

WHITE PAPER

Best practices for digital media kits

LocalMediaInsider
Intelligence for online publishers

WHITE PAPER

Contents

Introduction – Page 3

A. Seven elements of highly effective kits – Page 4

B. Samples – Page 5

- Metro Silicon Valley – 6

- KSOK – 8

- SanJose.com – 9

- Cristabroadcasting – 12

- Tulsa World – 19

- Penny Saver – 21

- SuperMedia – 24

- News10 – 26

- WPOC Channel 9 – 31

- Orange County Register – 37

- Palm Beach Post's Idea Lab – 40

- Richmond Media Group's Political Kit – 42

- Impact Engine's personalized white label demo

C. Conclusions – Page 44

D. Links to kits by media type – Page 45

INTRODUCTION

A media kit is not just a set of information but also a sales tool. Over the years, kits have evolved from printed sheets in folders to downloadable PDF's to entire navigable sites and flip books shown on tablets.

Meanwhile, the number of products, services and packages described has exploded, making the process of creating organized, user-friendly information more art than science.

To create this report we surveyed more than 100 media kits from top local media companies to see "what works." Then we collected samples from 17 media kits as visual models for best practices in showcasing information effectively.

The minimal criteria for an effective kit is that agencies and marketers can easily find information needed to place a buy. Great kits also helped sell the media and its products and provided highly-usable tools for sales representatives calling on advertisers.

Online kits help solve new challenges; a few kits in the survey used video to educate visitors about digital services, allowed visitors to demo interactivity of rich media or funneled advertisers right to self-entry order forms.

For the purpose of this report, a "media kit" is considered the entire set of information provided to the advertiser, on or offline, to help make the sale. However, we focused mostly on what information is digitally accessible from the "Advertise" link on the media site. Most kits were split into what was published online, and pdf sheets that could be sent or presented in a meeting by sales representatives. When determining what to publish online, there are three competing approaches:

- **Minimize what is published.** Those who take this approach publish very little information on the "advertise page" of the website, hoping advertisers will need to call or email. Short slide decks and packages supplemented kits as selling tools in the field. The 'Advertise Page' on the website might include only the phone number. Most publishers - but not all - withheld at least pricing from online kits.

- **Collect and organize all the data.** This strategy neatly organizes all the information advertisers and sales representative need into a navigable "media kit site" including lists of packages with pricing. Top broadcast sites often posted long lists of visually described digital products and services.

- **Funnel sales.** Proponents of this approach incorporate best practices of online ordering sales funnels into the media kit. They use the kit not just to provide information but wet the marketer's appetite with benefits and video testimonials, and take the marketer to a call-to-action or even check-out page. Typically this strategy leaves out any information that is is not essential to prompting the call-to-action.

Most kits were some combination of these strategies.

This report on the survey is broken into four parts: A. Seven key elements of great kits, B. Samples from 13 kits C. Conclusions and D. Links and PDF downloads to kits by media category. Also find "[20 tips for creating a great digital media kit](#)" taken from this report posted here.

A. SEVEN KEY ELEMENTS OF EFFECTIVE KITS

Kits selected as samples below exemplify one or more of seven key elements of successful media kits:

1. Intelligent branding - The media kits incorporated brand elements such as font, color, look and feel consistent with their print/on-air brands, unless they intentionally rebranded as a digital service. Samples included are from [Metro Silicon Valley](#), KSOK radio (PDF below this article) and [SanJose.com](#).

2. Effective Positioning - The kits sold the audience strengths quickly and right up front - on the home page of the media kit site or the first pages of the PowerPoint or PDF. The most effective positioning includes digital and ranks penetration and share-of-audience in comparison with competitors in their DMA. Included are samples from [E. W. Scripps-owned WCPO Channel 9](#), Richmond Media Group's [political media kit](#) and [Tulsa World](#).

Samples from kits that position media specifically to sell digital expertise are from [Idea Lab](#), NM360 (PDF below article), [Source Media Group](#).

3. Well-organized presentation – The media kits made it easy for users to find what they needed for an informed advertising decision. We looked for simple solutions to navigability, such as online kits that broke out "products" into their own category, with links to each product detail page or brochure. Included are samples from [CristaBroadcasting](#), [SuperMedia.com](#), The [Tulsa World](#), [E. W. Scripps-owned WCPO Channel 9](#), and [Saratoga.com](#) (PDF below) for a variety of approaches.

4. Essential information - The most effective media kits felt complete; they include all the information needed to buy, such as:

*Audience reach and demographics - see [Orange County Register's](#) info graphics *Market *Products *Specifications *Pricing and packaging

*Event sponsorships and/or calendars - [Metro Silicon Valley](#)

*Testimonials - [SanJose.com](#), [SuperMedia.com](#) * Contact information

Mentioned as "Complete" PDF-style kits are CBS-Local-Media's KMQV and Saratoga.com (see PDF's at the bottom of this report).

5. Prominent placement of contact information and calls to action -

They placed calls to action on all pages and in visually-significant ways. This included not only phone numbers, but prominent data collection forms or names and head shots of sales staff for that product. Included are samples from The [Tulsa World](#), [The Idea Lab](#), and [SuperMedia.com](#).

6. Quality visuals of digital products and services – Rather than a one-page advertising-products page, the best media kits devoted at least one page to each digital product. Some kits provided one page for features specific to each product, and a second page to display the product itself. See [Crista Broadcasting](#), [News10 ABC](#), [WCPO Channel9](#), [The Idea Lab](#), [SanJose.com](#) and [Impact Engine's](#) white label demo.

7. Simple packages and bundles of digital services - In addition to a la carte items, these kits also packaged media together in clearly defined bundles of products. See [Crista Broadcasting](#), [Richmond Media Group](#), [SuperMedia.com](#), [PennysaverUSA](#), showcased below.

In general, TV sites, directories and pureplays did a better job of showcasing digital products in a highly visual fashion that "sold" them to the advertiser. On the other hand, some TV stations with great PDF kits available online were short on navigation, relying on long lists of slides.

Newspaper sites tended to be more navigable but often short on visuals, and sometimes became so large and convoluted they were virtually unusable.

Directory sites, catering to large numbers of smaller merchants, were ahead of the game in packaging simple multimedia bundles and incorporating self-serve options.

B. SAMPLES FROM MEDIA KITS

Below are representative samples from media kits that "made the cut" by

exemplifying at least one of the seven key elements.

1. Metro Silicon Valley

Metro Silicon Valley's digital kit has effective branding and visualization of specific audiences. Small media companies are sometimes better at creating effective online media kits because the job is simpler: just a few extra links on the advertise page for information and downloads. Metroactive.com, the web site of alternative weekly Metro Silicon Valley, takes it one step further by including a data-collection form, an increasingly common best practice for online sites:

The screenshot shows the Metroactive website interface. At the top is the 'metroactive' logo and a Google Custom Search bar. A navigation menu includes links for Home, Music & Clubs, Movies, Arts, Restaurants, Features & Columns, Giveaways, Coupons, and Classifieds. The main content area is divided into two columns. The left column, titled 'Advertise with Metro', contains text about reaching 500,000 active young adults and a contact form. The right column, titled 'Metro Media Kit', lists links for Media Kit, Rate Sheet 2012, Ad Planner 2012, Circulation Map, and Electronic Guidelines. Below these are sections for 'Display Sales' and 'Classified Sales', each listing phone numbers for Metro Silicon Valley, Santa Cruz Weekly, and North Bay Bohemian.

Advertise with Metro

Reach 500,000 active young adults by advertising and branding your business or event on Metroactive and Metro Newspapers.

Silicon Valley's leading guide for clubs, nightlife and entertainment for more than a decade, Metroactive and Metro Newspapers will help your business increase website traffic and generate customer leads, as well as sell tickets, products and services.

Metro Newspapers respects your privacy. Please review our [Privacy Policy](#).

