



California Banner Ad Network

Border to Border with One Order!

Newspaper Sales Kit



California Newspaper Publishers Association
708 10th Street, Sacramento, CA 95814
Tel: (916) 288-6000

Welcome!



- **CNPA is a non-profit trade association representing 500+ daily and weekly newspapers of California.**
- **The Association is governed by a 35-member Board of Directors elected by Active Member newspapers.**
- **CNPA's governmental affairs staff two attorney Lobbyists protect and advocate for the California newspaper industry at the Capitol.**



CNPA works for newspapers!

- **No fee to join the California Banner Network**

Newspapers participate actively or passively

- **Active Participation: Earn 15% commission for ads sold into the network and earn revenue based on every 1,000 impressions**
- **Passive: Run the ads and earn revenue based on every 1,000 impressions**



California Banner Ad Network



**Current participants 143
newspapers**

Dailies- North 34, South 23

Weeklies - North 47, South 39



CNPA Dailies



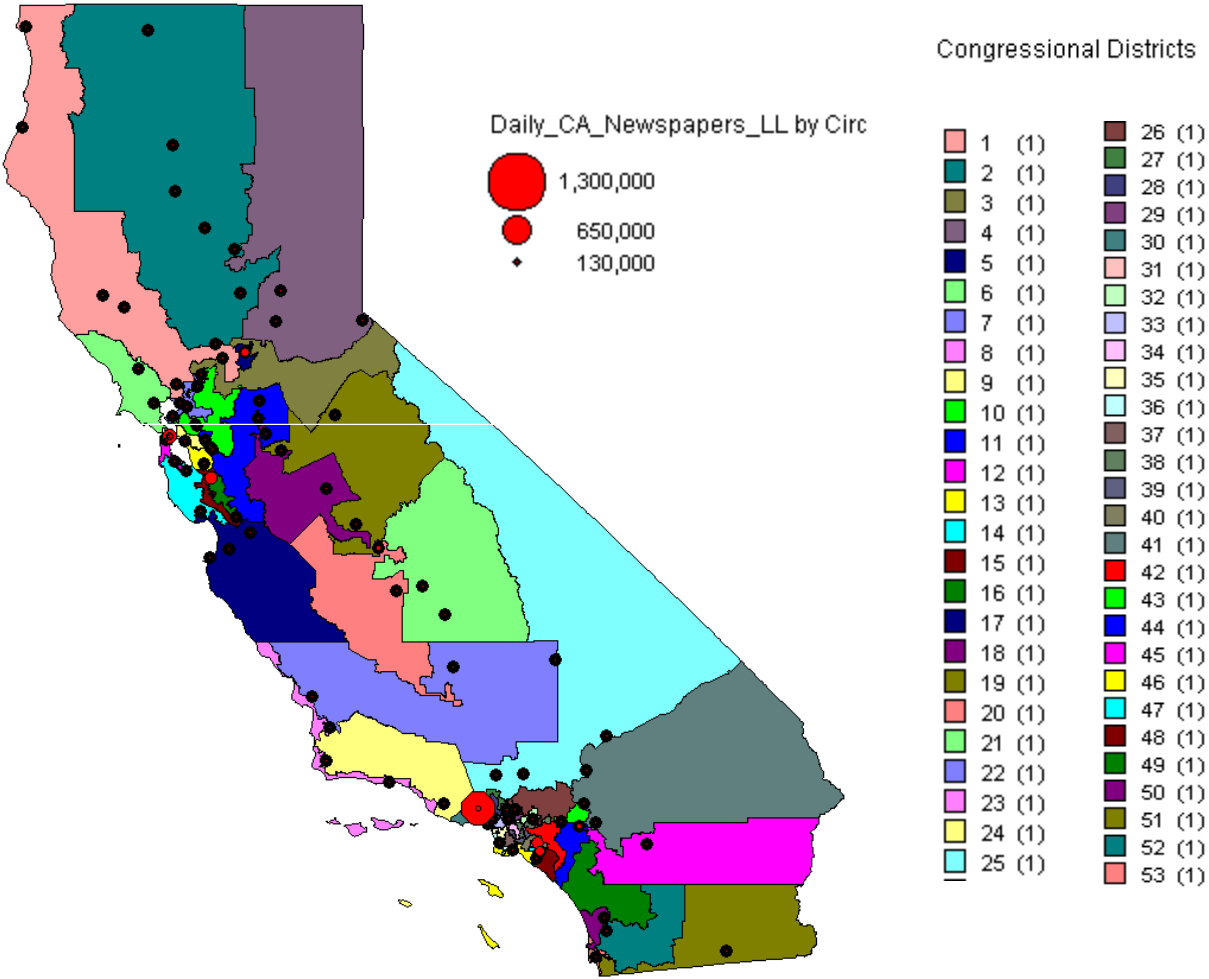
Slide courtesy of ItzBelden

CNPA Weeklies



Slide courtesy of ItzBelden

Congressional Districts



Slide courtesy of ItzBelden

Congressional - Weeklies



Congressional Districts

| | |
|--------|--------|
| 1 (1) | 26 (1) |
| 2 (1) | 27 (1) |
| 3 (1) | 28 (1) |
| 4 (1) | 29 (1) |
| 5 (1) | 30 (1) |
| 6 (1) | 31 (1) |
| 7 (1) | 32 (1) |
| 8 (1) | 33 (1) |
| 9 (1) | 34 (1) |
| 10 (1) | 35 (1) |
| 11 (1) | 36 (1) |
| 12 (1) | 37 (1) |
| 13 (1) | 38 (1) |
| 14 (1) | 39 (1) |
| 15 (1) | 40 (1) |
| 16 (1) | 41 (1) |
| 17 (1) | 42 (1) |
| 18 (1) | 43 (1) |
| 19 (1) | 44 (1) |
| 20 (1) | 45 (1) |
| 21 (1) | 46 (1) |
| 22 (1) | 47 (1) |
| 23 (1) | 48 (1) |
| 24 (1) | 49 (1) |
| 25 (1) | 50 (1) |
| | 51 (1) |
| | 52 (1) |
| | 53 (1) |

Slide courtesy of ItzBelden



Participation...Growing Daily

| CNPA California Publications | Sites | Estimated Monthly Pageviews |
