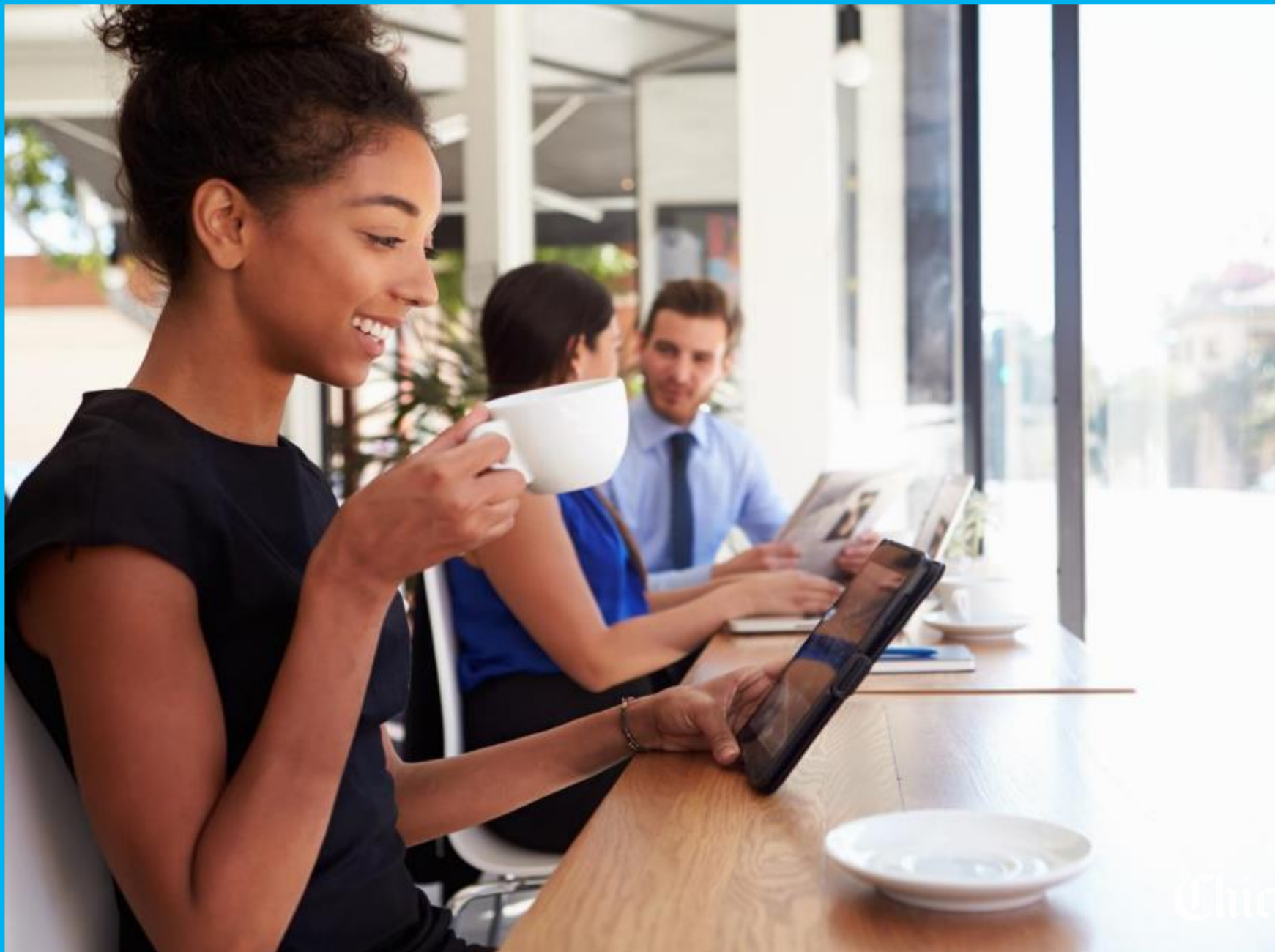


An aerial, black and white photograph of the Chicago skyline, featuring prominent skyscrapers like the Willis Tower. The image is framed by a thick blue border.

# CHICAGO TRIBUNE MEDIA GROUP & STUDIO 1847

lead with experience

Chicago Tribune | STUDIO  
1847



# ABOUT US

Chicago Tribune Media Group is a cutting-edge, multimedia company with the technology and data to precisely target your message to **any audience**.

Our digital experts are dedicated to providing **unique solutions** designed **to generate traffic and build your brand**.

We are your **local, trusted media partner**, with a history of success in serving businesses big and small. We'll help you market your business in a digital world.

# CHICAGOTRIBUNE.COM

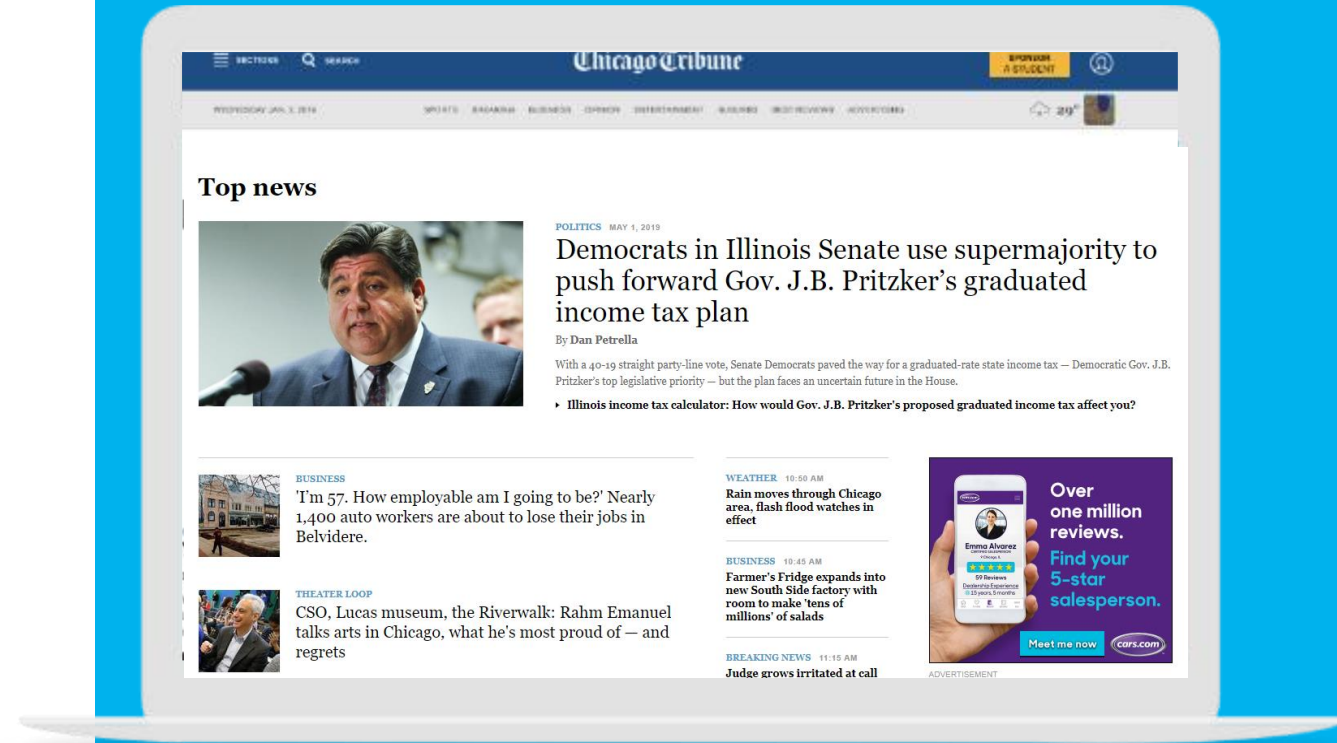
## PRODUCT OVERVIEW

# CHICAGOTRIBUNE.COM

CHICAGOLAND'S  
#1 LOCAL MEDIA WEBSITE

Use our popular content to elevate your message  
and reach your active audience 24 hours a day.

Chicagotribune.com is a trusted brand in Metro  
Chicago – with a quality audience, award-winning  
journalism and unique, custom digital and content  
solutions to **drive results for your business.**



## Chicagotribune.Com Traffic

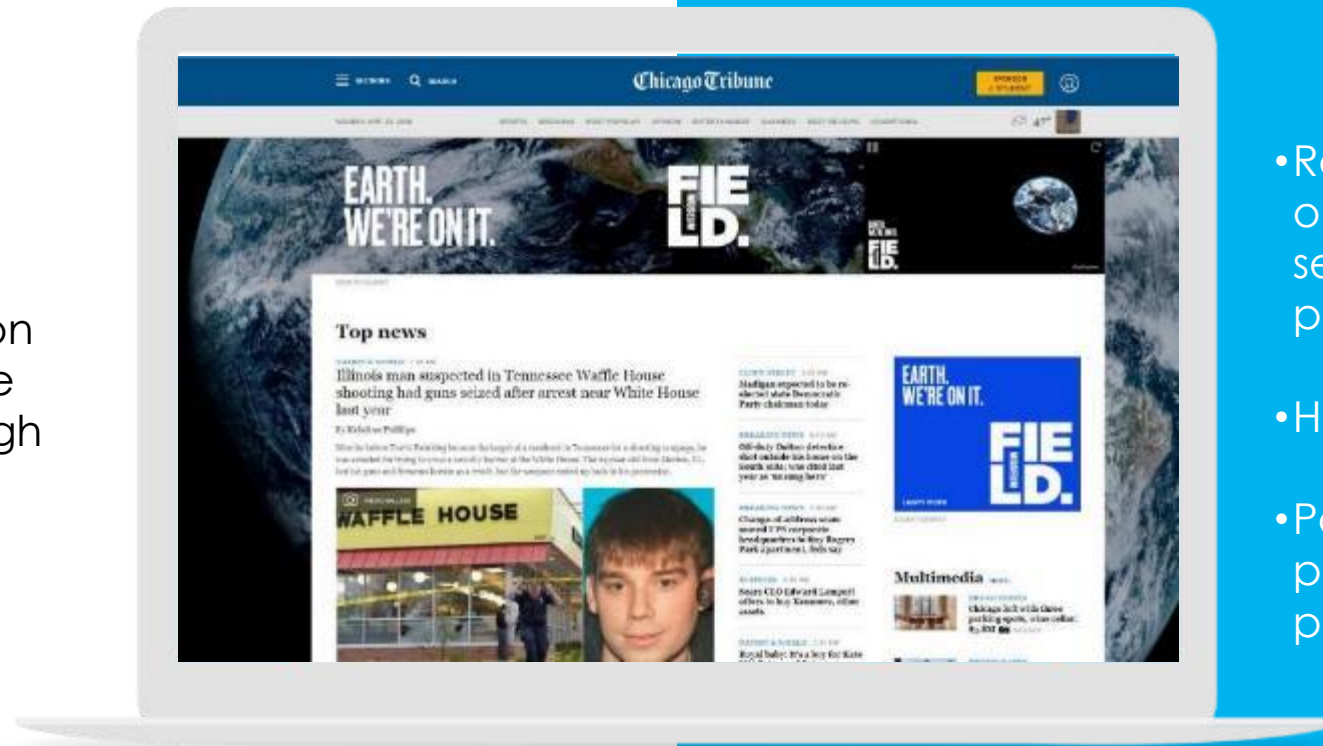
| AVG. MONTHLY     | TOTAL | HHI          | EDUCATION         |
|------------------|-------|--------------|-------------------|
| Page Views:      | 90M   | \$75k = 67%  | 35% College Grad. |
| Unique Visitors: | 21M   | \$150K = 21% | 17% Post Grad.    |



# CHICAGO TRIBUNE TAKEOVER

## Leverage Chicagoland's #1 Home Page

Reach unique visitors on  
the home page of the  
Chicago Tribune through  
fixed sponsorships



## Benefits

- Reach an engaged audience on the home page, and other section fronts, with fixed ad placements.
- High impact and engagement
- Possibility to reach 1 million people or more on the home page position.