* denotes required field

Business Name *

First & Last Name *

E-mail Address *

Contact Phone *

Metro Media Kit

- Media Kit
- Rate Sheet 2012
- Ad Planner 2012
- Circulation Map
- Electronic Guidelines

Display Sales

- 408.298.8000 Metro Silicon Valley
- 831.457.8000 Santa Cruz Weekly
- 707.527.1200 North Bay Bohemian

Classified Sales

- 408.200.1305 Metro Silicon Valley
- 831.457.8000 Santa Cruz Weekly
- 707.527.1200 North Bay Bohemian

Forms create design trade offs: A prominent phone number above the form will increase impulse calls but decrease trackable e-mail leads. In this case the phone numbers are off to the right - not where the readers would easily see, but at least above the fold. Far too many companies who used forms dropped the phone number completely, a guarantee of missing some easy business. The [Media kit](#) link takes the visitor to several pages on demographics, which portray the brand effectively and position its various franchise audiences:



The Product

Metro delivers the Best of Silicon Valley

The Metro marketing machine provides a direct connection to the dynamic, fast-paced Silicon Valley lifestyle and is regarded as the "go to" resource for insightful, up-to-the-minute coverage of local news, arts & entertainment information. For more than 25 years, Metro has successfully brought the entire South Bay and its distinct neighborhoods together with one publication for a unique reader experience.

Metro leads the market with best-in-class design and high-gloss stock, delivering sharper resolution, crispier photos and color availability throughout the entire publication. Progressive, contemporary design engages readers with more visual impact and a clean layout – producing a more effective advertising opportunity. The result is a more exciting read that influences the way residents think, spend leisure time and shop throughout Silicon Valley.



Performing Arts

Comprehensive South Bay Arts and Theater Coverage



Silicon Valley's multiple award-winning arts coverage puts readers in touch with the local performing arts community. Metro captures the essence of Silicon Valley's cultural scene while highlighting local art museums, community playhouses, major theatrical performances, ballet and opera. The arts section is also home to comprehensive and in-depth local reviews and literary criticism from veteran A&E editor Michael Galt, who tells Metro's audience experience "a good read."

156,325 Metro readers attended an Opera/Symphony Theater performance in the last year

26,546 Metro readers are art patrons with advanced degrees earning \$100k+ and have attended Opera & Symphony performances

42% of Metro readers turn to the arts section

20% of Metro readers attended a classical music/opera performance

Each of its core franchises - Arts, Music, Dining, and Retail - has its own set of audience statistics with a dominant, exciting image. This kit stops short, however, of describing digital audiences and products. An easy way to grab free online audience data is via [CivicScience poll](#), a simple code which can be placed on the site; after which questions in the poll can be changed to generate data on visitors at no cost. The last page shows available event sponsorships (a

navigable link on its own?).

Metro's kit also includes full schedule of its special issues and key dates - often asked for by agencies an element too many kits left out. Note that key advertising dates like Labor Day and Mother's Day are indicated in a different color on the calendar:

Metro 2012 EDITORIAL & EVENTS CALENDAR				
-- published every Wednesday				
Customer:		Size:	Frequency:	Dates:
				(in per contract)
Publish Date	Deadline	Publish Date	Deadline	
● JAN 4 (27)	DEC 29	● JULY 4 (27)	JUN 29	
● JAN 11 (24)	JAN 9	● JULY 11 (24)	JULY 9	
● JAN 18 (21)	JAN 12	● JULY 18 (21)	JULY 12	
● JAN 25 (14)	JAN 19	● JULY 25 (14)	JULY 19	
● FEB 1 (7)	JAN 26	● AUG 1 (7)	AUG 28	
● FEB 8 (24)	Valentine's Day	● AUG 8 (24)	SI JAZZ FESTIVAL	AUG 2
● FEB 15 (17)	FEB 9	● AUG 15 (31)	SI PRIDE	AUG 9
● FEB 22 (10)	FEB 16	● AUG 22 (24)	Labor Day / FALL ARTS	AUG 16
● FEB 29 (3)	FEB 23	● AUG 29 (17)		AUG 23
● MAR 7 (20)	MAR 1	● SEPT 5 (10)		AUG 30
● MAR 14 (13)	St. Patrick's Guide	● SEPT 12 (3)		SEPT 6
● MAR 21 (6)	MAR 15	● SEPT 19 (24)	THE INDIES	SEPT 13
● MAR 28 (23)	BEST OF SILICON VALLEY	● SEPT 26 (31)		SEPT 20
● APR 5 (30)	Easter/Spring Break	● OCT 3 (40)	Columbus Day	SEPT 27
● APR 12 (23)	SV DINING	● OCT 10 (47)		OCT 4
● APR 19 (16)		● OCT 17 (54)	SV DINING / SILICON VALLEY RESTAURANT WEEK	OCT 11
● APR 26 (9)		● OCT 24 (61)	Halloween	OCT 18
● MAY 3 (2)	Clisco De Mayo	● OCT 31 (68)		OCT 25
● MAY 10 (25)	Mother's Day	● NOV 7 (75)	Veteran's Day	NOV 1
● MAY 17 (18)		● NOV 14 (82)		NOV 8
● MAY 24 (11)	Memorial Day / THE SUMMER GUIDE	● NOV 21 (89)	Thanksgiving / THE GIFT GUIDE	NOV 15
● MAY 31 (4)		● NOV 28 (96)		NOV 22
● JUN 7 (21)	THE BARS & CLUBS ISSUE	● DEC 5 (103)	Chanukkah	NOV 29
● JUN 14 (14)	Father's Day	● DEC 12 (110)		DEC 6
● JUN 21 (7)		● DEC 19 (117)	Christmas / THE NYE GUIDE	DEC 13
● JUN 28 (24)	4th of July	● DEC 26 (124)	THE YEAR IN REVIEW	DEC 20

Key: ALL CAPS - Editorial Issue

2. KSOK Radio

Another example of a media kit that portrays brand and positioning well is KSOK radio, below (the kit is not published online, so please find the PDF on an attachment below this article).

Home of the Good Guys!



334 E. RADIO LANE
ARKANSAS CITY, KS 67005

WWW.KSOKRADIO.COM

JOE MORALES
MARKETING

JOE@KSOKRADIO.COM

OFFICE: (620) 442-5400
CELL: (620) 660-5154



Home of the Good Guys!



95.9 FM Today's Country **Country Classics 1280 AM**

HOME OF THE GOOD GUYS!

Home of the Good Guys!



334 E. RADIO LANE
ARKANSAS CITY, KS 67005

WWW.KSOKRADIO.COM

JOE MORALES
MARKETING

JOE@KSOKRADIO.COM

OFFICE: (620) 442-5400
CELL: (620) 660-5154



LOCALLY OWNED. . .
LOCALLY COMMITTED. . .

Community Vision

- * As broadcasters we have a responsibility to keep the
community safe from harm.
- * 65 Years in the community
Regionally focused on the communities we serve.
- * The only station in South Central Kansas to go LIVE when
emergencies and storms happen.

This brand is fun, but also starts off by positioning the radio station's strength as the leading provider of emergency news. The kit also stops short of addressing digital; and leaving out an important strength. KSOK's mobile phone text alert audience, for example, is huge for a small city (case study on how they signed [50 percent of the population to text alerts is here.](#)) Leaving out

digital was all too common for many local media sites.

3. SanJose.com

The media kit for [pureplay city guide SanJose.com](#), published by the same company as Metroactive, shows how a small company can create a micro kit organized around the sales call. Shown here are a few of the sides that demonstrate how visual aids can showcase benefits of emerging digital products.



Featured Listings

High visibility on Channel Page + Enhanced Listing or Optimized Landing Page.

- ✓ High visibility
- ✓ Optimized description
- ✓ Unmatched branding
- ✓ Logo or photo
- ✓ Call-to-action
- ✓ Enhanced Business Page
- ✓ Business Directory Listing



The "Optimized Landing Page," affectionately known as OPL by the staff, is described by this slide:

Optimized Landing Page

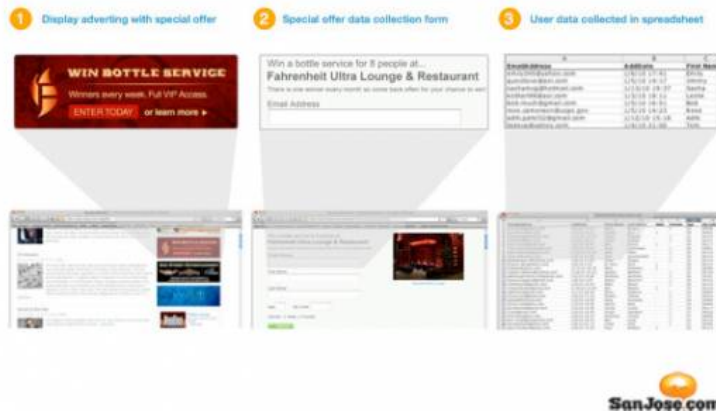
Search Engine Optimized page focused on high conversion and tangible ROI.

