



Maximizing Online Advertising and Sponsorships

By Daniel M. Ambrose

November 2, 2010



Introduction

Keys to
Success

Quantify the
Opportunity

Ad Types +
Packages

Infrastructure
+ Staffing

media management consulting : strategy > tactics > training

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Today's Host



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Today's Speaker



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My background

- Consulting & Training
 - 130+ clients in 16 years including About.com; BZ Media; Gulf Publishing; Hearst; iVillage; Kaboose.com; MGM; *New York Magazine*; *Palm Springs Life*; *Parade*, *PC World*, Primedia Consumer Mags.; *Sporting News*
- Publisher
 - New York Times Co. -- *Child*
- Sales Management
 - Hearst Magazines, Cahnners, Ziff Davis,
- Advertising Sales;
 - *American Film & House Beautiful*



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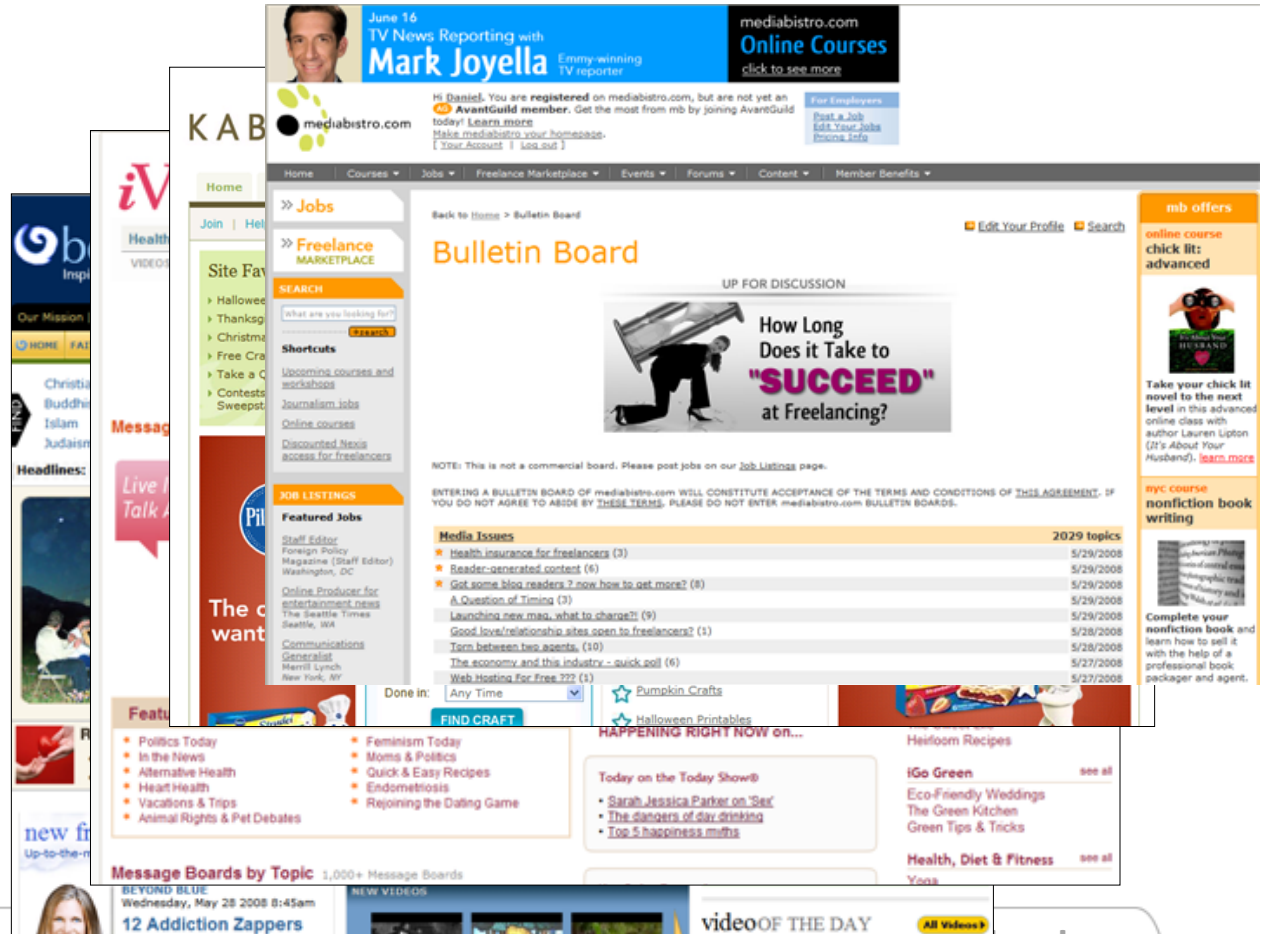
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My background