# SUB SECTION TAKEOVER

Reach engaged users where they visit most on the Chicago Tribune site

From the Breaking News Section Front, to the suburban Daily Southtown, we offer fixed ad positions on all sub section front pages on the Chicago Tribune.



Sub-Section Takeover Pages

Sports, News, Business, RedEye, Metromix, Breaking News, Entertainment, and Suburban Channels

# HIGH IMPACT STAND OUT OPTIONS



BILLBOARD



RESPONSIVE AD



EXPANDABLE AD

## FIXED CHANNEL FRONT POSITIONS DAILY AVERAGE

**Home Page**  
Page Views:  
1,200,000 (M-F)

**Sports**  
Page Views:  
700,000

**News**  
Page Views:  
225,000

**Breaking News**  
Page Views:  
1,500,000



LIGHTHOUSE



# TAKEOVER ADS

VIDEO  
SCROLL



COLOR  
SYNC



1 reskin

2 billboard

3 cube/half cube

4 responsive ad



# CHICAGO TRIBUNE DIRECT DISPLAY

Our product and platform-agnostic approach in combination with nearly limitless inventory ensures your message finds the right consumer on the right platform.

## Targeting Options:

### Behaviorally Targeted Display

Third-party data determines targeting indicators based off user behavior related to the decision process.

### Geo-Targeting

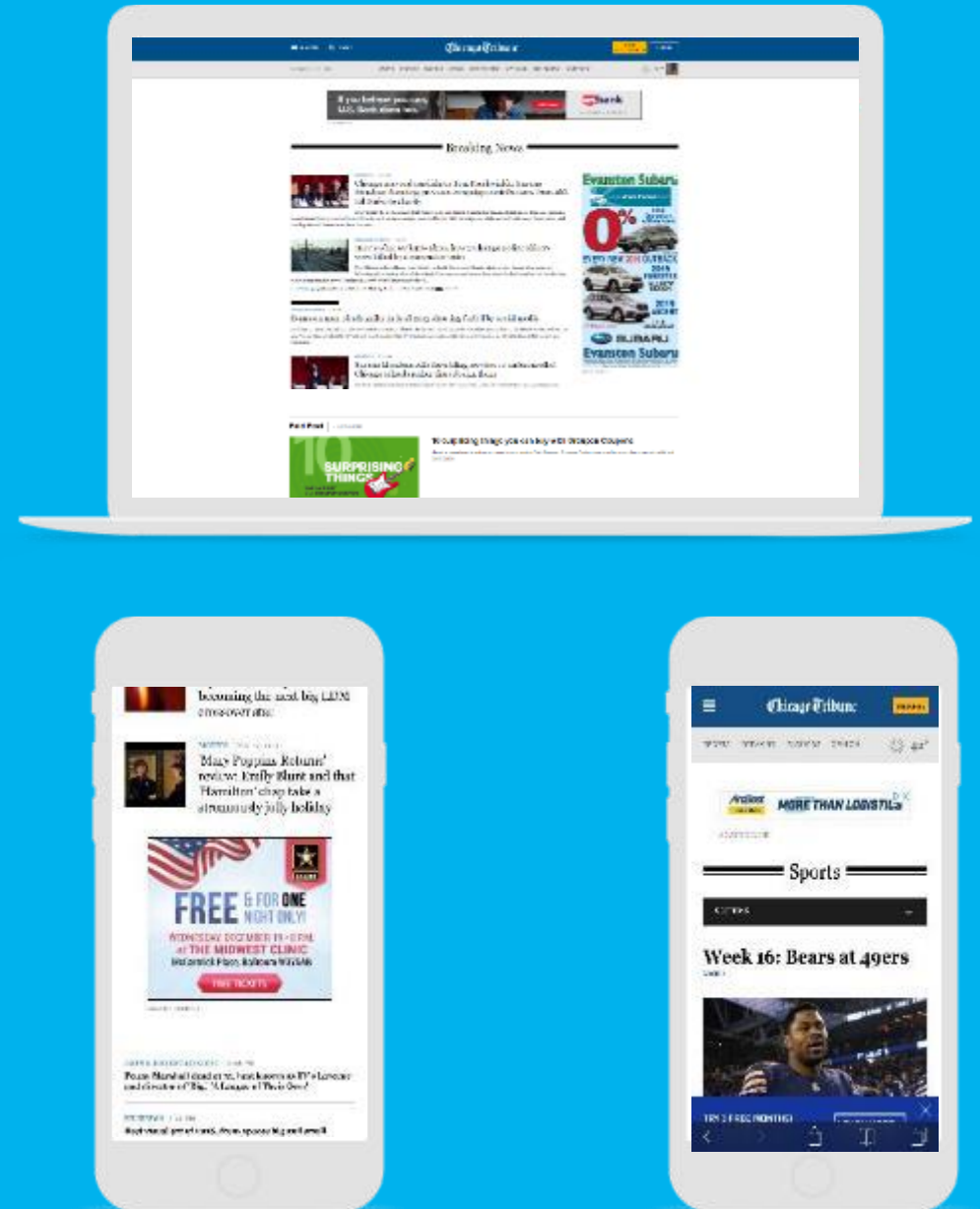
Convert competitor's business as well as create proximity fences for more granular targeting based on location.

### Display Sizes Available

Standard IAB units, as well as site-specific rich media options

For more information, visit

<http://www.tribuneinteractive.com/specs/>



# TARGETING OPTIONS

## Geographic Targeting

Target by Geography:  
State, County or Zip

## Daypart Targeting

Target by Time of Day

## Contextual Targeting

Target by Channel  
(ROC) Topic Targeting

## Demographic Targeting

Target by Demographic:  
Gender, HHI & Age

Examples:

- Ages 18-34
- Gender – Female
- Gender – Male
- HHI – \$75K+

## Behavioral Targeting

Target by Behavior in the  
Past 30 Days

Examples:

- Auto Enthusiasts
- Entertainment Enthusiasts
- Social – Facebook Users
- Technology Intenders
- Travel Intenders

Target your ads to  
reach your most likely  
customers on  
[ChicagoTribune.com](http://ChicagoTribune.com)



# VIDEO ADVERTISING OPTIONS

## KEY FEATURES

### Geo Targeting:

None

### Audience Targeting:

Chicagotribune.com Readers, ROS

### Creative Accepted:

:15 and :30 spots

### Average Click Through Rate:

.80%

### Average Completion Rate:

70%

## PRE-ROLL VIDEO

Plays before video content on chicagotribune.com to our audience of upscale readers.

## OUTSTREAM VIDEO

Places video ads within the heart of editorial content on Chicagotribune.com.

## VIDEO SCROLLER

Highly impactful, this video is 100% SOV and is a full screen takeover with your video embedded and showcased.

## IN-UNIT VIDEO

Video can be embedded in many standard ad units making them more visible and interactive.

## VIDEO LIGHTHOUSE

Run this over-sized ad unit with your video. It displays story-level and has prominent positioning.

## EDITORIAL VIDEO SPONSORSHIPS

Let us create a custom video sponsorship around a Live Stream Event or Video Series.

With pre-roll video on ChicagoTribune.com, your :15 or :30 second spot appears before our **award-winning video content**. Pre-roll runs across all channels and is viewable on all desktop and mobile devices.



# CHICAGO TRIBUNE E-EDITION

REACH SOME OF OUR MOST  
LOYAL AND ENGAGED READERS

## LOYAL

Avg. Monthly Traffic  
Page Views: **8.1 Million**  
Unique Visitors: **73,800**

## LOCAL

**79%** of page views are from  
the **Chicago DMA**, and **88%**  
are from **Illinois**.

## ENGAGED

Time Spent: Nearly **20 Minutes**  
**Tablet:** 45% of Page Views  
**Desktop:** 36% of Page Views



### eNewspaper

The Chicago Tribune eNewspaper includes a morning digital replica of the print edition and includes: bonus news, sports and entertainment coverage not available in print. Any device. Anywhere.

[View eNewspaper](#)



### Evening eNewspaper

The newly created Evening eNewspaper is exclusive to subscribers to help readers catch up on today's top stories -- whether you're winding down your workday, heading home or heading out.

[View eNewspaper](#)



### The Beacon-News

The Aurora Beacon-News is your local source for news and happenings in the Fox Valley. Aurora Beacon-News continues to bring you Aurora's best sports coverage, as well as news on everything from politics and crime to entertainment and movies.

#### Questions?

[Email](#) or call (630) 230-1197.

[View eNewspaper](#)

Optimize your presence digitally in the E-edition of the Chicago Tribune. Be seen on the Reskin and Leaderboard/ Mobile Banner Ad Units, as readers peruse a digital replica of our printed newspaper.

# CHICAGO TRIBUNE NEWS APP



Available for both Apple and Android operating systems, the Chicago Tribune News App is receiving a large number of consumer downloads across both devices.

## A DYNAMIC EXPERIENCE

- Chicago's best source of news, sports, business and entertainment
- Personalized news feed with One-Tap Following
- Editable section list ordering
- Save must-read stories, photos and videos
- Keep track of what has and hasn't been read with Progress Report
- Turn device sideways for an entirely different visual view of the news (iPad only)
- Get the latest breaking news from the Chicago Tribune newsroom in notifications
- Share stories easily with AirDrop, Twitter, Facebook or email
- Learn more in the [Apple App Store](#)

## Over the past 3 months...

- 3.9 million average monthly pageviews
- 30K average monthly unique visitors
- News App Homepage averaging 1.7 million monthly pageviews
- Local Breaking News averaging 592K monthly pageviews

## KEY FEATURES



Each article is tagged with topic headings (users can 'follow' certain topics they select)

Rich, award-winning imagery

Clean, easy-to-navigate format

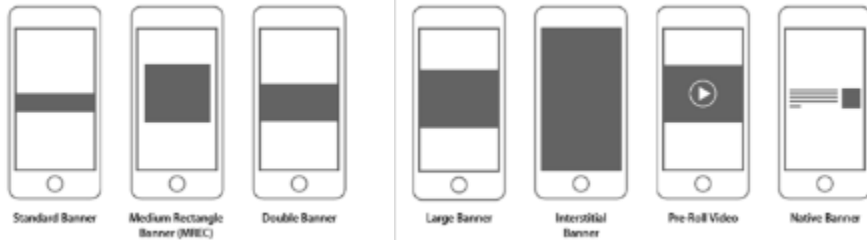
# CHICAGO TRIBUNE APPLE NEWS

## YOUR MESSAGE. OUR CONTENT. ALL IN APPLE NEWS.

Launched with iOS9, Apple News runs across iPhone, iPod touch and iPad devices, featuring ad placements within each news sources' content, including the Chicago Tribune.