- ✓ High conversion
- ✓ Call-to-action
- ✓ Tangible ROI
- ✓ Optimized description
- ✓ Logo
- ✓ Photo Gallery
- ✓ Video



The last product illustrated, display ads, are presented as "Lead generation programs" or "Data collection service through Incentive-based marketing" boiled down for merchants to understand easily: 1. Display advertising with special offer, 2. Special offer data collection form, 3. User data collect in spreadsheet:

Data collection service through incentive-based marketing.



Last but not least, Sanjose.com's deck includes compelling testimonials with dollars and numbers. Testimonials can help build credibility for emerging products or reinvigorate confidence in traditional products.

Testimonials

“SanJose.com is one of my best advertising investments. SanJose.com has continuously brought us lots of new party, banquet and events customers.”

Kam Razavi, Owner - Loft Bar and Bistro

“Results were immediate. We were getting reservations and inquiries the very next day and revenues grew to a consistent \$10,000 in monthly revenue.”

Matthew Kim, Corporate Director of Sales & Marketing - Miramar Hospitality

“SanJose.com is amazing! We were able to track over \$85,000 in sales directly attributed to our placement on SanJose.com and gained 76 new customers.”

Marnie Oshan, Marketing Coordinator - Sports Basement Sunnyvale



Note: A similarly-organized deck, Saratoga.com, with different products, is included in a PDF at the bottom of the this report's page on LocalMediaInsider.

4. Cristabroadcasting.com

A few local news media have built truly navigable online media kits, and probably the most complete of these is [CristaBroadcasting's](#), representing a group of four Christian radio stations. While the corporate look of this site is not visually consistent with the radio brands, the navigational elements are well worth paying attention to. That is, the navigation bar has tabs for **audience**, **stations**, **on-air** products (with pricing!), **digital** products with pricing, plus multimedia **packages** and the **political vertical**. Agencies can use the site to buy, since all of the pricing is already there. But primarily, reps use the packages in the field. Here is the front page with navigation:



The "audience" tab in the navigation bar links to a universal page describing the audience of a Christian radio station, common to all properties.

Another best practice on this site is separating on-air and digital products in the navigation bar, and adding multimedia packages. A user can figure out digital products and services a la carte, and then see the suggested bundles. Here's how the "digital" a la carte products are presented (there are six in total):



Note that an online media kit like this - as opposed to a downloadable PDF - has the advantage of interactivity: Audio and videos can be played. Rich media ads can be demoed. Even the "on-air" tab of this site geared to radio sales has a "click to play" audio demo, something advertisers can't get with a slide deck or PDF version.

Visitors who click on the icon for "Web Banners" for example, find a page (below) with sizes, definition of key terms, and a clickable gallery of how each looks on all four stations. Pricing charts are included as the visitor scrolls down.

Home Audience Station On-Air Digital Packages Political News

CRISTA
BROADCASTING

CRISTA Broadcasting Ad Space

PART OF THE CRISTA FAMILY

Web Banner Ads

Banner advertising is a powerful branding tool and the perfect way to showcase your message to online users.

CRISTA Broadcasting believes in highlighting our advertisers. Our listeners welcome advertisements online because they know you support our CRISTA family. All ad pricing is incorporated with content, which has an immediate impact on the results of your campaign.

We offer our banner ad packages as a turnkey experience. Our digital creative team will create your basic display ad at no additional charge! Click [here](#) to see our production rates if you'd like to incorporate a more complex creative campaign!

CRISTA Broadcasting provides a variety of banner ad sizes across our sites to meet your budget and creative needs!

- Medium Rectangle
- Wide Skyscraper
- Small Rectangle
- 3:1 Rectangle
- Leaderboard
- Pushdown

Definitions:

Impression: An advertisement's appearance on a web page.

CTR%: Click Through Rate (CTR) = Ratio of ad clicks to ad impressions.

Next image >>

Useful "definitions" of key terms help merchants to understand digital terminology used on the page. The large icon links makes the navigation more visual. Unashamed of their pricing, Crista shows it for every product they sell.

Finally, reps can take tablets into the field and access the "Packages" link to show multimedia deals and sponsorships that are available, related to the stations content, upcoming events and so on.


Home Audience Station On-Air Digital Packages Political News

CRISTA
BROADCASTING


CRISTA Broadcasting Ad Space

PART OF THE CRISTA FAMILY


Special Sales Packages




- 1 e-Auction
- 2 SPIRIT Concerts
- 3 Pledge of Allegiance Sponsorship
- 4 Family Name Game Sponsorship
- 5 Christian Book Club
- 6 Evenings with Martha Hadley Sponsorship
- 7 Keep the Faith Sponsorship
- 8 Middays with Sarah Sponsorship
- 9 Mom's Night Off Sponsorship
- 10 Mornings with Scott and Sam Sponsorship
- 11 Sleigh Ride
- 12 SPIRIT Music Countdown Sponsorship
- 13 SPIRIT Remotes



- 1 e-Auction
- 2 PRAISE Concerts
- 3 PRAISE Family Portraits Presenting Sponsor 2012
- 4 PRAISE Family Portraits Week Sponsor 2012
- 5 2012-PLATINUM-PACKAGE-KWPZ-Auction-US
- 6 2012-PLATINUM-PACKAGE-KWPZ-Auction-CND
- 7 Half Price Deals
- 8 Larry Lomax Show Sponsorship
- 9 Mary Mickley Show Sponsorship
- 10 Mark Holland Show Sponsorship
- 11 Morning Show Sponsorship
- 12 Drive thru Difference
- 13 PRAISE Remotes - US
- 14 PRAISE Remotes - Canada



- 1 e-Auction
- 2 Christian Book Club
- 3 Remote
- 4 Steve & Amy Remote
- 5 Drive - Thru Difference
- 6 Talent Endorsement
- 7 I love That Song
- 8 Keep The Faith



- 1 Christian Book Club
- 2 Monthly Pledge Gift Sponsorship
- 3 Mornings with Mark Holland Sponsorship
- 4 Radio Theatre Sponsorship
- 5 Southern Gospel Sundays Sponsorship
- 6 Mike Huckabee Show Sponsorship

For sales reps, having packages published online is easier to use in the field on a tablet than are documents stored on an intranet that require printing multiple PDF's (and predicting which ones the advertiser will want to see) before going on a call.

There are still some additional take-outs not posted on the centralized media kit site, including these good-looking infographics showing Web and Facebook data (thanks to digital sales expert Channah Hamberg for showing us how this is done!):



facebook
JANUARY - DECEMBER 2011

TOTAL LIKES 4,364



TOP 5 CITIES (THAT LIKED SPIRIT 105.9)



AUSTIN
ROUND ROCK
CEDAR PARK

ROYSE CITY
PFLUGERVILLE

GENDER AND AGE (DEMOGRAPHICS)



TOP 5 ACCESSED TABS (40,168 TOTAL)