|-------------------------------|------------|-----------------------------|
| Current NorCal - Dailies | 34 | 115,000,000 |
| Current SoCal - Dailies | 23 | 315,000,000 |
| Dailies Total | 57 | 430,000,000 |
| | | |
| Current NorCal - Weeklies | 47 | 23,500,000 |
| Current SoCal - Weeklies | 39 | 19,500,000 |
| Weeklies Total | 86 | 43,000,000 |
| | | |
| Current Combined Total | 143 | 473,000,000 |

Slide courtesy of ItzBelden



Why is it important to run the ItzBelden Survey Ads?

ItzBelden Interactive Media in partnership with CNPA is running these survey ads. These survey ads will help provide:

- 1- Local market user data and frequency
- 2- Consumer shopping habits
- 3- Political opportunities

This snapshot of your local community provides useful information to promote online sales.

Snapshot of Survey

Source: ItzBelden Surveys:
April & May 2010

| | Wave One Max Sample 1,072 | Wave Two Max Sample 589 |
|-----------------------|------------------------------|----------------------------|
| California Resident | 88% | 85% |
| Gender | Men 48% Women 52% | Men 53% Women 47% |
| Age | Median: 52.9 | Median: 50.8 |
| Income | Median: \$72,960 | Median: \$78,200 |
| Employed | 60% | 61% |
| College Grad/+ | 50% | 58% |
| White Collar | 51% | 58% |
| Retired | 22% | 16% |
| Minority Identity | 21% | 26% |
| Married | 57% | 53% |
| Children in Household | N/A | 22% |
| Own Home | N/A | 64% |

Projected Site Visitors

Source: ItzBelden Surveys:
April & May 2010

CNPA Audience

Belden Projection March 2010 -- 12.5MM + adults

Every month CNPA Member sites generate over 500 million pageviews—as big as NYTimes.com

CNPA Member Sites' Visitor Prelim Projections

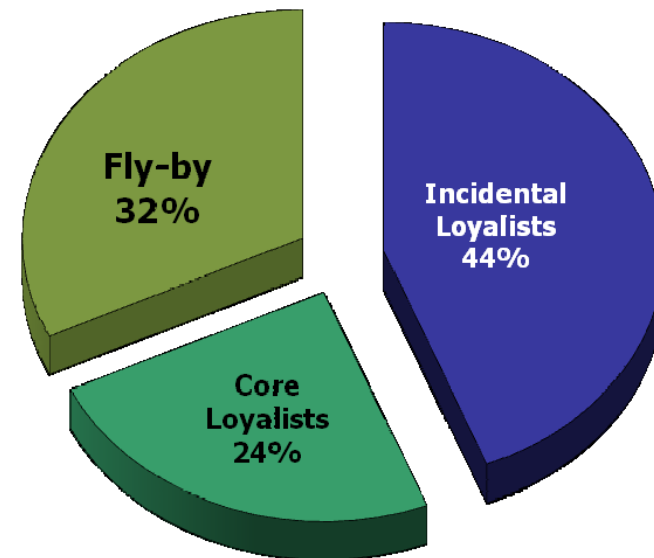
Fly-bys (One visit only): 32%

Incidentals(1-3 days): 44%

Core (19+days): 24%

NOTE: FLY-BY ABSOLUTE NUMBERS AND PROPORTIONS CAN VARY DRAMATICALLY FROM MONTH TO MONTH.