Ad options include a variety of inline and interstitial display banners and pre-roll video ads with performance and rich interactive media experiences.

Through this new sponsorship opportunity, own 100% share of voice of all ads within Chicago Tribune's Apple News content.



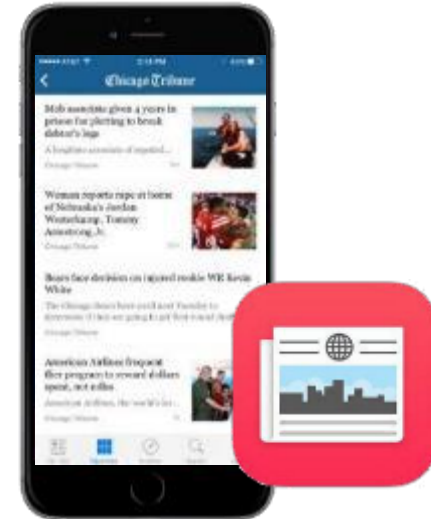
## KEY FEATURES

- 100% SOV sponsorship within all Chicago Tribune content in Apple News
- Quarterly Sponsorships Available
- Estimated 400K impressions/month (1.2M/quarter)
- Ad units include (detailed specs available):
  - Standard Banner
  - Medium Rectangle
  - Double Banner
  - Large Banner
  - Interstitial Banner
  - Pre-Roll Video
  - Native Banner
- Monthly reporting available

## KEY OCTOBER METRICS

**388K**  
total content views

**3,400**  
content shares





# DIRECT CT.COM SUBSCRIBER MARKETING

## NEWSLETTERS

### 16 E-NEWSLETTERS

Topics Include: Breaking News, Theme Parks, Sports, Entertainment, Travel, Etc.

## ADMAIL

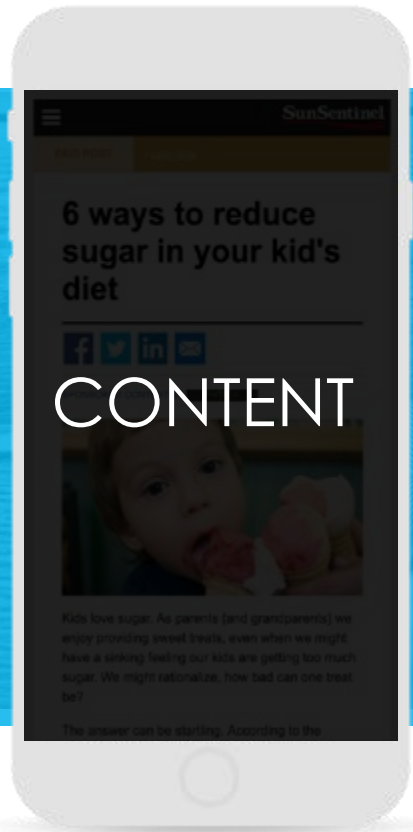
### 225,000 opt-in subscribers

Recipients Asked To Receive Advertising Messages From A Valued Source

**70%** of consumers prefer to receive promotions through email



# WE EMPOWER A PIECE OF CONTENT



## Native Advertising

Distribution across our owned and operated sites.



## Content Amplification

Content syndication or traffic referrals on our premium publisher network.



## Social Sharing

Facebook "handshakes" enable co-branded posts.



## Additional Executions

Website, email, blog, etc.

Branded content is advertising content that subtly highlights a brand's key messaging or discusses a cause important to the brand. It is always labeled as a "Paid Post" on Tribune's sites to distinguish it from editorial.

# CONTENT MARKETING

Studio 1847 creates the compelling and click-worthy content your business needs. We connect you with your target audience, increase your search visibility, and delivers your message in a way that will help you convert.

In 2017, content marketing generated 3x as many leads as traditional outbound marketing, but cost 62% less. This did not happen on accident. A successful content marketing strategy requires creative forethought, client collaboration, extensive knowledge of search engine behavior and web analytics.

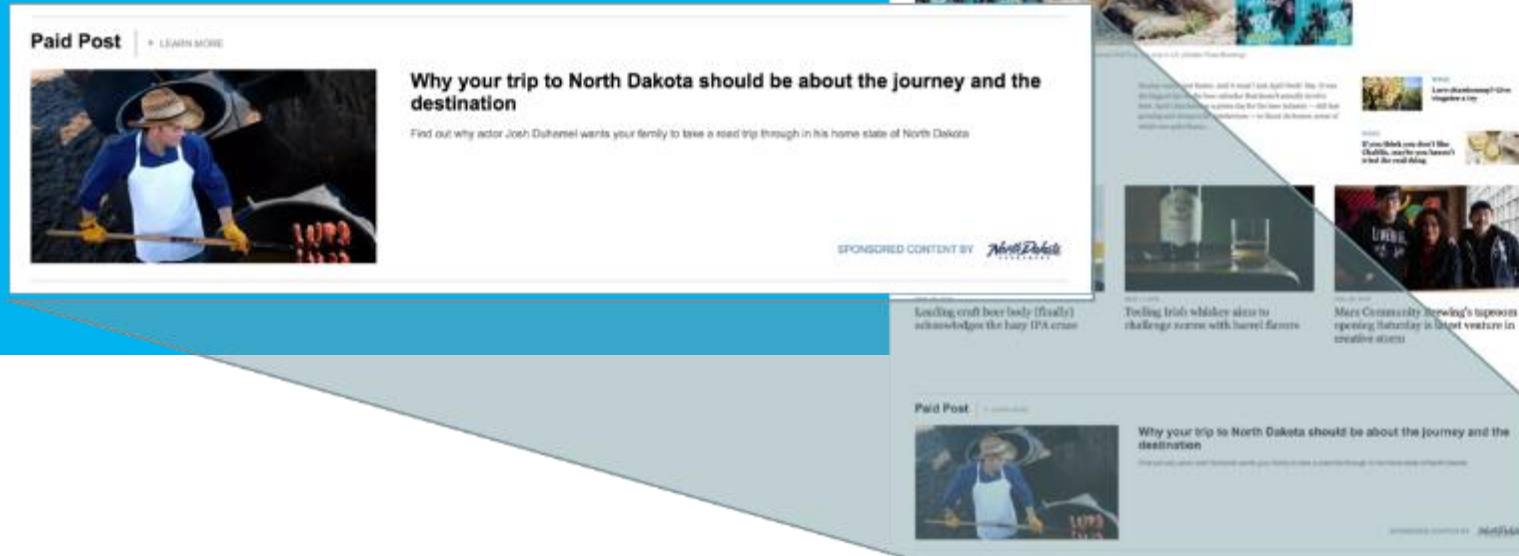
## CONTENT CONNECTS BRANDS TO PEOPLE





# HOW IT WORKS

Exclusive positioning of sponsored posts among editorial articles on home pages, section fronts and story level pages across our premium sites drives organic traffic to your content. Targeting options available to reach your intended audience.



Driving traffic to your content

# BRANDED CONTENT

## STANDARD CONTENT FEATURES

### Sponsored Content Label

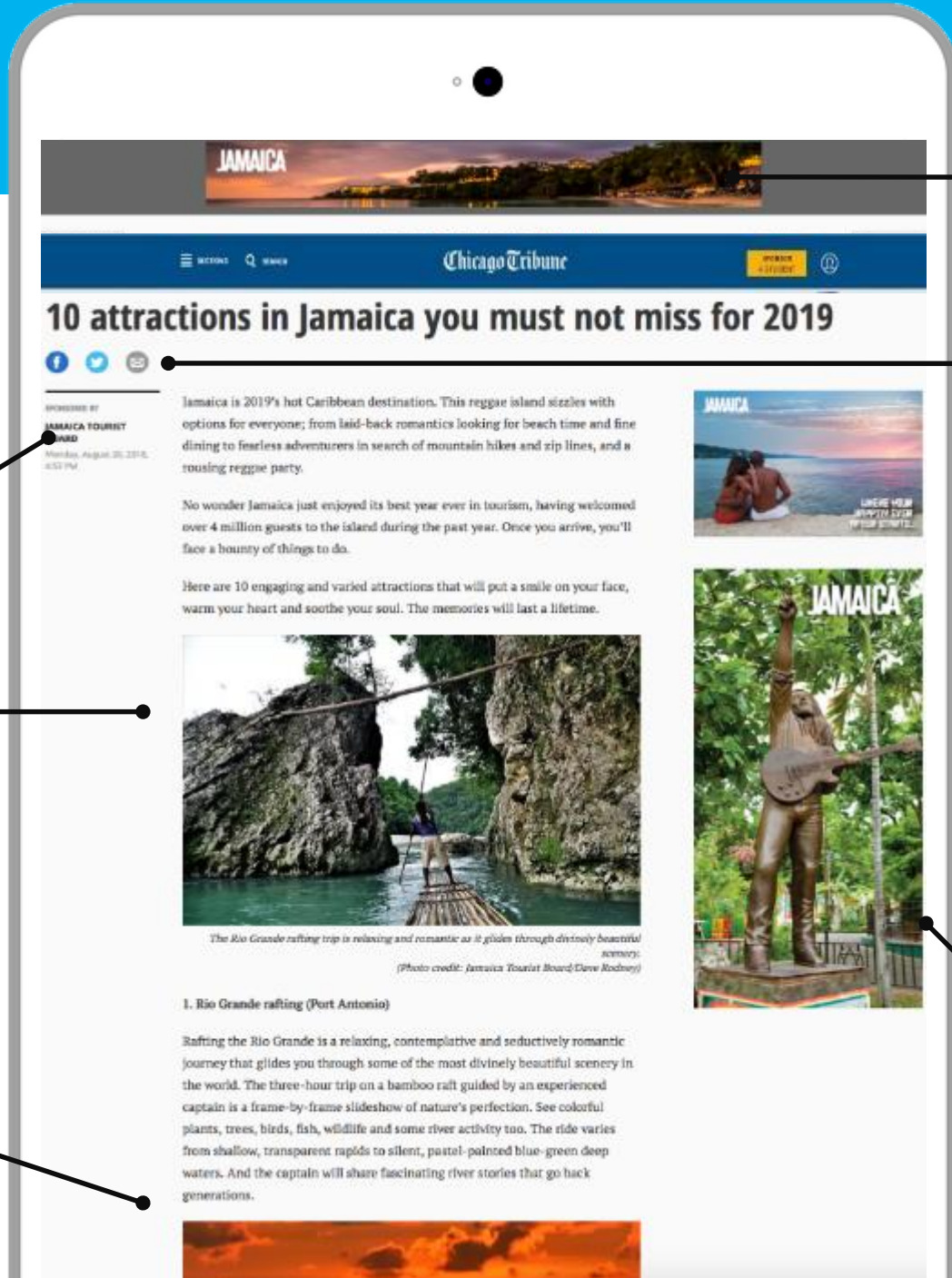
“Paid Post” label is used to clearly establish that the content is paid for by an advertiser.