POST VIEWS
3,114,644
POST FEEDBACK 20,128

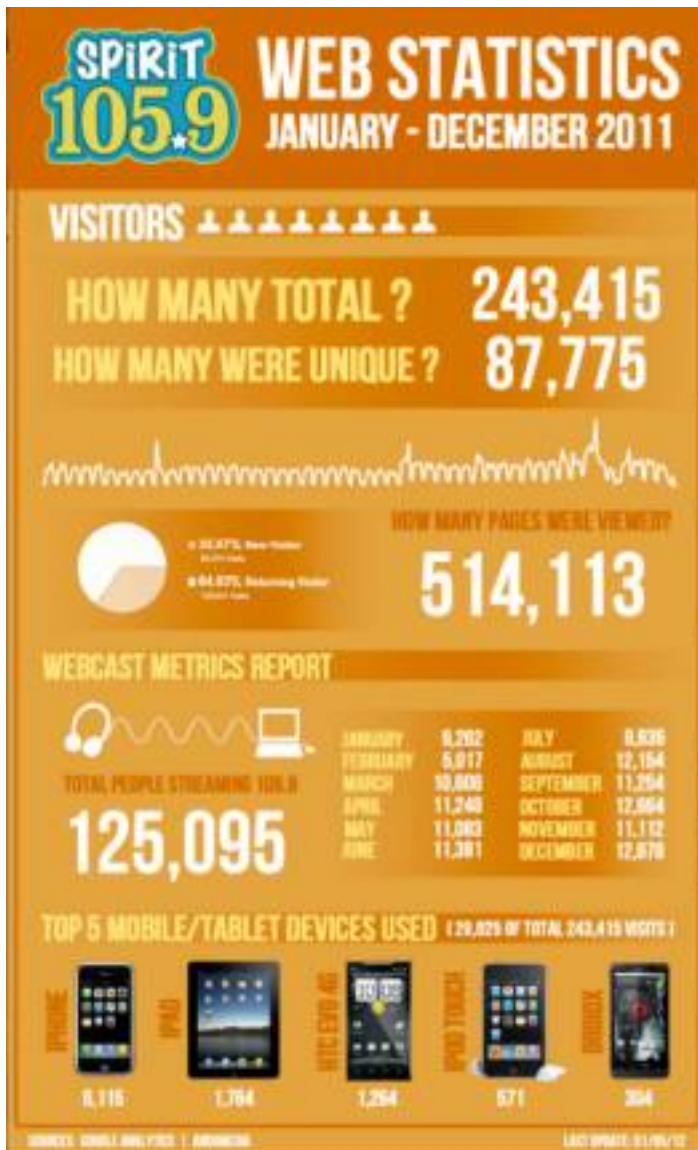
DAILY | WEEKLY | MONTHLY ACTIVE USERS

Daily Active Users Weekly Active Users Monthly Active Users



SOURCE: FACEBOOK

LAST UPDATE: 01/10/12



The only other news media site we found that published a variety of packages online is Canadian SunProvince.com which also has a fully navigational site. Find the sales [packages for numerous verticals are called "Media-Kits" listed here.](#)

Companies looking for ways to present demographics for special audiences to agencies may also want to look at how Clear Channel's national ad network's full navigable online media kit, PremiereNetwork slices and dices its data in its online kit. Audio samples of its personality brands combine with an ability to choose programming/products by demographics.

5. The Tulsa World

Another true, navigable online media kit was created by newspaper company The Tulsa World. Of note is the central positioning statement, as well

as secondary messages ("We have the largest audience in the area" etc.) on the home page.

TULSA WORLD News Sports Business Scene Opinion Obituaries Blogs Comics Multimedia Weather Jobs Autos Homes Pets Classifieds Search

TULSA WORLD MEDIA KIT

HOME PRODUCTS RATES RECRUITMENT DEMOGRAPHICS SCHEDULE DOWNLOADS SUBMIT AN AD CONTACT US

Each week, more than **half a million** Northeastern Oklahoma adults read the Tulsa World.

*Scarborough Research 2011 #2

In 30 days, you can gain more than 9 million gross impressions with the Tulsa World. [More »](#)

Why should you consider advertising with the Tulsa World?

<p>WE HAVE THE LARGEST AUDIENCE IN THE AREA Pick from products both in print and online that reach the largest audience in both our DMA and Tulsa Metro Area. Learn more.</p>	<p>WE CAN TARGET THE TYPE OF CUSTOMER YOU WANT Women, 20-somethings, south Tulsa residents -- you let us know your customer and we will get their attention. Learn more.</p>
<p>WE HAVE THE DATA YOU NEED TO MAKE DECISIONS Scarborough Research is the most valuable and reliable consumer intelligence available. Learn more.</p>	<p>WE CUSTOMIZE OUR SERVICES FOR YOUR GOALS You have access to market analysis, media planning, creative design and follow up to ensure optimal results. Learn more.</p>

CONTACT US TODAY

Print advertising:
918-581-8510
advertising@tulsaworld.com

Online advertising:
918-581-7312
amy.williams@tulsaworld.com

Recruitment advertising:
918-732-8140

world.com/webtools/mediakit/index.aspx

Clicking on the "demographics" link in the nav bar leads the visitor to additional comparative positioning of its audiences: "Tulsa World reaches 53% of adults in the Tulsa DMA" compared to "a prime time spot of each of the four television stations" that only reaches 17%." A yellow color block with contact information stays on every page. This was the most one of the most prominent displays of contact phone numbers we saw on any site.

TULSA WORLD News Sports Business Scene Opinion Obit Blogs Comics Multimedia Weather Jobs Autos Homes Pets Classifieds Search

TULSA WORLD MEDIA KIT

HOME PRODUCTS RATES RECRUITMENT DEMOGRAPHICS SCHEDULE DOWNLOADS SUBMIT AN AD CONTACT US

DEMOGRAPHICS / ZONES AND PARTNERSHIPS / REACH

WHERE DOES THE TULSA WORLD STACK UP AGAINST OUR COMPETITORS?

The Tulsa DMA is more than 1,020,000 adults.

- Tulsa World reaches 53% of adults in the Tulsa DMA in an average week.
- If you had a prime-time spot on each of the top four television stations, you'd only reach 17%.
- If you had a morning drive-time spot on each of the top four radio stations, you'd only reach 4.9%.

Scardon Research 2010
(Tulsa & Hometown, AZ - Tulsa)

If you'd like to see all of our statistics in our CBSA, [download the pdf here.](#)

CONTACT US TODAY

Print advertising:
918-581-8510
advertising@tulsa-world.com

Online advertising:
918-581-7312
amy.williams@tulsa-world.com

Recruitment advertising:
918-732-8140
careerads@tulsa-world.com

Classified advertising:
918-583-2121
or 800-897-3557
advertising@tulsa-world.com

[Full Contact Listing](#)

"96% of all Tulsa World retail advertisers agree that the Tulsa World is a good company to do business with."
Tulsa World Advertising Satisfaction Survey (October 2011).

In this case the navigation includes **products, rates, demographics, schedule, downloads,** and **submit an ad.** Clicking on the **products** link takes the visitor to a page with **a secondary navigation for all products** in the left rail.

TULSA WORLD MEDIA KIT

HOME PRODUCTS RATES RECRUITMENT DEMOGRAPHICS SCHEDULE DOWNLOADS SUBM

TULSA WORLD PRODUCTS / CUSTOMIZED SERVICES

POWER NOTES

These 3" x 3" stick-on ads are great for coupon offers and special events.

END IN SIGHT?
A judge will consider the
Sundays management
past Monday, Business 11

COUNTER CULTURE
It's a tour of Tulsa to kitchen
Scene 11

\$5 OFF
Oil Change*

TULSA WORLD
LOCATED SINCE 1905

610-8863
Pre-Book Your
Auto Care

Tulsa lauded as strong city

Plunging revenue squeezes area cities

NOV. 1: LAWSUIT REFORM KICKS IN

CIVIL

As Ardmore grieves, kids

POWER NOTES

SUNDAY COMICS

POLYBAG

PREPRINTED INSERTS

SPECIAL SECTIONS

FRONT PAGE BANNER ADS

MAIN NEWS

LOCAL NEWS

SPORTS

BUSINESS

SCENE

WEEKEND

OPINION

WEB

WORLD CLASSIFIEDS

CRUISE CONTROL

SUNDAY CAREERS

WORLD OF HOMES

Print ad
918-581
advertisi

Online a
918-581
amy.will

Recruitm
918-732
careerad

Classifie
918-583
or 800-8
advertisi

Like many print sites, this kit does not go far enough in displaying digital options. Digital is just one tab - "web" - in the suite of products. Best practice is to split print product and digital products so that digital can have its own set of product links, or better yet, its own tab in the navigation bar.

5. PennysaverUSA

The PennysaverUSA has a kit that is simple and makes sense. Every Web page starts an offer to "Place a Free Ad" something that yellow page sites have started to do to collect merchant data or lead smaller advertisers directly into a self-serve funnel:



On the advertiser page, the visitor has two options: A downloadable PDF of the Print Products Media Kit and one for the Digital Products Media kit.

The Digital Products Media Kit starts with a cover page, list of products, and a page on each product:



Digital Media Kit

PennySaverUSA.com makes it easy for businesses of all sizes get found online no matter what your business objectives or budget. We offer many digital products and solutions to help your business establish an online presence, drive traffic, increase call volume, generate leads, and most importantly reach new customers. With over 50 years of hyperlocal marketing experience, you can't go wrong. Partner with PennySaverUSA today and leverage the power of digital!

Display Advertisings, Classified Ads and Coupons



Drive prospects, leads, and customers across the U.S. with display advertising on PennySaverUSA.com. We offer targeted placement to a specific industry, geo-location or opt for run-of-site campaigns to reach millions. Also, classified ads and coupons is what we do. Place a classified ad to promote your business, service, or best deal for additional exposure!

Website Hosting, Creation, & Marketing **POWER SITES**

No matter the size or location of your business, you need an online presence. Get found online, grow your audience, and set yourself apart from the competition with a professionally designed website made to rank on search engines & business directories so new customers can find you faster.

