Easy peel-and-stick consistency leads to longer redemption.
- Strong “call to action” messages are very effective.
- Large fold-out format allows for multiple messages.
- Full-color, glossy format is ideal for product photos.
- Zoning strategies are available to target your market efficiently and effectively.



PRINT AND DELIVER INSERTS

GIVE READERS SOMETHING TO CONSIDER

Place your message on a professionally printed insert that is more likely to end up on your future customer's refrigerator than in the trash.

- Your inserts are printed and inserted into the paper on the day you choose.
- Printed on glossy 8.5x11 paper, double sided.
- Opt for one of our artists to design your Print and Deliver Insert at no extra cost.
- Local digital impressions are included.
- Zoning strategies are available to target your market efficiently and effectively.



BROAD SHEET PRINT SIZES

FULL PAGE

6 Col. (9.89 in.) x 20 in.

3/4 PAGE

5 Col. (8.22 in.) x 18 in.

1/2 PAGE

6 Col. (9.89 in.) x 10 in.

1/2 PAGE

3 Col. (4.89 in.) x 20 in.

2/5 PAGE

4 Col. (6.56 in.) x 12 in.

1/3 PAGE

5 Col. (8.22 in.) x 8 in.

1/3 PAGE

2 Col. (3.22 in.) x 20 in.

1/4 PAGE

6 Col. (9.89 in.) x 5 in.

1/4 PAGE

3 Col. (4.89 in.) x 10 in.

1/5 PAGE

3 Col. (4.89 in.) x 8 in.

1/6 PAGE

4 Col. (6.56 in.) x 5 in.

1/6 PAGE

2 Col. (3.22 in.) x 10 in.

3/20 PAGE

3 Col. (4.89 in.) x 6 in.

1/8 PAGE

3 Col. (4.89 in.) x 5 in.

1/10 PAGE

3 Col. (4.89 in.) x 4 in.

1/12 PAGE

2 Col. (3.22 in.) x 5 in.

1/16 PAGE

3 Col. (4.89 in.) x 2.5 in.

2/30 PAGE

2 Col. (43.22 in.) x 4 in.

1/20 PAGE

2 Col. (3.22 in.) x 3 in.

1/30 PAGE

2 Col. (3.22 in.) x 2 in.

1/30 PAGE

1 Col. (1.56 in.) x 4 in.

1/40 PAGE

1 Col. (1.56 in.) x 3 in.

1/60 PAGE

1 Col. (1.56 in.) x 2 in.

TABLOID

PRINT SIZES

FULL PAGE

6 Col. (9.89 in.) x 9.6 in.

2/3 PAGE

5 Col. (8.22 in.) x 8 in.

1/2 PAGE (H)

6 Col. (9.89 in.) x 4.75 in.

1/2 PAGE (V)

3 Col. (4.89 in.) x 9.6 in.

2/5 PAGE

3 Col. (4.89 in.) x 8 in.

1/3 PAGE (H)

3 Col. (4.89 in.) x 4.75 in.

1/3 PAGE (V)

2 Col. (3.22 in.) x 9.6 in.

3/10 PAGE

3 Col. (4.89 in.) x 6 in.

1/4 PAGE

3 Col. (4.89 in.) x 4.75 in.

1/6 PAGE

2 Col. (3.22 in.) x 4.75 in.

1/8 PAGE

3 Col. (3.22 in.) x 4.75 in.

2/15 PAGE

2 Col. (3.22 in.) x 4 in.

1/10 PAGE

2 Col. (3.22 in.) x 3 in.

1/15 PAGE (H)

2 Col. (3.22 in.) x 2 in.

1/15 PAGE (V)

1 Col. (1.56 in.) x 4 in.

1/20 PAGE

1 Col. (1.56 in.) x 3 in.

1/30 PAGE (V)

1 Col. (1.56 in.) x 2 in.