- some personal experiences with Internet media:
 - Beliefnet
 - iVillage
 - Kaboose
 - Mediabistro



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Agenda

- Six keys to success
- Ad sales economics
- What to sell
- How to package for success
- Infrastructure needs
 - Systems
 - People



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Six Keys to Success

- Market focus and penetration
- Market value
- Place in the purchase funnel
- Designing your site for success
- Volume appropriate for critical mass
- Sales strategy and tactics



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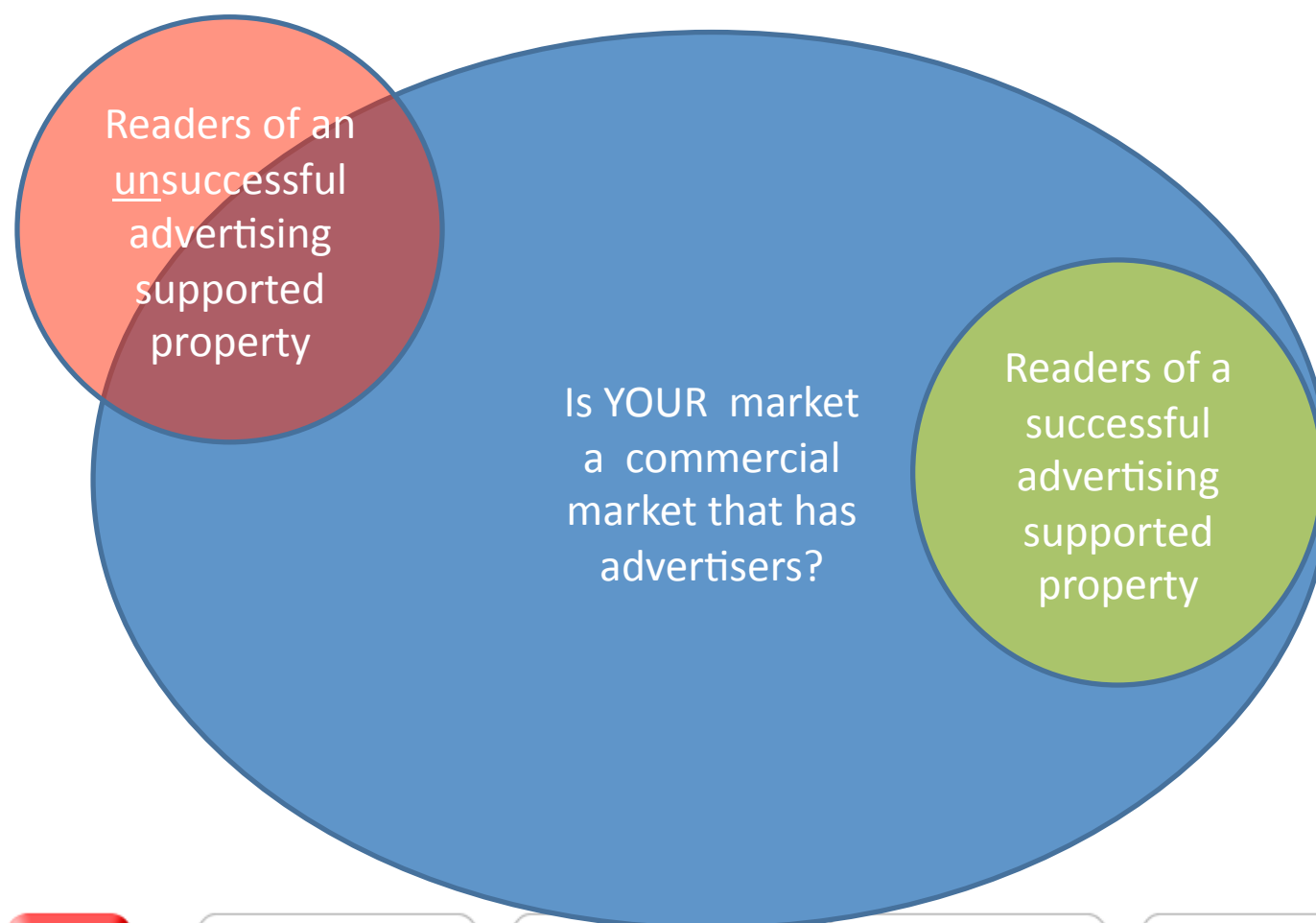
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6 Keys: Market focus and penetration



- Are you important to your advertisers because
 - Critical mass of reach?
 - Better targeted than others?