Search Engine Marketing



Increase website traffic, inquiries, and phone calls to your business with PowerClicks. You set the budget and our Google, Yahoo!, and Bing certified search engine marketing professionals do the rest. Don't have a website? No problem. PowerClicks includes hosting and creation of your very own website using our PowerSites offering.

Digital Transformation of Print Display & Classified Ads **POWER PAGES**

Drive additional call volume and foot traffic to your store with a PowerPage promoted on PennySaverUSA.com. Simply give us your print ad and we'll transform into a webpage that will allow you easily take your print campaign online.

Digital Products - Media Kit


POWER PAGES

Take Your Print Campaign Online

You can drive additional call volume and foot traffic with a PowerPage or PowerClassified promoted on PennySaverUSA.com.

PowerPage Options

PowerPage & PowerClassifieds are industry-specific single webpages that promote your display or word ad on PennySaverUSA.com



PowerPages

- \$10/week for two PowerPages
- Turn your display print ads into PowerPages

PowerClassifieds

- \$5/week for a single PowerClassified
- Turn your reader print ads into a PowerClassified

Questions?
P: 866-640-3900
E: psetup@pennysaverusa.com

Last Updated: July 17, 2012

What could be simpler? For a company with hundreds of markets and mostly small business sales, this is a great solution: Five basic products, consistently priced. Note to Media Companies with large numbers of multiple markets: Creating a few consistent packages for the low end of the market will make buying and selling simpler and allow for a more consistent set of metrics.

For media companies dealing with "a la carte" buys as well as large and small packages, it is important to break these out in the online media kit. That is, the media kit can have one navigation links for "Products" (a la carte) "Packages" (larger multi-media packages) and "Digital Starter Services" (small bundles of that include services, similar to the PennySaver).

3. SuperMedia

The industry that has invested most in developing turnkey packages and selling via the online media kits are yellow-page directory companies which typically include freemium, with upsales to tiered bundles or self-serve modules. The sample we've included is from SuperMedia, which is about to merge with Dex. Its [fully navigable online media kit is here](#).

This media kit navigation bar separates the site into four channels: **Online Advertising**, print **Yellow pages**, **Web sites** and **Packaged solutions**. Online advertising alone has eight products in drop down windows:



For example, if a visitor clicks on "Click packages" [it takes him or her to a page with a persuasive video that includes a testimonial](#): A female spokesperson explains the concept of "Identity bundles," after which a client gives testimonial about how well his company has done.



The spokesperson's role is to raise the buying temperature and educate the merchant, describing SEO as "a quick economical way to ... increase customer track to your door. First we'll establish you on... Superpages...our optimizers will make sure you're found on 250 sites... and you will need a unique profile..plus maximize your findability to find high traffic results..." and so on. Packages are called "Identity bundles" with guarantees of 25, 50, 75 and 100 clicks.

After the video, the visitor can select to view the packages:

Click Package Options

[Return to business listings »](#)

BASICS	25 Click Package	50 Click Package	75 Click Package	100 Click Package
Pricing	\$99 a month SIGN UP	\$159 a month SIGN UP	\$229 a month SIGN UP	\$299 a month SIGN UP
Click guarantee (avg. per month)	25 clicks	50 clicks	75 clicks	100 clicks
Business profile page	✓	✓	✓	✓
Web site option (\$80 a month)	✓	✓	✓	✓
Video ad option (\$100 a month)	✓	✓	✓	✓
SuperGuarantee program	If qualified	If qualified	If qualified	If qualified
SuperTradeExchange	✓	✓	✓	✓
LISTING ENHANCEMENTS				
Extended reach (6 cities or county)	✓	✓	✓	✓
Preferred placement	✓	✓	✓	✓
Slogan or tagline text	✓	✓	✓	✓
Bold business name	✓	✓	✓	✓
Small logo or icon	✓	✓	✓	✓
Coupon (optional)	✓	✓	✓	✓
	\$99 a month SIGN UP	\$159 a month SIGN UP	\$229 a month SIGN UP	\$299 a month SIGN UP

This is just one of SuperMedia's products. Below is the promotion for self-serve reputation management platform, note the large visual with placement of sales funnel links in the top part of the screen, rather than at the bottom of all the other informaion. This kit an example of the "sales funnel" approach, and leads visitors through self serve entry via the "claim your listing to get started" button.

It also allows visitors to call a sales representative for questions, or download a brochure in the left rail links:

The screenshot shows a website for 'Reputation monitoring'. On the left is a vertical navigation menu with links: 'Local search marketing', 'Business Listings', 'Reputation monitoring' (highlighted), 'Mobile web sites', and 'Video ads'. Below this menu is a 'Questions?' section with a phone icon and the number '(866) 970-1107', and a 'Brochure' link with a document icon. The main content area has a large header 'Reputation monitoring' with a background image of a smiling construction worker in a yellow hard hat. Below the header is a text block: 'Find out what people are saying about your business online. We pull together ratings, reviews and comments from across the web so you can see how your business is being talked about.' This is followed by two buttons: 'Client sign in >' and 'Don't have an existing account? Claim your free listing to get started >'. Below this is a section titled 'Advantages' with sub-tabs 'How it Works' and 'Get Access'. The main heading for this section is 'Why reputation monitoring matters'. The text explains that social media is used for business conversations and lists two bullet points: 'Social networks like Facebook, Twitter and Foursquare' and 'Ratings and reviews from sites such as Yelp, Citysearch and Bing'. Below this is a grid of social media and review site logos: Twitter, Yelp, Superpages, Google, Facebook, CityGrid, Foursquare, and Yahoo. The final section is 'Social media is influencing purchases', which includes three bullet points with statistics: 'More than 4 in 5 U.S. online adults use social media at least once a month.', '45% of Americans say they trust the reviews from friends or people they follow on social networking sites.', and '46% of social media users have recommended or talked about a product or brand on Facebook, and 44% have done the same on Twitter.'

Products that don't have a self-serve platform prompt visitors to call.

The only other spokesperson-style video we saw was created by Source Media Group, the rebranded Cedar Rapids daily and broadcast companies. See [its video here on the home page of its](#) media kit page that positions the company as a leader in digital.

4. News10.net, an ABC affiliate

Media kits designed for higher-end advertisers also require skill to visualize digital products that will be part of customized multi-media campaigns. An example is the clean, consistent [PowerPoint-style kit from Gannett-owned News10 ABC](#) in Sacramento, California. It's really too long to be used as a sales presentation, but allows sales representatives to visually show almost any digital products they may be recommending to a large client. We included numerous slides from the

deck to show how to quickly and visually illustrate almost any new product:



NEWS 10
A GANNETT COMPANY

Our community relevant content draws interested residents in CA to our website

88x31 Tile

728x90 Leaderboard Ad

300x250 Square Ad

NEWS 10
A GANNETT COMPANY

News10 Weather App

- Only ONE EXCLUSIVE sponsorship available!
- Sponsor ad (300X50) will be placed at the top of the page of 10 Day Page, Hourly & Alert Page

News10 Weather App Package includes:

- Exclusive sponsorship of the 10-day, Hourly, Video and Alert page (300x50)
- \$1000 per month for 3 months

NEWS10
A GANNETT COMPANY

News10 News & Weather Text Alerts

Text Package Includes

News10.net Text Alerts:

Sponsor of 80,000 Text Alerts Per Month.

A Leaderboard (728x90), Cube (300x250) and Tower (160x600) ad served on the Text Alerts Page and Run-Of-Site on News10.net.

Advertiser will receive a combined Approx. 100,000 impressions per month on News10.net and 80,000 Text

\$1750/Month

3,700 Subscribers

Average of **80,000** Text Alerts per month

While demos of video and rich media products are preferable, News10 still does a good job of showing what these video platforms look like (Gannett has made a major investment in video content and advertising platforms so these are state of the art for local media):

NEWS10
A GANNETT COMPANY

Your 15 second pre-roll ad plays in rotation before each viewer selected video in three locations on our site.

Article pages with a matching 300x250 banner ad as well as the Video Player page with a matching 300x250 banner ad and right on our home page!

Come to the Good Feet Store, because everybody needs Good Feet.

Good Feet
America's #1 Arch Support 1-866-FIT-FEET

Next Up
Out-of-town gang members arrested for deadly stabbing

How overlays are activated by hovering or mouse-overs is indicated with arrows and screen shots:

NEWS 10
A GANNETT COMPANY

In-Banner Video

Rollover for More

Interactive video ad units (non-expanding) –
A standard 300x250 video ad unit with an interactive panel that - when hovered over - pauses the video ad and overlays on the video player.