### Featured Content

A variety of content types can be hosted within landing pages — including articles, infographics, listicles, slideshows and videos.

### Bottom Widget

Custom call-to-action ad unit available on the bottom of landing page.



### Call-to-Action Units

Multiple ad units available to drive call-to-action messaging, delivering 100% share of voice surrounding the content.

### Social Media Sharing

Embedded widgets encourage consumers to share content via social media.

### Display Ad Units

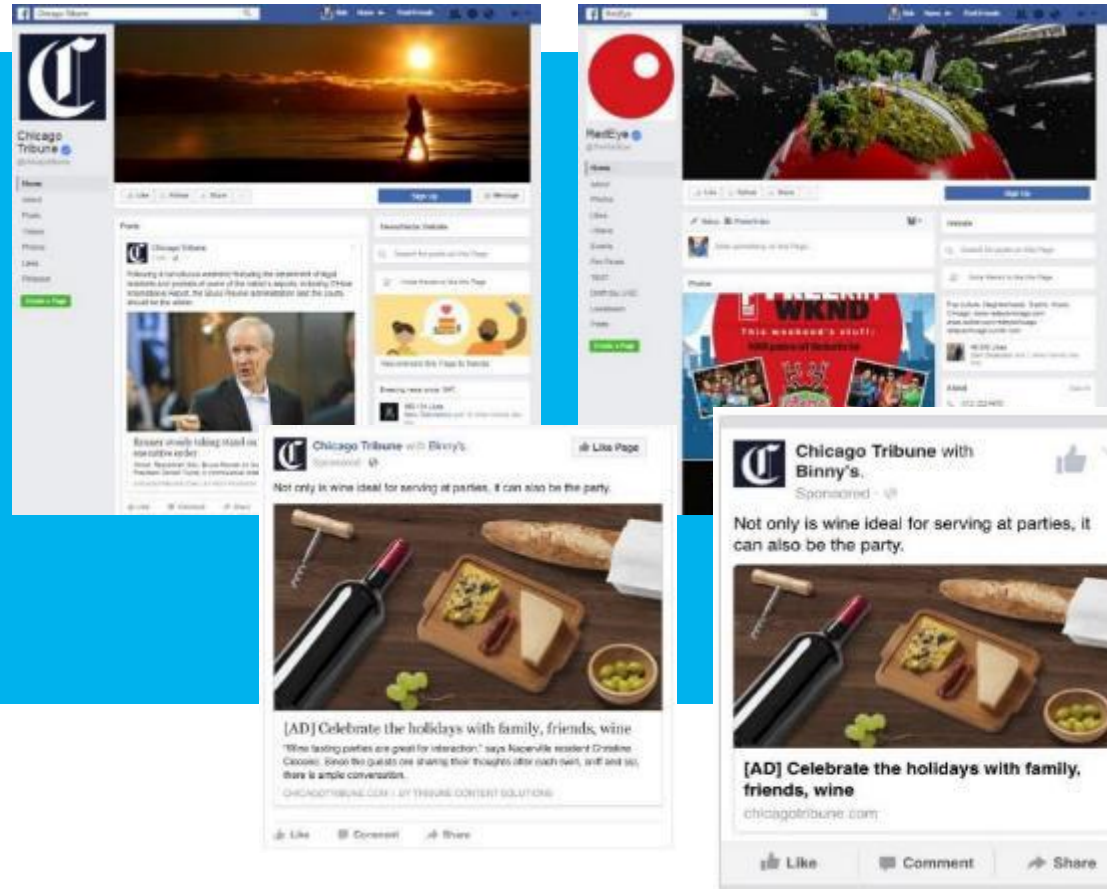
Multiple ad units to increase advertiser's branding and SOV on the content landing page

# FACEBOOK HANDSHAKE

Drive engagement to your unique content or videos

## WHAT IS FACEBOOK HANDSHAKE?

- Through our 'Facebook Handshake' offering, leverage our social media presence to promote branded content.
- The advertiser's Facebook page will be tagged using the handshake tool, allowing you to see post performance insights, such as reach and engagement.
- Post will not appear on Chicago Tribune or Redeye Facebook wall.
- Sponsor will also have the ability to share the post to their Facebook page.
- Post will link to the full branded content piece on ChicagoTribune.com



## BENEFITS

- Reach your target audience through our social media brands
- Tell your brand or business' story—not a traditional ad, this allows for deeper storytelling to drive consumer engagement
- Reach can go beyond target audience when someone share's the post



# DIGITAL MARKETING SERVICES

## PRODUCT OVERVIEW



# EARNED MARKETING SERVICES

We believe in adding real value for our clients by creating integrated campaigns with quality content that will connect with your customers and rapidly “ignite” your online visibility. Our digital marketing agency strives for 100% customer satisfaction and retention through clearly communicated and achievable campaign objectives.

# DRIVING ENGAGEMENT

90%

In the U.S. today, more than 90% of adults have mobile devices, and most of the time they are kept within arm's reach. And what's even more important, 88% of consumers who search for a local business on a mobile device call or go to that business within 24 hours. So, these are people who are ready to make a buying decision.





# SEARCH ENGINE OPTIMIZATION

Consumers will research online before they buy. A strong organic presence gives your business the best opportunity to be found first when potential customers actively look for your product or service.

Users perform 40,000 searches on Google every second! And 84% of Google users skip over the sponsored listing and go straight to the organic results. Ranking organically will give you customers the greatest chance of finding you!



# SEO KEY AREAS OF FOCUS

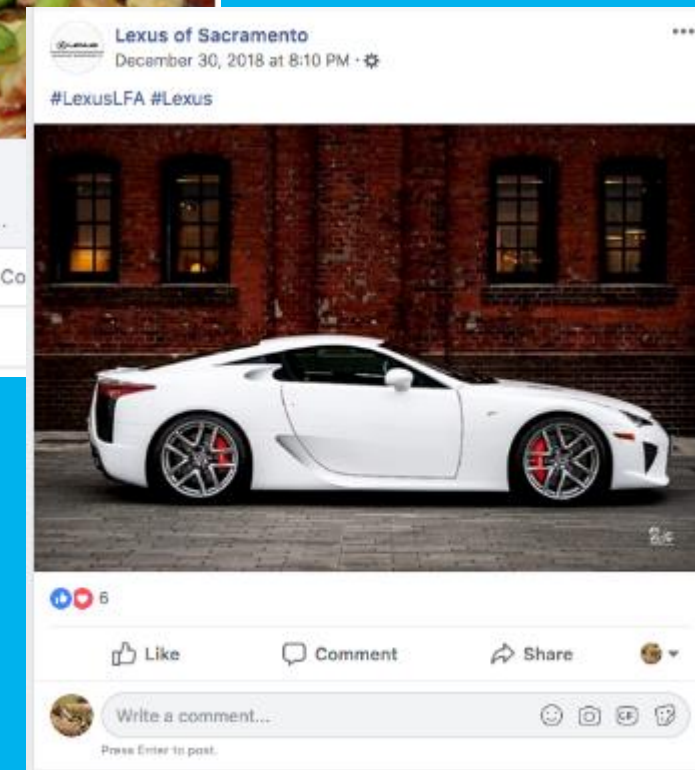
- Identify and remove duplicate content
- Check navigation and UX factors
- Make sure you have a responsive design
- Setup Google Analytics and Google Webmaster Tools
- Make sure you're being indexed
- Complete preliminary keyword research
- Create local search accounts
- Start creating quality content frequently
- Create audience personas and get creative with your content
- Edit your title tags
- Start working to build backlinks
- Analyze your existing search traffic



# SOCIAL MEDIA MANAGEMENT

Most businesses online miss the true value that social media brings to the table. It can be both a **lead generator** and a **great engagement strategy** in order to increase brand awareness and to ensure that clients are not only satisfied, but tuned into other offerings.

Our social media marketing campaigns are built with lead generation and retention in mind to ensure that your audience is tuned into your message and is constantly engaging with a brand that offers them additional value and interest beyond the initial point of connection.



# LISTINGS MANAGEMENT

**73% of consumers lose trust in a business when its online listings show incorrect information**

**STUDIO 1847'S Listings Management** keeps your online business listings up-to-date and available wherever and however your customers are searching for you — even with voice search!

## Listings Match

We'll confirm your business information and take control of new business listings as soon as they're online.

## Real-Time Updates – Everywhere

## Reporting and Insights

You'll have 24/7 access to online reporting so you can always see how your online listings are driving engagement.

## Listings are Marketing





### **Program Includes:**

Monthly monitoring 20+ review sites, of social mentions of your brand, image monitoring, and monitoring your NAP across leading review sites.

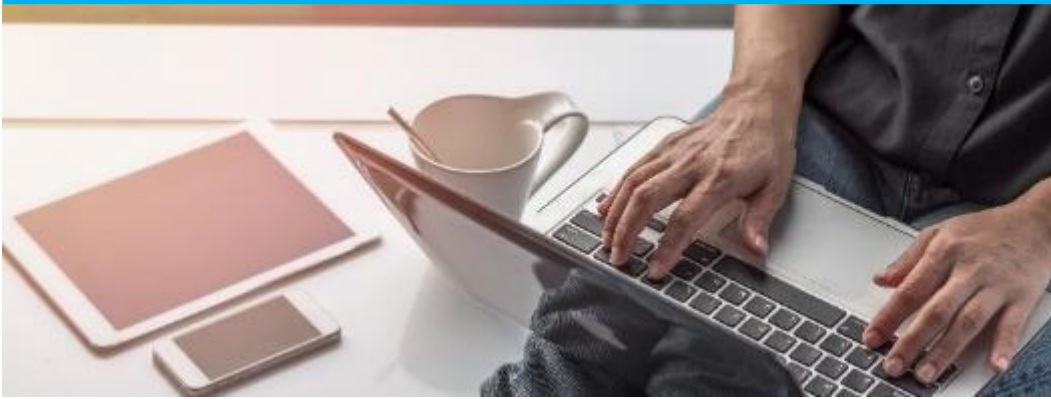
# **REPUTATION MANAGEMENT**

## **Overview**

Your reviews are being read by potential customers when they are in the research stage, it is vital that you have a plan to monitor the online conversations taking place about your brand. Your reviews, as well as those of your competitors, play a vital role in this process.

To assist you in creating and maintaining a good brand, we'll create a strategy to help you manage your online reputation and present a positive image to potential customers.