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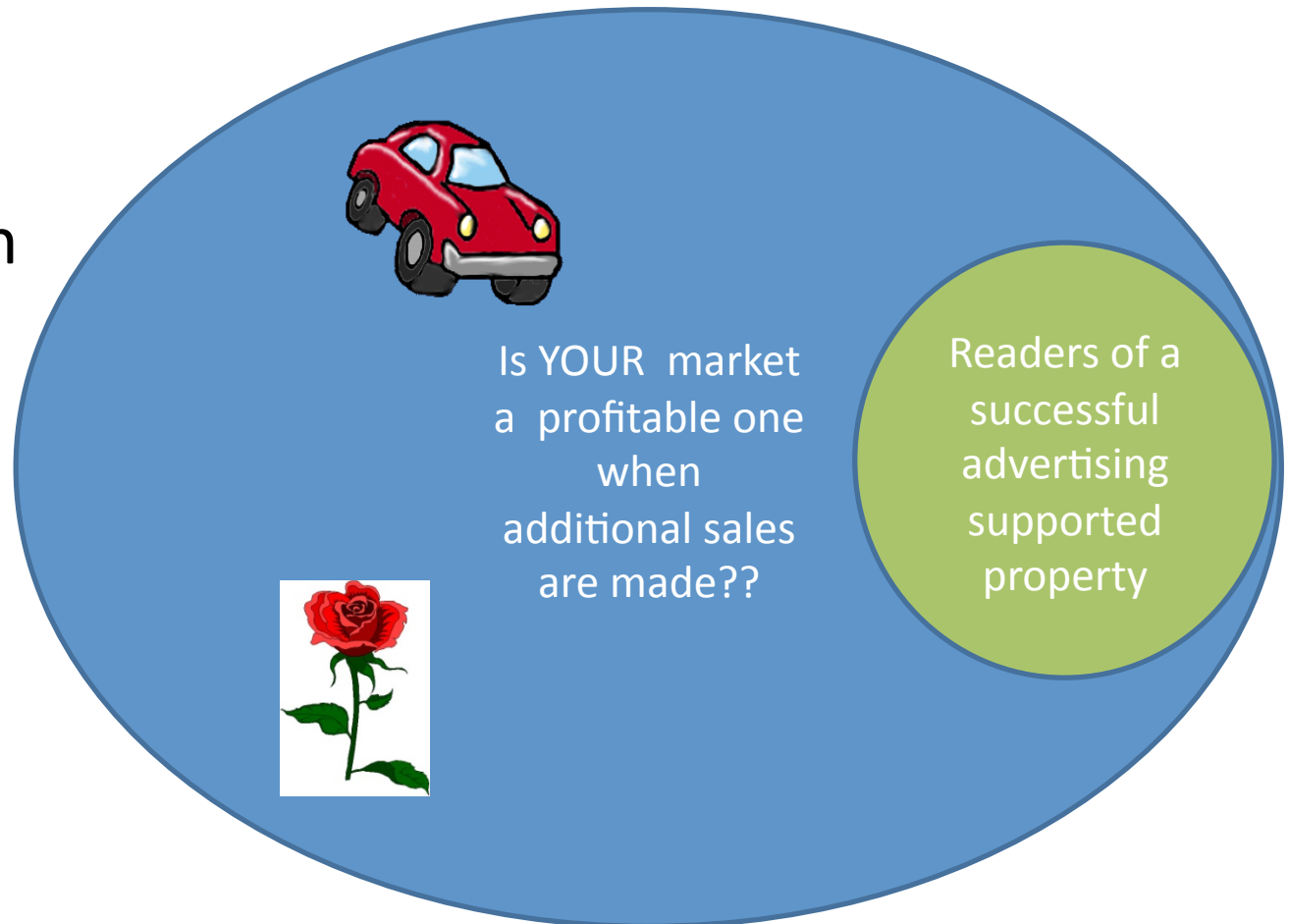
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6 Keys: Market purchase value

- When an advertiser makes a sale in your market, is it highly profitable?
- High lifetime value of customers acquired by advertisers?