Experience Express

Expanding video ad units –
Side by side ad units combining a 300x250 video unit with a 300x250 interactive panel expanding to the right or left of the video upon mouse-over.

Click to find your local Allstate Agent

Expanding video ad units with companion display ads – 300x250 video ad units with an interactive panel that - when hovered over - pauses the video ad and overlays on the video player. Plus a 300x250 display ad expanding to the right or left of the video upon mouse-over combining with the 300x250 video unit.

NEWS 10
A GANNETT COMPANY

Wallpaper Ad Position

1400x900 image, 200x900 side rails

- High impact branding opportunity on the homepage.
- Displays graphics, colors, logos on the inside walls, and blends the images together with launchpad position.
- Can be designed in-house.
- Implemented with Launchpad
- Scheduled as a roadblock
- Visible all day (not frequency capped)

The last slide on social media is less visual (we've seen some online media kits

even use "pop-up" overlays of Facebook sample pages, when visitors click on "Examples" to show what postings look like) but this gets the job done:

Finally, News10 uses several slides to explain Yahoo Behavioral targeting:

The slide features the News10 logo (A Gannett Company) in the top left. The title 'How Yahoo! Behaviorally Targets' is in a red banner. The content is divided into three main sections with corresponding graphics:

- Purchase Life Cycles Factored In:** A diagram of a person with a circular arrow around them, indicating a cycle. Below the person is a house icon.
- Heavier Weight to Recent Behaviors:** A diagram showing a car with a large arrow pointing to it from the text 'Heavier Weight to Recent Behaviors'. Below the car are three boxes labeled '8 months ago (purchase)', '3 months ago (purchase)', and 'current (highly targeted)'.
- Intense Activity Counts Most:** A bar chart comparing 'Person A' and 'Person B'. Person A has a high bar for 'SEARCHES' and a low bar for 'PAGE VIEWS'. Person B has a low bar for 'SEARCHES' and a high bar for 'PAGE VIEWS'.

Text on the right side of the slide:

- Each category has its own defined **purchase cycle**.
- We weight how **recent** and **relevant** the behavior is, as well as the **intensity** of behavior.
- Yahoo! tracks this information daily and applies predictive models.

Design elements in this deck that contributed to clean presentation of numerous products included the consistent news brand on each slide, red banners in the same place on each slide with the product name, and use of arrows and red outlines. What this media kit lacks in navigability, it makes up in usefulness. Our only caveat here is the phone number was left out!

9. WCPO Channel 9

Scripps-owned WCPO Channel 9, based in Cincinnati, Ohio, did a good job of organizing its media kit page, positioning the station's audience and multi-

channel reach, and creating product visuals. The [advertise page](#) has just a few key links: **Ad examples**, **Media Kit**, **Testimonials**, and **Submission guidelines**. The "**Media Kit**" links to a long slide deck similar to the one created by News10.net.

The "**Ad Examples**" link, takes visitors to live ad demos - a key advantage of a web-based kit. A left rail form also captures advertiser data. The long deck of slides labeled "**media kit**" covers all the additional territory, including positioning and a wide array of digital options:

wcpo.com 9
» On Your Side etc

Sunday, September 2, 2012

HOME NEWS WEATHER TRAFFIC ENTERTAINMENT LIFESTYLE SPORTS MONEY MARKETPLACE VIDEO
ABOUT US BIOS STATION INFO WCPO JOBS COMMUNITY AFFAIRS ADVERTISING CONTESTS

Huntington
We.comic

connecting with
community

Advertise With WCPO

Ad Examples

Media Kit

Testimonials

Submitting Commercials to WCPO

**To add your event to our community calendar
click here and choose topic WCPO Calendar**

Searching for the best platform to
get your message out?

WCPO and WCPO.com are
Cincinnati's best source for multi-
media advertising.

Advertise with the best.

Contact our sales team today.

*Required Fields

Station Address

Station Address:
WCPO TV / WCPO.COM
1720 Gilbert Avenue
Cincinnati, Ohio 45202

Main Telephone: 513-721-0900
Digital Advertising Sales Telephone: 513-852-4026
Broadcast Sales Telephone: 513-852-4049
Fax Numbers:
9 On Your Side Fax: 513-852-4088
WCPO News Fax: 513-721-7717
WCPO Sales Fax: 513-852-4088

**LET'S
ASK
AMERICA**

The Game Show
Where **YOU** Win
MONEY from HOME!

BE A CONTESTANT

COMING SEPT 17
Weeknights at 7:30pm

Find us on Facebook

WCPO - 9 On Your Side

41,528 people like WCPO - 9 On Your Side

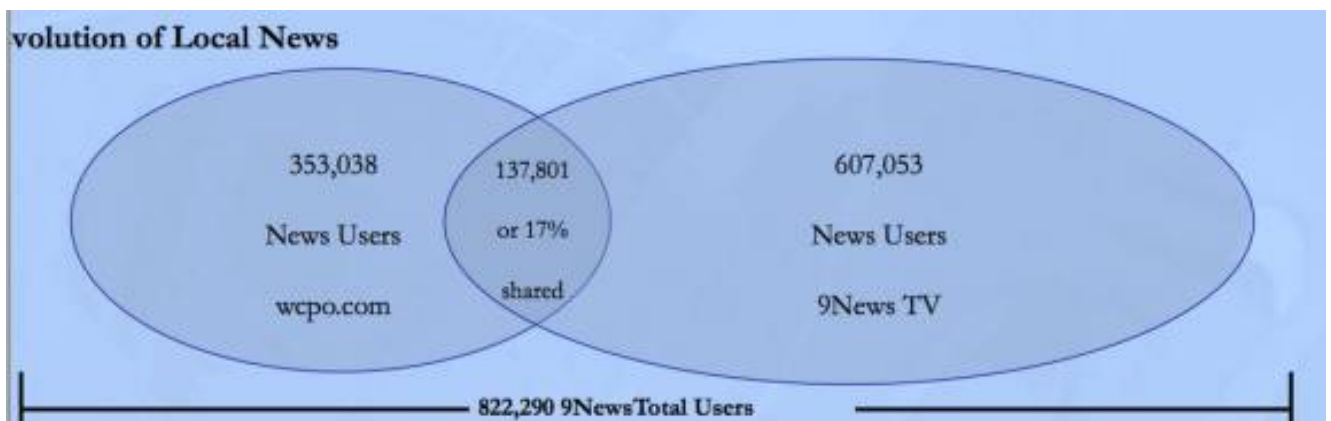
Name *

WCPO Facts:

- 3 out of 4 homes watch WCPO-TV per week (a)
- 9 out of 10 homes watch WCPO-TV every 4 weeks (b)
- Of 1.3 million local news viewers across 4 stations, nearly half choose WCPO-TV (615,926 people) (c)
- 455,242 people who watch 9 News DO NOT get the Daily Cincinnati Enquirer (d)
- 348,724 people who watch 9 News DO NOT get the Sunday Cincinnati Enquirer (e)
- If the lowest viewed part of WCPO's day (1AM-5AM) was a cable network, it would rank 1st among all channels on or satellite (f)
- Of 118.6 channels available to the average home, only 16 are viewed (g)
- WCPO-TV is the first station broadcasting local news in HD (high definition)
- WCPO has one of the only websites dedicated to Northern Kentucky (KYPost.com)
- If WCPO.com were a radio station, it would rank 1st of nearly 50 stations (h)

Note that this [deck](#)'s positioning page includes digital, highlighted in blue: "If WCPO.com were a radio station it would rank 1st of nearly 50 stations." All local media exist in a competitive space, and the most effective positioning statements for websites in the sample were comparisons that give a sense of ranking in the market against other media; or share of (comparison to) total audience reached.

A Venn diagram also shows the brand's total unduplicated audience, demonstrating market dominance and planting the seed that advertisers will miss audiences if they don't buy multiple products.



Another way to illustrate the station's digital chops - and need for multimedia buys - is a slide depicting WCPO online as a digital media company "powered by" its broadcast news team:



The deck includes many of the same products as News10.net, but of special note is how it visualizes targeting capabilities, with a separate slide for each type of targeting, behavioral, contextual, retargeting, geotargeting, etc.:

Scripps Network: 10,000+ Website Partnership

Behavioral Targeting Via The User's Behavior & Location



Suzie has been searching and reading articles on vehicles. The intensity of her online behavior moves her into the automotive seeker category.