Preliminary Projections



Incidental = 3 or fewer visits in month
Core = 4 or more visits per month

Basic Terminology

- **Page View**: the delivery of a complete web page to a viewer, including text, photos and ads.
- **(Ad) Impression**: the successful delivery of an online ad to a web page.
- **Unique visitor**: depending on the reporting period, the single, unduplicated access of a website by a single computer.
- **Ad tag**: Code that will deliver a banner ad to users on your site.



Audience reach in California

Population: 26M

- Total reach: **12.5M**
- Loyalist audience reach: **8.5M**
- In-state loyalist audience: **7.65M**
- In-state loyalist reach: **29%**

Source: ItzBelden Survey: April 2010

Visitor Profile

- College Education: **46%**
- Married: **58%**
- Employed: **58%** Retired: **24%**
- Male: **47%** Female: **53%**
- Median Age: **52.6 years**
- Median Income: **\$59,950**

Source: ItzBelden Survey: April 2010

Demographics



- In-CA resident: **90%**
- Employed: **58%**
- White collar: **42%**
- Minority: **20%**
- Registered to vote: **93%**
- Democrat: **44%**
- Republican: **31%**
- Libertarian: **1%**

Source: ItzBelden Survey: April 2010



Minimum order: \$5,000

Can I place an order for \$500?

No. We have determined that it is not worth the time and effort of everyone involved to place orders less than \$5,000

Ad Specifications



File types: **jpeg, gif or flash**

File size: **gif/jpegs- 20 kb**
 flash- 30 kb

Animation: **Limited to 15 second**
 including looping for
 gif or swf

Standards courtesy Modesto Bee



RUN OF SITE

All Banner ads are Run of Site (ROS)

This means that the ad(s) could run anywhere on the website.

For example: the home page on some websites, the photo page on some, or Opinion page on others.

Advertising Options



1. Run of Network
2. North or South
3. Targeted Section
4. Congressional Districts



1- Run of Network

| | |
|--------------|--------------------|
| *Under 1MM: | \$10.00 cpm |
| 1MM - 10 MM: | \$7.50 cpm |
| 10MM - 20MM: | \$5.50 cpm |
| 20MM + : | \$5.00 cpm |



2- Targeted North or South

| | |
|--------------|--------------------|
| * Under 1MM: | \$15.00 cpm |
| 1MM - 10 MM: | \$12.50 cpm |
| 10MM - 20MM: | \$11.00 cpm |
| 20MM + : | \$8.00 cpm |



3- Targeted by Section

| | |
|--------------|--------------------|
| *Under 1MM: | \$20.00 cpm |
| 1MM - 10 MM: | \$17.50 cpm |
| 10MM - 20MM: | \$16.00 cpm |
| 20MM + : | \$12.00 cpm |

4- Congressional Districts

| | |
|--------------|--------------------|
| *Under 1MM: | \$25.00 cpm |
| 1MM - 10 MM: | \$22.50 cpm |
| 10MM - 20MM: | \$20.00 cpm |
| 20MM + : | \$17.50 cpm |

One Ad three sizes

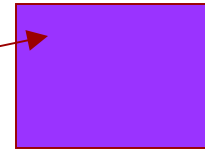


Ads need to be submitted in all three sizes.
Some newspapers offer only one size:

1. Leaderboard- 728x90 pixels



2. Medium Rectangle- 300x250 pixels



3. Skyscraper- 160x600 pixels



Ad Standards



- 1. All ads are subject to pre-approval**
- 2. All ads must clearly identify advertiser name or product**
- 3. Every banner must have a border or strong background color**
- 4. CNPA reserves the right to remove any ad deemed as annoying and/or harmful to users**

How do I benefit from actively sell banner ads in the network?



**A selling newspaper retains
15% in commission**

Example: \$5,000 order

**Your newspaper keeps
\$750 in commission**

What does a \$5,000 RON ad buy?