**91% of consumers read online reviews when searching for local businesses.**







# PAID MARKETING SERVICES

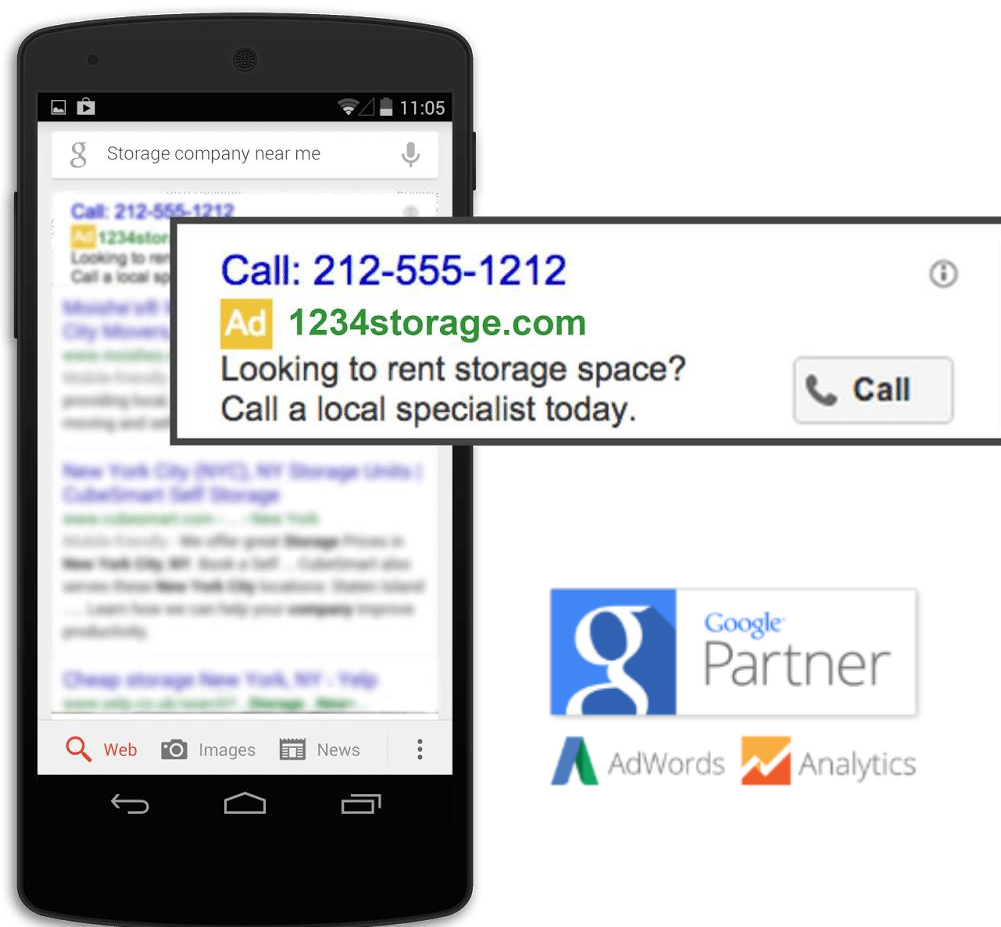
# SEARCH ENGINE MARKETING

81% of shoppers say they research online before they make a purchase. Our trained paid search team delivers full-scale, expert-level service to position your brand in front of customers who are in the market for your product.

From crafting relevant keyword lists to improving your ad rank, we will assist you in gaining more visitors at a lower cost. In order to ensure these results.

## OUR PROMISE TO YOU:

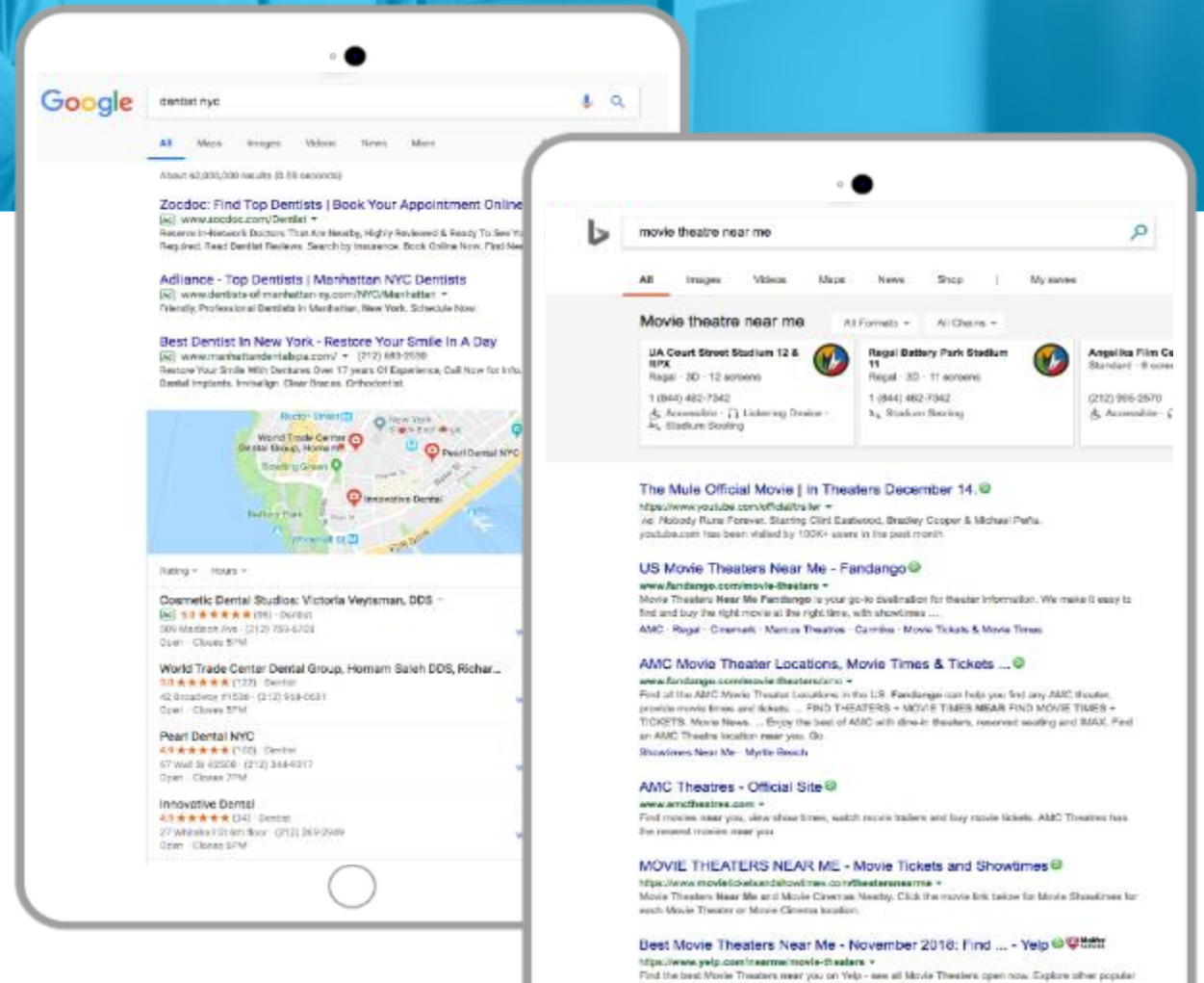
- Full transparency of media spend and management fees
- Open and clear communication
- Continuous testing and optimization



# SEARCH ENGINE MARKETING

## Benefits of Search Engine Marketing (PPC)

- Increase brand awareness and brand equity of product.
- Increase visibility and website traffic.
- Advertise to an audience that's already interested in you.
- Increase targeted leads.
- Target your ads to users based on languages and locations.

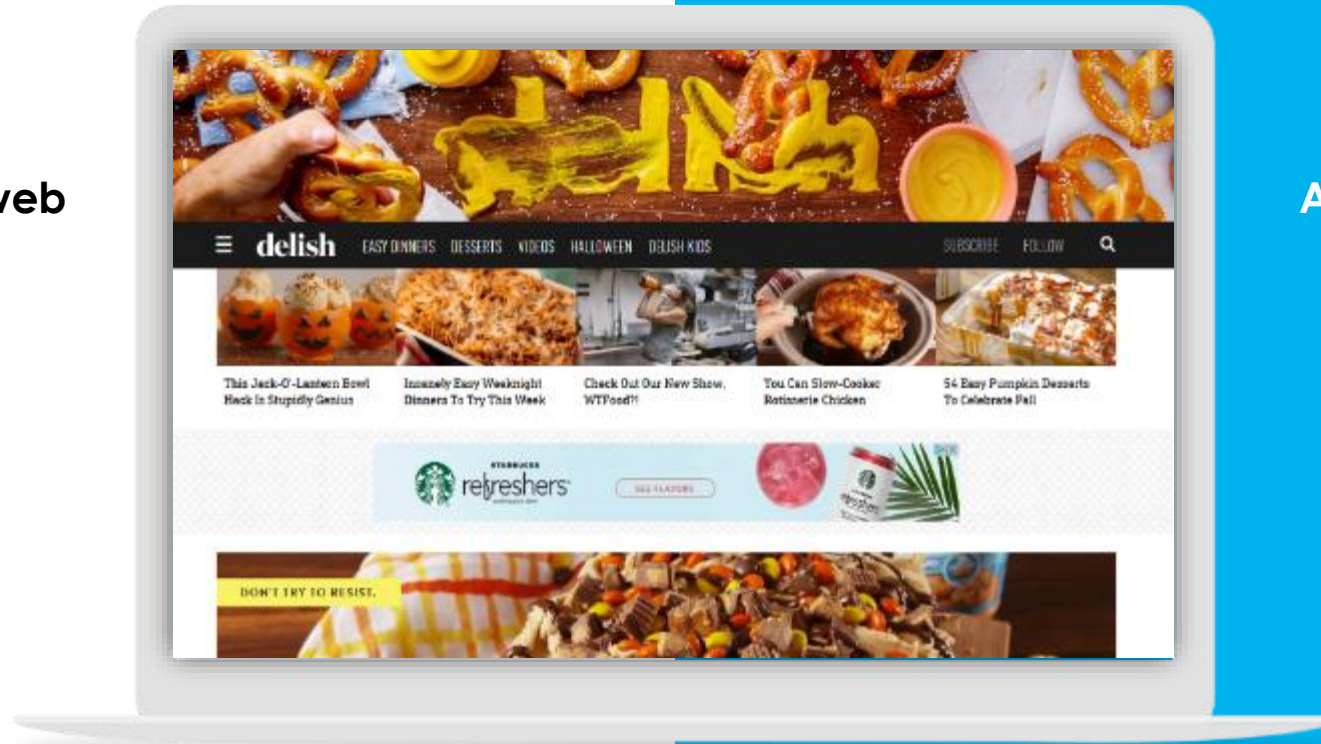




# TARGETED NETWORK DISPLAY

## Engage users across the web

Your ad will be displayed across the web to individuals that fit your category, demographics, and geography.



## Available Targeting Options

- Audience/Behavioral Targeting
- Contextual Targeting
- Retargeting
- Hyperlocal Mobile
- Native
- IP Targeting
- Video



# NETWORK DISPLAY TATICS

## TYPES OF TARGETING AVAILABLE INCLUDE:

### BEHAVIORAL

Targets a specific audience, rather than specific sites or content, including demographic, professional and past purchase activity online and offline.

### CONTEXTUAL

Serves your ads around content, articles and sites based on a particular interest, theme or genre.