We target specific ads to Suzie since her behavior indicates she is shopping for a car. She does not need to be on auto content.

Contextual

Targeting Via The User's Category of Content & Location



Bob is reading USA Today's travel articles.



We place travel related ads around travel related articles or publishers.

Retargeting

Targeting Via Prospects Who Have Visited Your Website Past 90 Days



Jane recently visited Weight Watchers' website.



By re-targeting, Weight Watcher ads follow Jane to increase her likelihood of purchasing from Weight Watchers.

Geo-targeting

Targeting Via Prospects Who Live or Work By Location



Chip works at WCPO and lives in Mason, OH.



We can run campaigns to target him at work and home. Highest Internet use occurs between 7am and 5pm.

Keyword Targeting

Targeting Via
Prospects Who are reading
content related to your industry



Jane is reading an article about how to repair central air conditioners



Keyword targeting allows HVAC ads to appear on the same page as what the article is about.

Demographic Targeting

Targeting Via
Prospects Age, Gender, etc.



Mary is a senior and lives in Cincinnati, OH. We target specific ads to Mary since her demo indicates she is a senior.



Implicit/Explicit Data:

Implicit: Target implied demographics based on site content

Explicit: Target implied demographics based on user given information

Finally, the Scripps kit shows all the partners included in the targeting - a visual we think illustrates the power of buying in a network:



The only suggestion we have to improve organization of television media kits is to create a (short) set of links for just "Digital Products." Agencies or marketers

who want to view these products online would then be able to do so more easily.

10. Orange County Register Communications

Unlike television sites, the kits for newspapers are more navigable but increasingly unweildy. Freedom Communication's Orange County Register Communications has done a great job of showcasing audience statistics on its web site in colorful infographics. Its centralized media kit also shows some of the new strategies - and pitfalls - of creating a centralized media kit for multiple properties. The company owns, in the same market, a major daily newspaper, Hispanic paper, group of community weeklies, two major websites, and a magazine.

The media kit's home-page navigation bar allows visitors to select the property first, broken into groups: print, Web, magazine, community and mobile. Each entity then gets its own page, with a positioning statment and two main links, one for audience information and one for rates.



Here is an example of a property page of OCRegister.com, with its positioning statement up front, and links to Rate Card and Audience infographic on the lower left:

ORANGE COUNTY
REGISTER
COMMUNICATIONS

MEDIA KIT HOME ABOUT US MARKET **PRODUCTS** DIGITAL GALLERY SELF SERVICE CONTACT US

ONLINE — ocregister.com

ocregister.com
orangecounty.com
ocvarsity.com
Email
Yahoo.com

RATES / SPECS
Rate Card

AUDIENCE INFOGRAPHIC
Daily Visitors

#1 LOCAL MEDIA AMONG ORANGE COUNTY ADULTS

OCREGISTER.COM

OCRegister.com provides breaking news coverage, comprehensive up-to-the-minute information, access to OC Register reporters and columnists, the latest in sports, entertainment, shopping and dining venues, discussion boards, games, puzzles, and other interactive tools such as movie times, local weather and real time traffic reports.

OVER 35.9 MILLION MONTHLY PAGE VIEWS

Audience Insights:

- 88% of OCRegister.com readers shop online.
- OCRegister.com readers are 40% more likely to shop online compared to the average OC adult.
- OCRegister.com readers are affluent, college educated homeowners and active shoppers.

Source: Scarborough Research of CA 2011. RD: Demographics of West Coast April 2012 data. OCRegister.com readers in red area 30 days.

It makes sense for multiple properties this unique to have separate pages, although the change in brand color from home page to property page is inexplicable. The OCRegister.com also does a great job of creating website audience statistical data using colorful infographics and Scarborough data ([the link to full infographic is here](#)):



Unfortunately, this universal media kit stops well-short of greatness. An agency can find basic rates, specs and audience data. But the kit is not organized for a local merchant or a rep to use in the field. Digital products are not well described (there is a one-page rate card with all the products listed in tiny print.)

Contact numbers are available only at the bottom of the rate card PDF but not on every page; and some of the navigation is annoyingly duplicative (markets on the top nav takes you to the same pages as the media list on the bottom nav). The user needs to click to find additional information, typically getting further lost. Instead they should be prompted to call and/or email, as with the SuperPages media kit mentioned above.

More importantly, the kit does not address how to easily buy multiple distribution channels for a single audience - say, print, online and mobile.

11. Palm Beach Post's Idea Lab

A number of media are rebranding their sales arm - or a different wing of the company - as agencies to reflect new suites of services and expertise in creating custom multi-media campaigns. Palm Beach Post's media kit for [The Idea Lab](#) is exemplary of this approach; in addition to the traditional media kit, it also has one for its creative services department that builds and fulfills custom multi-media campaigns (this would solve part of ORegister's media kit issue, above, by funneling multi-media buyers to one place):





Facebook social plugin

Ready to Learn More?

Your Name (Required)

E-Mail Address (Required)

Phone Number

Message

Your Needs:

Search Engine Marketing

Send Form



The home page of the kit gives the core value proposition: Free creative brainstorming sessions to choose the best campaign concepts.

All the digital media services that can be added to advertising to create integrated multi-media marketing campaigns are also display on the home page as colorful icons, instead of a traditional nav bar. Clicking takes visitors to to a full page about how each product or service works.

Note that the data collection form, which does have a small phone number underneath, stays on every page.

Any media company can borrow this model by creating a "custom multi-media campaigns" link on the Advertise Page, or use this format for the first page from a "Online products" link in an online media kits top nav bar.

Rebranding isn't a good strategy for all media, however, this rebrand illustrates the company has changed how it does business with its major clients. The Idea Lab is a restructured department inside the newspaper company ([see case study on how they started the agency here](#)) and not a stand alone agency. It's services are still sold by print media reps (backed by digital specialists), packaged with print and online display. But the rebranding screams "We are digitally savvy and the culture has changed" to old and new advertisers, and provides an upbeat, modern look and feel.

Other rebrands and standalone agency kits to look at include 1100 Broadway, NM360, www.advocatedigitalmedia.com.


11. Richmond Media group

A few media have also created separate media kits for lucrative verticals, such as Political Ads, for which large buys worth thousands of dollars in a week or on a day, need to be packaged and made "easy to buy."

Richmond Media Group's 2012 [political media kit](#) is a great example (find a full case study on Richmond's overall strategy: [How to Double Political Ad Revenues here](#). Go directly to [Richmond Media Group's online kit here](#)). The kit includes everything from audience statistics to suggested packages.

Knowing they would be competing with television for political dollars, Richmond Media Group focused on making the kit highly visual: easy to read and simple to buy. The first pages are positioning against television and radio. Audience data is condensed on simple formats. Here's one page from the flip-book style media kit:

Digital Solutions: 2 of 5



TimesDispatch.com & Richmond.com

TimesDispatch.com is the #1 News Website in the Richmond, Va. Area. Monthly Page Views: 8,500,000 Monthly Unique Visitors: 1,200,000, 55% Male, 45% Female, 46% 35-54 yrs. old, 33% 18-34 yrs. old, 21% 55+ yrs. old, 77% College Educated	Richmond.com is the #1 Arts and Entertainment Website in the Richmond, Va. Area Monthly Page Views: 950,000 Monthly Unique Visitors: 240,000, 60% Female, 40% Male, 31% 18-34 yrs. old, 52% 35-54 yrs. old, 79% College Educated
---	---

Investment: \$9/cpm

After the a la carte product pages, multi-media packages are recommended. The pages are uploaded into a tablet-ready, flippable [political media kit](#). The media kit uses red color blocks to showcase all products, from print ads, post-it notes, to mobile and email ads. Contrast this lay-out design structure with the one below (and sorry for picking on this site - you are not alone!):

Your Design & Advertising

Result-oriented ads to direct visitors to your website, social media site, email address, Yellow Pages listing or wherever you want.



Good home wanted.

kcspea.org

Seeking volunteers and accepting donations of certain pet products. Please call for details.

302-123-4567

Skyscrapers

- ROS on Regional pages, Entertainment, Sports & Story pages
- Only 6 available per region
- \$149 per month with annual print advertising contract
- \$199 per month with 6-month advertising contract
- \$250 per month with 3-month advertising contract
- 15,000 impressions projected monthly
- 160x600 IMU

Region: West Valley, East Valley, or North Valley

Impression: A measure of how many times an online ad is displayed. Count one impression each time the ad is shown or "served."