- \$5,000 buys **715,000** impressions
- **143** newspapers generate over **3** million combined impressions per week
- **715,000** impressions out of an available **3.5** million impressions for the network in the average week yields a **20%** share of voice throughout the state



Points to Remember

- All ads are subject to pre-approval
- Minimum \$5,000 order
- Ads must be submitted in all three sizes: Leaderboard, Medium Rectangle and Wide Skyscraper
- It takes at least 72 hours to get an ad campaign started
- All ads must meet ad standards
- CNPA will provide a tracking report



PAYMENTS

- Payments will be collected by the selling newspaper
- The Selling newspaper will retain 15% as commission and forward 85% to CNPA
- CNPA will then retain 15% from the 85% for administrative expenses
- CNPA will disburse the remainder 70% to participating newspapers based on every 1,000 impressions generated



Three Easy Steps to placement:

1. Call CNPA, Maria Rodrigues
(916) 288-6010 with questions or for pre-approval of an ad
1. Fax Order form to (916) 288-6022
2. Email ad in all three sizes to:
maria@ cnpa.com



What's Next?

- Survey ads Wave 3 will begin June 9.
- Network rate cards will be emailed
- A pdf of this presentation will be emailed to all attendees
- Similar sales webinars will be scheduled every month



Follow-Up

If you have any questions or comments after this presentation, please don't hesitate to contact:

Wolf Rosenberg

email: wolf@cnpa.com Tel: 916-288-6036

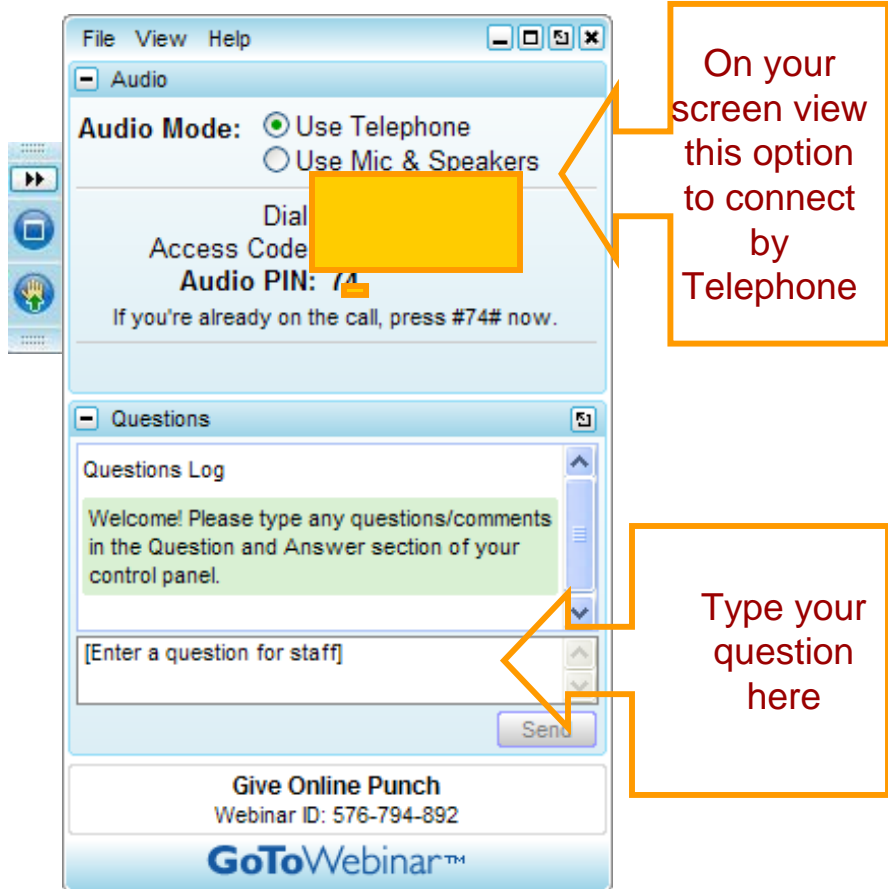
Maria Rodrigues

email: maria@cnpa.com Tel: 916-288-6010

You may ask a question now!

There are two ways to ask a question:

1. Type your question in the Questions box if you are listening to the presentation only on your pc.
2. If you are connected by telephone identify yourself and your newspaper and ask a question.



The screenshot shows the GoToWebinar control panel. The 'Audio' section has two radio buttons: 'Use Telephone' (selected) and 'Use Mic & Speakers'. Below this is a 'Dial Access Code' field with a yellow box over it, and an 'Audio PIN: 74' field. A call to action says 'If you're already on the call, press #74# now.' The 'Questions' section has a 'Questions Log' with a green message: 'Welcome! Please type any questions/comments in the Question and Answer section of your control panel.' Below the log is a text input field containing '[Enter a question for staff]' and a 'Send' button. At the bottom, it says 'Give Online Punch Webinar ID: 576-794-892' and the 'GoToWebinar™' logo.

On your screen view this option to connect by Telephone

Type your question here