### RETARGETING

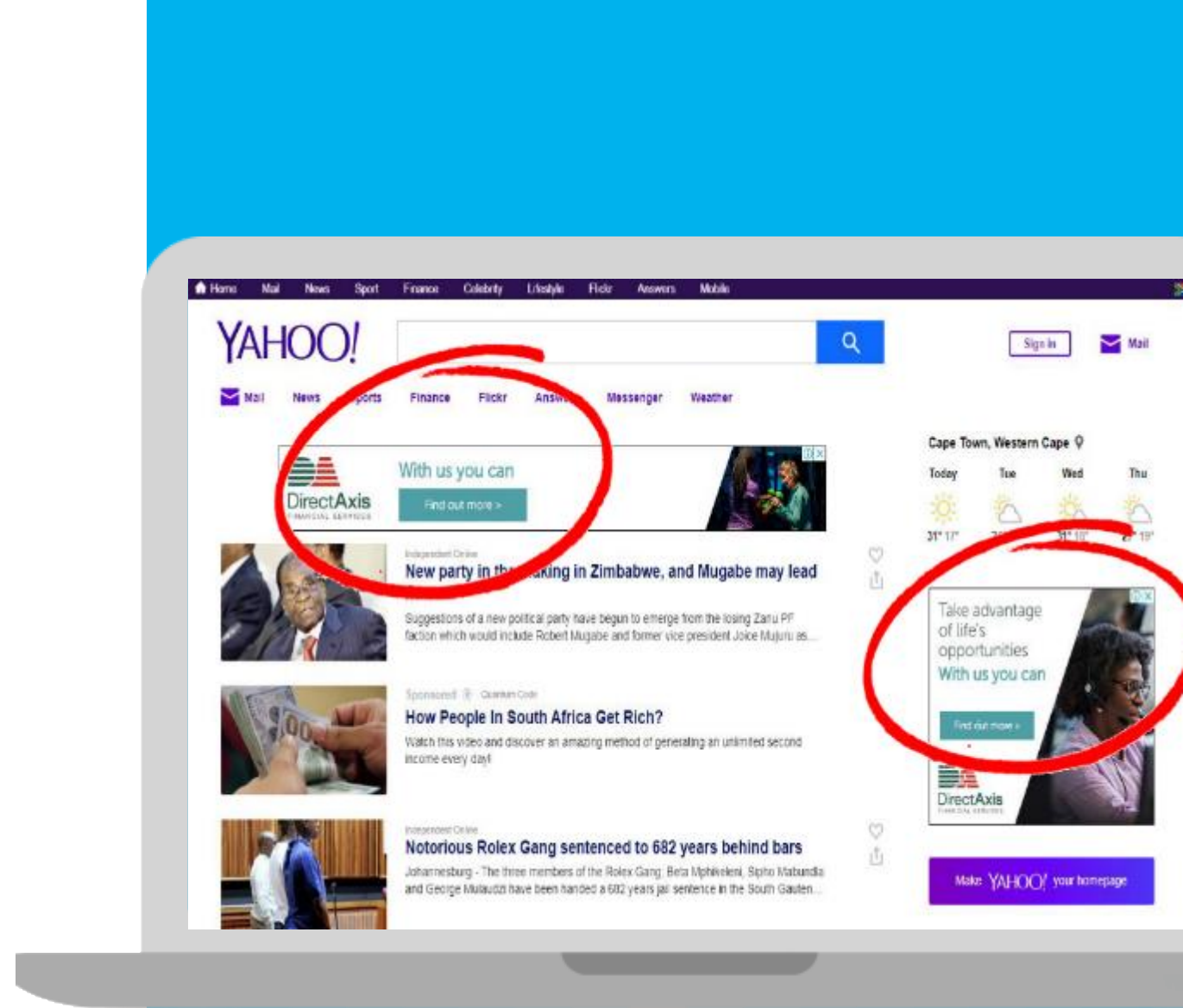
Retargeting generates greater online sales by keeping your brand front and center when they're ready to take action.

### GEO TARGETING

Target your intended audience through geo-targeting. Ads can be targeted based on zip code, city or state, we will work to create a custom geo-targeted solution.

### AUDIENCE EXTENSION

Extend your reach to a highly engaged network of sites in the NY DMA



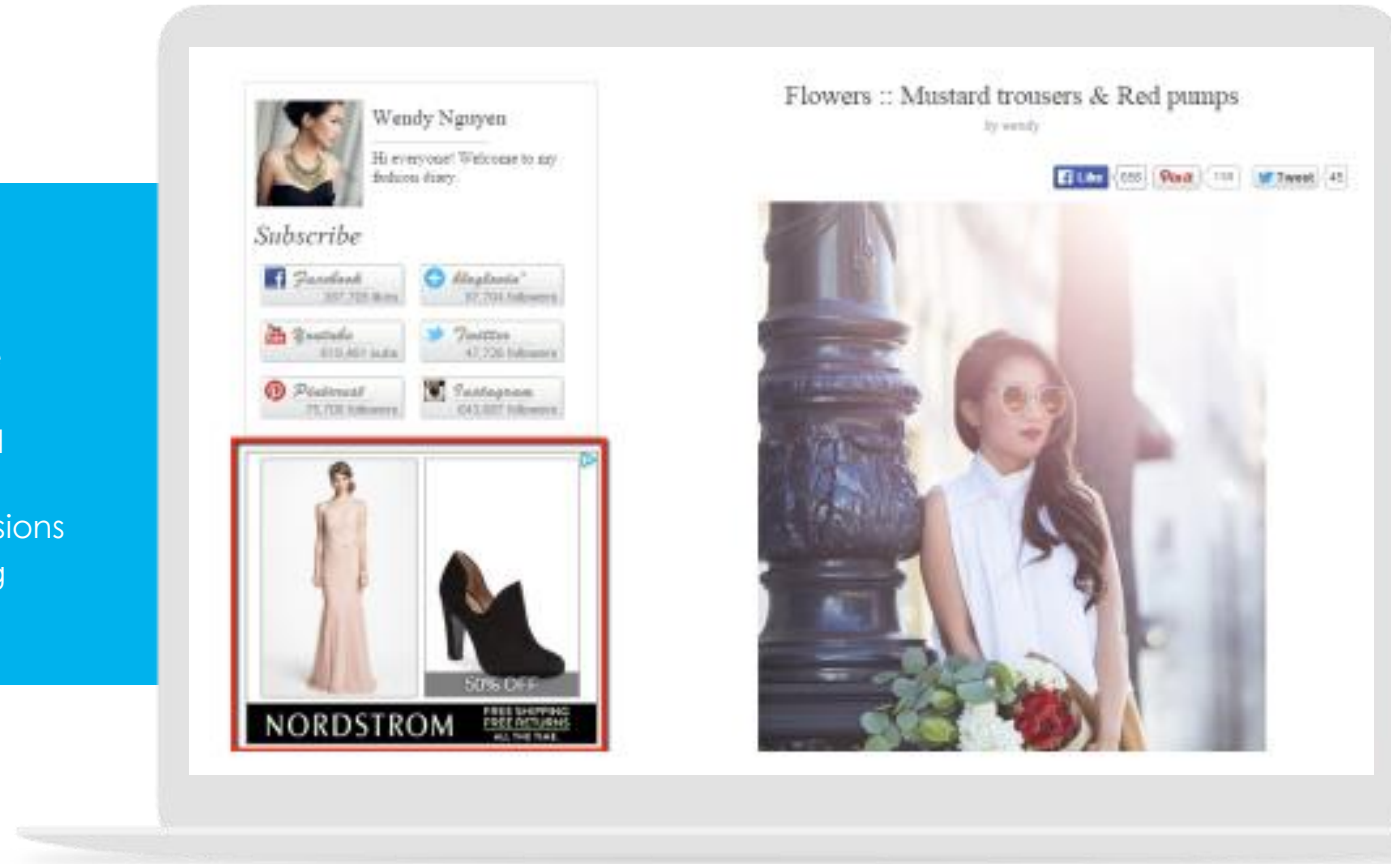
# RETARGETING

## Description

Run across a custom-built network of content sites by retargeting users who have previously clicked on your ad, or visited your site.

## Benefits

- Follow-up with possible interested users
- High engagement and interaction
- Capability to track conversions
- Sophisticated targeting capabilities



# SOCIAL MEDIA MARKETING

Studio 1847's Social gives you the strong, ongoing social media presence you need to reach those people — and best of all, we do all the work.

## Social Presence

We'll help create your Facebook, and Instagram Business Page's – with your business logo, company details and photos. You'll have a strong, up-to-date Facebook presence.

## Social Ads

The ads we create for you will appear in customers' Facebook News Feed, on Facebook Messenger, Marketplace, and Instagram.

## Social Optimization

Using Facebook's powerful targeting, we put your ads in front of the people who are right for your business – and "Retargeting" keeps your ads in front of your top prospects.

## Social Results

Studio 1847's Social delivers real results – you choose whether you want more clicks to your website, increased visibility, or more qualified leads.

Users spend almost an hour on Facebook every day.

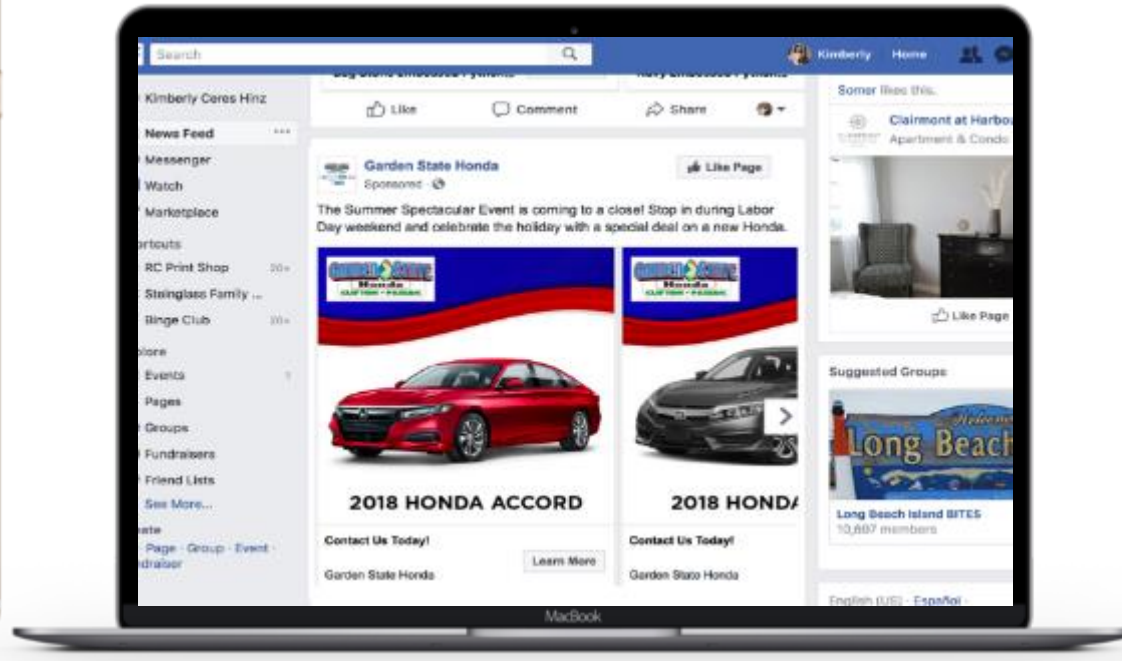


# SOCIAL MEDIA PLATFORMS



## INSTAGRAM

- Utilize the same targeting as Facebook.
- Ads look and feel like typical a Instagram post.
- Track engagement as well as assisted and direct conversions.