Run of Site (ROS): an ad buying option in which ad placements may appear on any pages of the target site. All orders are scheduled to run until further notice. **Three month minimum order required.**



Find the perfect car at
Jones Bros. Fine Autos
2400 N. DuPont Hwy., Smyrna
302-123-4567
JonesBros.com

Leaderboards

- ROS on **all pages** in region
- Only 6 available per region
- \$299 per month with annual print advertising contract
- \$399 per month with 6-month advertising contract
- \$499 per month with 3-month advertising contract
- 160,000 impressions projected monthly
- 728x90 IMU



The world at your fingertips

Wireless Devices • Service
Contracts • Pre-pay • Accessories

Phone World

123 W. Lockerman St., Dover
302-123-4567 • PhoneWorld.com

Rectangles

- ROS on Regional pages, Entertainment, Sports & story pages
- Only 18 available per region
- \$99 per month with annual print advertising contract
- \$149 per month with 6-month advertising contract
- \$199 per month with 3-month advertising contract
- 15,000 impressions projected monthly
- 300x250 IMU

Legacy.com & Coupon Page ads available also!

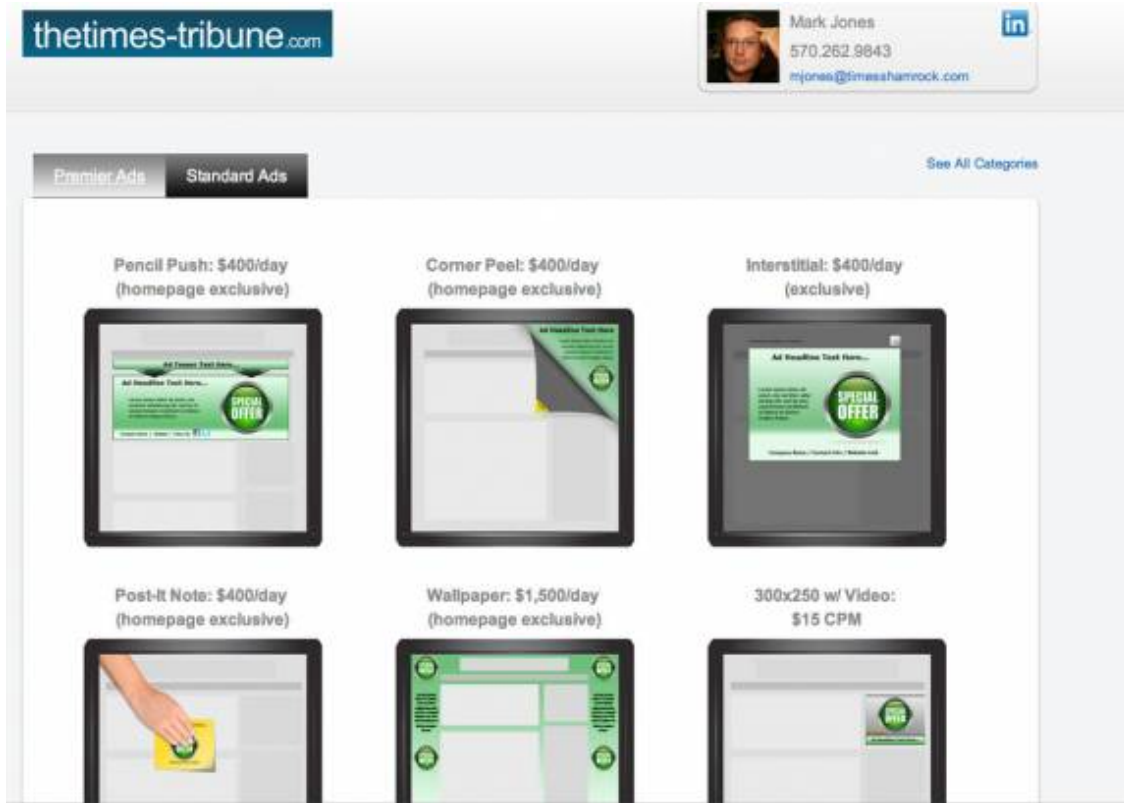


INDEPENDENT NEWS MEDIA
arizona.newspaper.com
We've got you covered.

As you can see, good design with top-heavy, image-block hierarchy applies to media kits pages as well as ads.

12. Impact Engine's personalized demo site

Finally, for media who don't have the resources to build interactive demo pages, Impact Engine has white-label their demo site for their ad-building platform, even personalizing the page for each sales rep on a private URL. [Here's the site for Mark Jones of thetimes-tribune.com](#), a Times Shamrock newspaper site:



There are tabs for both standard ads and rich media ads. Sales reps don't need to wait for their company to update their media kits to accommodate rich media demos - they can just use or link to this page. Impact Engine's ad building platform is simple to use by standard production staff, and the charge for a rich media ad is \$8 CPM on a revenue share with a suggested retail price of \$25.

C. CONCLUSIONS

There should be a number of ideas in this report to give digital media kits a visual facelift or to add missing elements such as testimonials, packaging and prominent phone numbers and email forms. Some local media we contacted are starting over from scratch; overall, the research across more than 50 web sites showed that kits are not in very good shape. Typical observations:

- Advertising prices and multi-media packages options were unpublished.
- The most common form of digital media kit was still a single set of PDFs.
- PDF kits from several small sites diminished their brands with too many colors and fonts with a resulting cartoon effect that was neither persuasive nor attractive.
- Many kits simply left out information on digital products and services.
- News sites - as opposed to yellow page sites or PennySaver - did not show

packages that make sense for small merchants who represent new market share.

- Digital audience data was rare.
- Many large newspaper media kit sites seemed hampered by rate and product complexity, creating duplicative navigation systems with no clear path for the visitors to find what they needed, or get back to a contact number.
- Phone contact information was missing completely from the site.

Positive trends are show industry leaders taking the following steps:

- Posting navigable media kits online, even if only lists of links with email forms.
- Showcasing clear visuals of digital products; useful digital definitions and key benefits enhanced some product information.
- Providing digital audience data, including Facebook, showcased using infographics
- Displaying different audiences interactively, with a variety of targeting options. We saw audiences profiled by product type (digital, on-air,email), targeted category (homeowners, sports fans, art appreciation), and /or the more traditional breakdowns by age, education, gender, marital status, and income of the overall audience.
- Combinations of navigable media kit sites, with downloadable PDFs, and additional sales take outs to meet different needs
- Published lists of packages online reps can access on tablets in the field
- Interactive demos of audio, video, and rich-media ads included in online media kits
- Click-to-play galleries to show examples of actual audio or video campaigns created by the media
- Forms and call-tracking used to acquire new advertiser data
- Simple turnkey packages for multimedia services for small businesses
- Digital media kits merging with self-serve ad-buying funnels
- Free listings and specials advertised on the media kit
- Video explanations, and/or testimonials
 - Agency-style and "360" branded media kits showcase custom multi-media marketing services

The most helpful way to organize a media kit is to start off by profiling who the advertiser is - small or large and how they will use the information. Another step is to gather all the materials that sales reps actually use - and ask them what else they need. Have a strategy for what what information should be be navigable or downloadable or both PDF, and which would be available only to sales reps via a private URL or intranet. Make sure there is also a "call to action" placement strategy. For example, even after a page showing audience data for moms, the kit's message might be "Click to see" or "Call to find out packages that reach 95 percent of all Moms".

See also "[20 tips for creating a great digital media kit](#)" informed by best practices from this project.

D. MEDIA KIT LINKS BY INDUSTRY TYPE

Below are links to the kits mentioned, organized by media type:

Broadcast: [E. W. Scripps-owned WCPO Channel 9](#) in Cincinnati Ohio, [Gannett-owned News10 ABC](#)

Radio: [Crista Broadcasting](#), KSOK Radio (included as a PDF below), Next Radio (first three images to the right), [Clear Channel's Premiere Network](#)

Pureplay: [SanJose.com](#), [Saratoga.com](#) (PDF kit below)

Print: Palm Beach Post's [The Idea Lab](#), [Metro Silicon Valley](#), [Richmond Media Group's online kit](#) and [political media kit](#), The [Tulsa World](#), [Orange County Register](#), [Pioneer Press's Twincities.com](#)

Combo print and TV: [Source Media Group](#)

Shopper: [PennysaverUSA](#)

Directory: [SuperPages.com](#)

Other: [Impact Engine's](#) white-labeled rich-media demo site, personalized for each sale.

Many thanks to all the media executives who shared kits with us.