## FACEBOOK

- Largest social network with over 2.2 Billion Monthly active users.
- Hyper local targeting.
- Ability to gather data from CRM to match with Facebook to build another channel and reach loyalty members.



## SNAPCHAT

- 70 million + users in 2017 and projected to grow to 85+ million in 2018.
- Granular demo-targeting & custom audience presets related to your business type.
- Proven tracking through view-through conversion-tracking.
- Interactive ad units: swipe up, download, etc.





# DIRECT ATTRIBUTION EMAIL

## Match Email To On-And-Offline Data

### **Online to offline attribution**

We are able to provide names and addresses of those who received your email marketing, allowing you to match that information to your sales data and quantify an ROI.

### **Accurate segmentation and targeting**

Email marketing is about data. The more you know about your contacts, the better you can craft and appeal. We will help you piece together the data puzzle and design a strategy that provides a complete picture of your audience

### **Re-Engagement**

The ability to re-engage those who received your email message through IP and UUID targeting allows you to focus your message on your audience and induce action.

# DIRECT ATTRIBUTION EMAIL

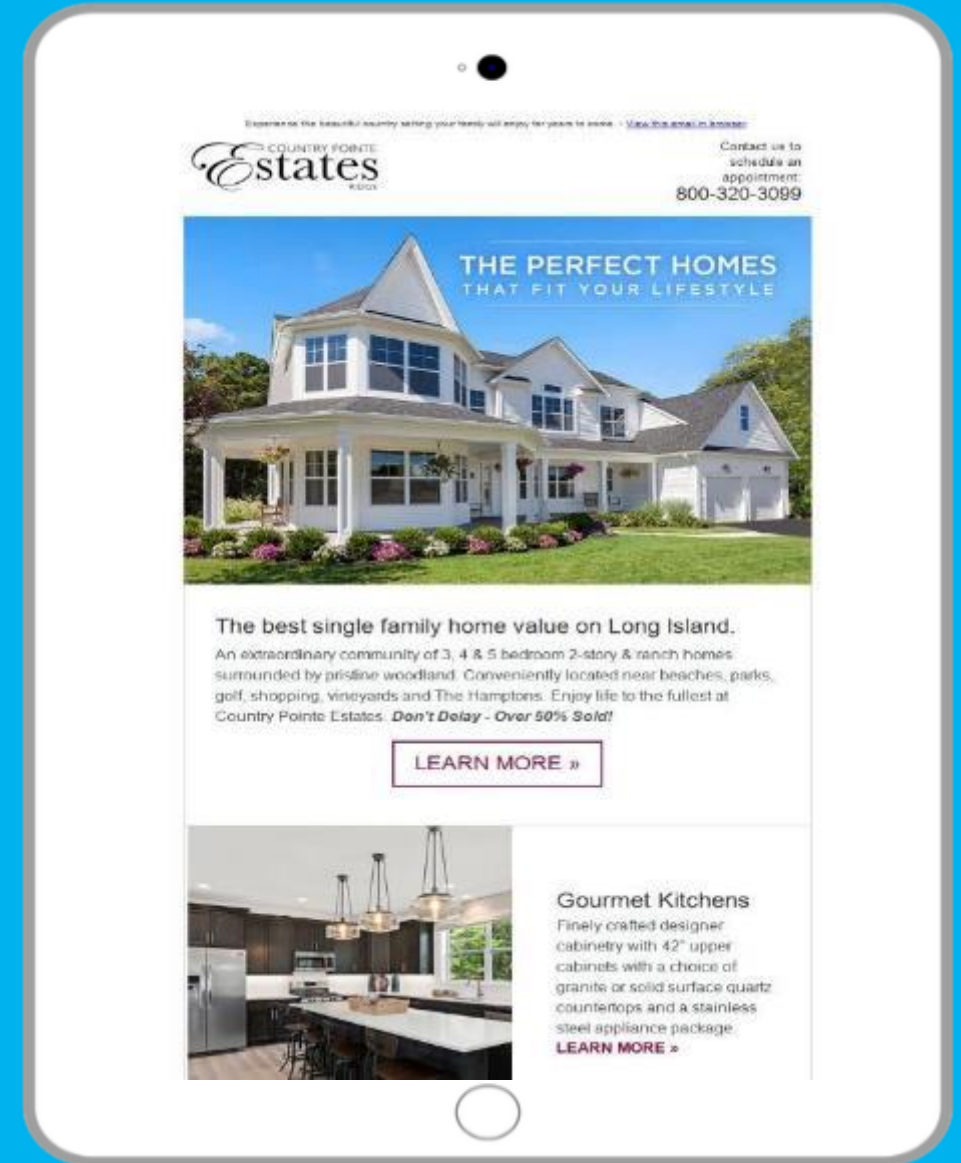
## Example Segments

### DEMO EXAMPLES (25+ SEGMENTS)

- Age/Gender
- HHI/Net Worth
- Households with Children
- Ethnic Background
- Religion
- Education Level

### LIFESTYLE EXAMPLES (150+ SEGMENTS)

- Homeowners/Renters
- Lifestyle Stage
- Shopping Preferences
- Health & Fitness/Ailment
- Sports
- Travel
- Hobbies/Outdoor Activities
- Social Networking Sites Usage
- Professional/Occupation Type



# MULTI-TOUCH EMAIL MARKETING STRATEGY EXAMPLE

| DEVELOPMENT | <u>DAY 1</u>                                                                       |  | <u>DAY 2</u>                                                                                                                      |  | <u>DAY 3</u>                                                                                         |  | <u>DAY 4</u>                                                                                                |  |
|-------------|------------------------------------------------------------------------------------|--|-----------------------------------------------------------------------------------------------------------------------------------|--|------------------------------------------------------------------------------------------------------|--|-------------------------------------------------------------------------------------------------------------|--|
|             |                                                                                    |  |                                                                                                                                   |  |                                                                                                      |  |                                                                                                             |  |
| STRATEGY    | EMAIL                                                                              |  | 2nd Email                                                                                                                         |  | Native/<br>Social Ads                                                                                |  | Optional<br>Direct Mail                                                                                     |  |
| DESCRIPTION | Initial email that goes out to the entire active audience on Day 1 of the campaign |  | Follow-up email that goes out to the opens of the initial email 48 hours after the initial email goes out (Day 3 of the campaign) |  | Native ads that are served via our platform on premium listing sites and social platforms for 7 days |  | Hot Leads (first/last name and email address) filtered to agents in live time throughout the 7-day campaign |  |

# PROGRAMMATIC VIDEO

## Nothing Pulls in Customers Like Video

Your video spot appears before video content across the web. Plus, **video can be targeted to your best audiences** geographically, demographically and behaviorally.

As part of your video campaign, we have the ability to **retarget display banners to those who clicked on your video.**

### KEY FEATURES

#### Geo Targeting:

DMA, cities or zip codes

#### Creative Accepted:

:15 and :30 spots

#### Audience Targeting:

Demographic and behavioral

#### Companion Banner:

300 x 250 companion banner

#### Average Completion Rate:

70%

**97% Increase in Purchase Intent**  
Use of video ads increases purchase intent by 97%.

### PRE-ROLL VIDEO

Plays before video content across a network of popular websites using programmatic

### OUTSTREAM VIDEO

Places video ads within the heart of editorial content across the web using programmatic.

### YOUTUBE/TRUEVIEW

Reach a geo-targeted audience on one of the most popular websites in the world.

### CONNECTED TV

Reach an audience as they watch their favorite shows – runs on over 150+ apps across TV, desktop, tablet and mobile.

### VIDEO CREATION

We offer quality video creation and distribution for all budgets – from basic video footage to premium storytelling.



# CONNECTED TV

## The Connected TV Solution

*Reach your audience where they watch*

Connected-streaming TV is a video served before premium content on leading connected TV providers

Benefits of Connected TV:

- Expand local TV advertising reach given the amount of cord cutting
- Video begins playing automatically when the user chooses to watch a content video
- Cross-platform access to over 150+ apps including Hulu, Watch ESPN, CBS and Fox News

Serve video ads to consumers as they watch live sports or news, or while they are binge-watching one of their favorite show on TV.



# YOUTUBE TRUEVIEW

## 139% Increase in Brand Association

Use of video ads increases brand association by 139%.

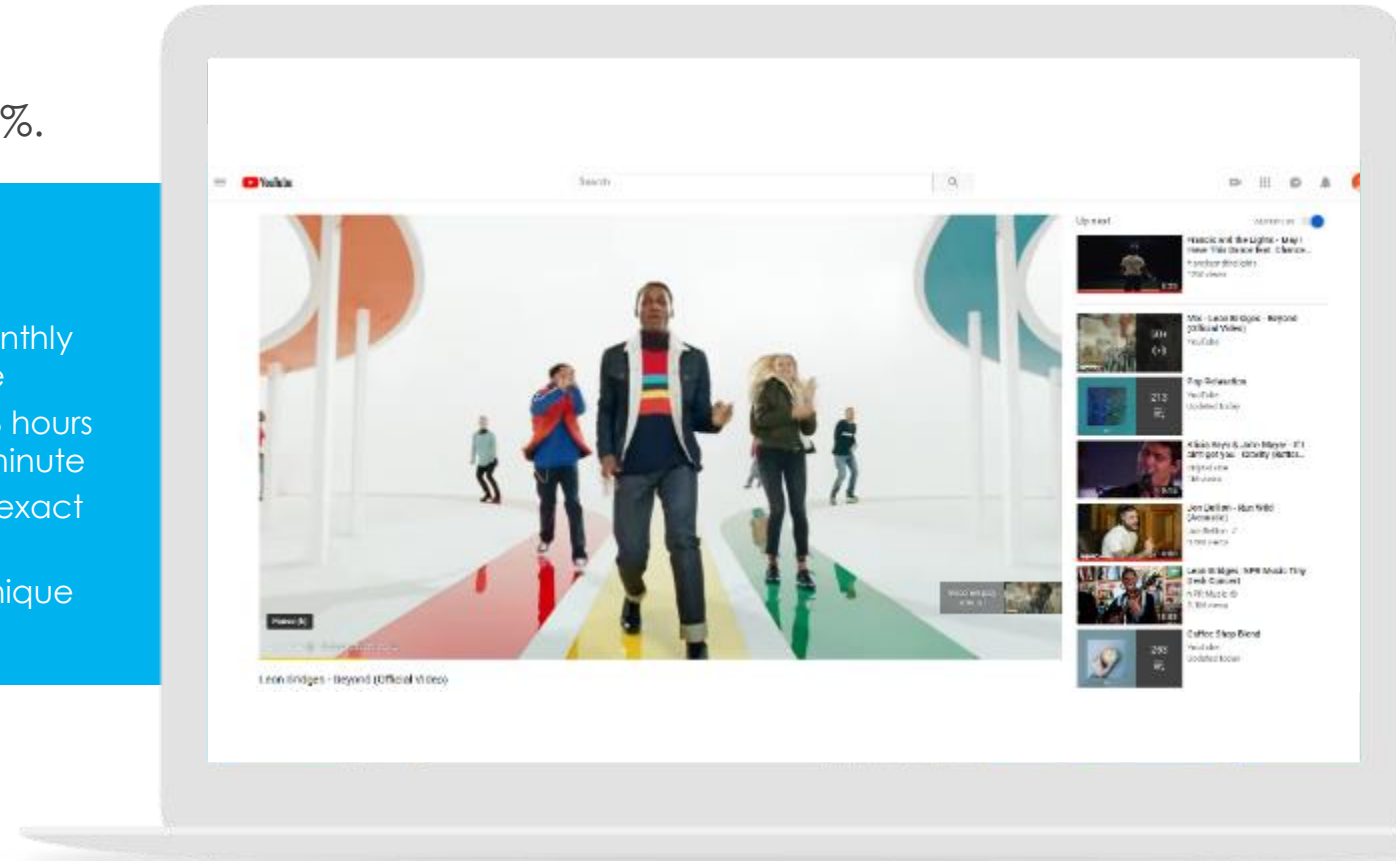
### Description

Play your 15 second video before a user watches a video they are actively searching for on YouTube.

This is attention grabbing placement on the top online video content property.

### Benefits

- YouTube has 800 million monthly unique users worldwide
- People upload more than 48 hours of video to YouTube every minute
- High level targeting to your exact audience
- Ability to reach new and unique users





**Audio advertising allows you to complement your existing online and offline branding campaigns and hone in on valuable prospects.**



# PROGRAMMATIC RADIO

## Overview

With our suite of features, you can target audio ads to relevant geos, time slots, and audiences, retarget users who have listened to your ad, and report out on all metrics to better understand how this channel works within your larger strategy.

Our solution is currently integrated with Spotify, Triton, AdSwizz, TargetSpot, and Soundcloud. Leverage data from these partners to target specific genres, playlists, and demographic traits in concert with the targeting provided through our platform. Some of these publishers also allow for companion banners that will serve alongside the audio ad while it's playing.

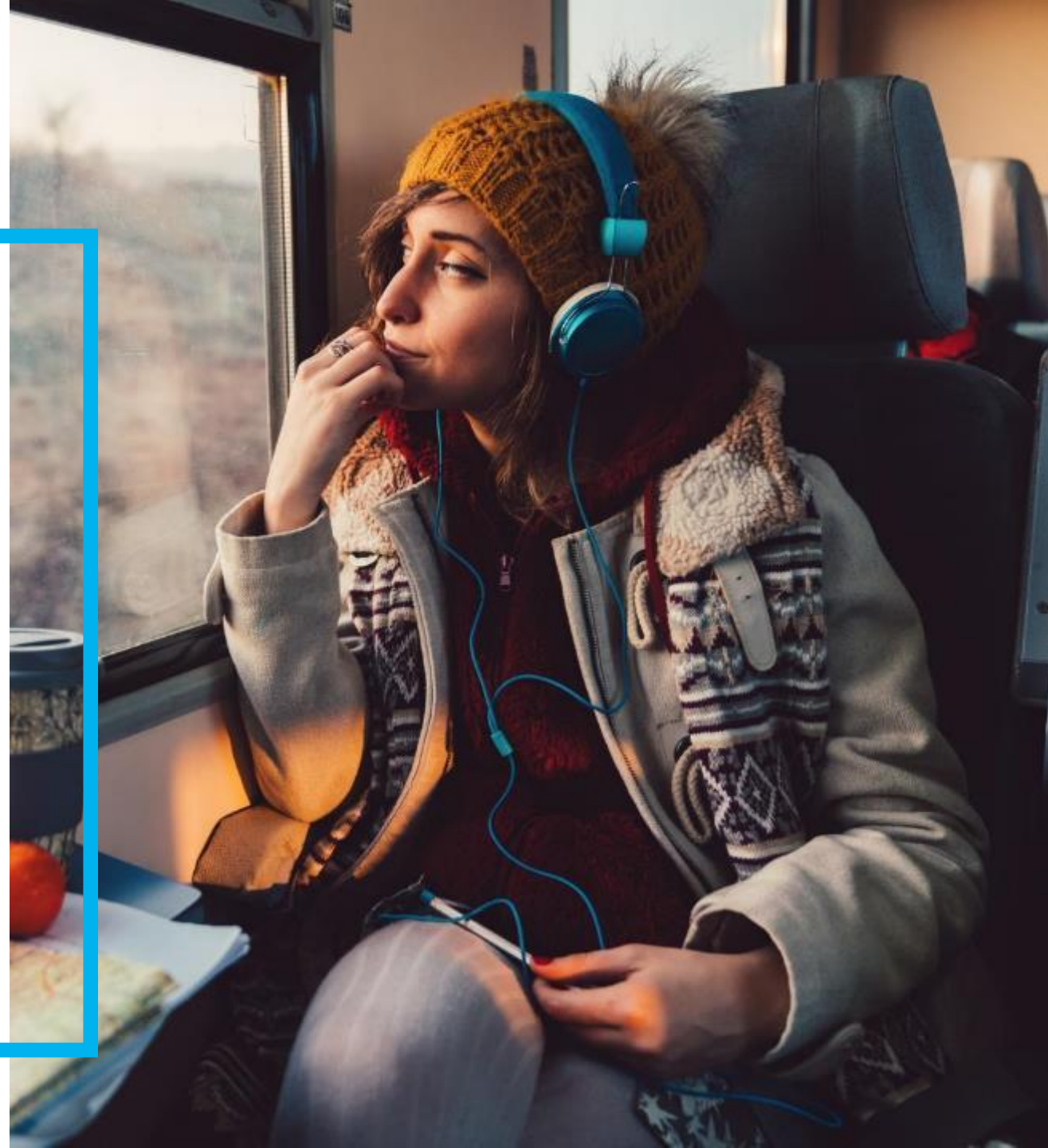


# PROGRAMMATIC AUDIO

Another way to reach your audience in a hands-free environment.

Wide variety of targeted segments including age, gender, location, interests, etc.

Ability to gather data from CRM to match with Facebook to build another channel and reach loyalty member.







# MOBILE GEO-FENCING

## With Address Match

Mobile Geo-Fencing matched to WIFI Networks & Physical Addresses

We're able to capture cell phone identification data of those who enter defined geographical areas and then, through probabilistic logic, match those device IDs to frequented IP networks which allows us to then re-engage users on their home networks across all connected devices.



## Cookieless digital advertising

IP Targeting takes the traditional direct mail strategy and delivers a message in the form of banner or video ads on websites online.



# IP TARGETING

### How It Works

IP Targeting does not use cookies, and that is revolutionary in the digital advertising world. Our IP algorithm determines the IP address based on the physical address, which is then used for precise digital ad targeting at the IP/router level. This type of targeting is beneficial for advertisers because it incorporates offline data; i.e., registered voter lists, customer databases, modeled data, and direct mail data.

### Launch a Campaign In Three Easy Steps:

1. You provide a list of names, addresses and zip codes, and we run it through our IP mapping system and provide a match rate (typically around 50% list size, minimum of 20,000 needed to start).
2. Locate the house IPs, anonymize them to create a privacy shield.
3. Serve display or video banner ads online, using the modem/router/IP address as the entry point.



# TARGETED NEW MOVES

## Three Categories of Targeted New Moves



**Pre-Mover**  
"I've listed my house."



**Escrow**  
"I've sold my house, and, I haven't moved yet."



**Post-Mover**  
"I just moved in."

## How It Works

Targeted New Moves is offered on a 6 month and 12 month subscription basis. All that you have to do is select which ZIP code, city, and/or state you want to target, enter monthly impressions and decide if you want to target Pre-Movers, Escrow, and/or Post-Movers. We manage the rest.

## Our Advantage

Targeted New Moves updates twice daily and connects advertisers to consumers in hours instead of weeks. Targeted New Moves is also hands off for you, we do all of the heavy lifting for you, allowing you to sit back and target new movers the second the information becomes available.





## Your direct channel to chosen venues

Designate Audience is based on the IP mapping technology we use for IP Targeting, but targets venues, not households.



# DESIGNATE AUDIENCE

## How It Works

Designate Audience starts by advertisers selecting locations where target populations gather, places like: professional sports arena's, college campuses, hotels, trade shows, conventions and convention centers, airports, transit centers and military bases.

Then we map the IP addresses of these locations and serve targeted digital ads on websites prospects visit while at the chosen venue. We do this by analyzing billions of pieces of data (transit, transactional, and offline data) through our IP algorithm, which determines the IP addresses.

## Examples

Advertising concerts or events to students on a college campus, or targeting Starbucks Wi-Fi cafes and offering customers "in-store" discounts on a bag of coffee beans are just a few examples of Designate Audience.





Polygon the venue of your choice on our map.



If an ad call was served to a device present at the location, Device ID is captured.



Those captured devices are now captured and stored for targeting once home address is determined.

# VENUE REMARKETING

**Cookie-less remarketing based off of visiting a physical location.**

Our newest innovation in digital ad technology allows you to capture device ID's at high valued locations and bucket them for future targeting.

## **How It Works:**

Venue Remarketing allows you to map businesses, your competitors, or even trade shows. By mapping the area, we can identify any current or past devices (smartphones, tablets, laptops) after they leave the venue, and continue to target them with digital banner ads at their home and across all of their devices. All of this is accomplished without the use of cookies.



# REVERSE APPEND

## A breakthrough in direct marketing

Our Reverse Append marketing is essentially IP Targeting backwards; retarget via Direct Mail.

### How It Works

We are creating value from anonymous website visitors. We take your site visitors' IP addresses and run them through our "reverse appending" algorithm, determining their physical home or office address. So in this case, we take the unknown site visitor IP address, find their physical address, and now the advertiser can send them targeted direct mail pieces, through one of Studio 1847's select direct mail partners.

### Our Advantage

Most other digital products can only retarget with cookies and online, we take the digital footprint created by visitors and allow our partners to turn it into a physical mail piece, brochure, white paper, or catalog.





# CUSTOM WEBSITE DESIGN

**At Studio 1847, we develop unique, custom websites from scratch – no matter your requirements.**

Our web design process is structured to create polished websites in as straightforward a manner as possible. Consisting of three stages (planning, design, and development), our process optimizes results while minimizing hang-ups from concept to completion.

## **PLANNING**

For a framework, start by determining expectations and objectives.

## **WIREFRAMES**

A wireframe document lays out a functional and attractive design, outlining pages, site architecture, navigation, menus, and the user experience (UX).

## **DESIGN & DEVELOPMENT**

As far as technical integration, a website consists of two basic components.

## **TESTING & LAUNCH**

Our extensive experience with web development has given us a foolproof approach to Quality Assurance.

## **EXPERTISE**

Our web development team is well versed in every programming language and application.



# THEMED WEBSITE

Your Studio 1847 mobile website gives you...

**A great visitor experience. Better search rankings. Simple click-to-call buttons.**

Your business needs a site that looks good on every screen...gets recognized by search engines... helps you distribute your correct business information across the Web... and speaks directly to each of your visitors.

A Studio 1847 Website gives you all that — and it all starts with one-on-one, expert service. We'll work with you to learn about your business, make sure you're happy with your new site, and help you make any changes and updates you need as your business grows.



# THANK YOU

If you have any questions, please contact:

Dave Chiappe  
Director, Premium Accounts

[dchiappe@chicagotribune.com](mailto:dchiappe@chicagotribune.com)  
312.222.2085

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