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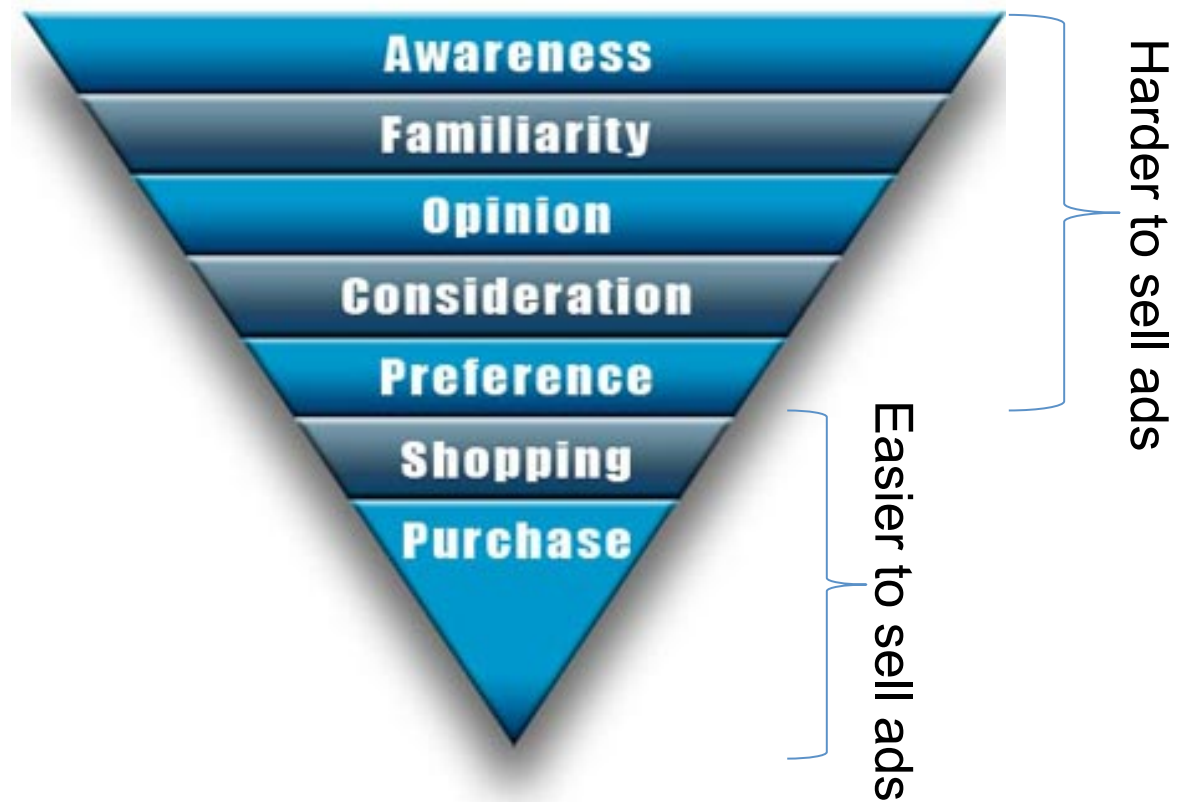
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6 Keys:

Your place in the purchase funnel

- Do you occupy an important part(s) of the purchase funnel for your advertisers?



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6 Keys: Design



- Have you designed your site and newsletters to accommodate advertising and deliver value?
 - Visibility above the fold?
 - Alternative sponsorship opportunities?

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State of the art:

- *PC World* harnesses CPM, CPC, and lead-generation revenue streams on all pages, + in some cases sponsorship revenue.
- Note how tight the top area is to maximize visibility above the fold



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Find a Review
Select Category

Everything About:
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Mac & iPods
Monitors
Printers
Software
Spysware & Security
Storage
Tech Industry
Tech Events
Upgrading
VoIP
Windows Vista & XP

Resource Centers
ASUS Notebook Center
CNET Security Center
Cisco Small Business Center
HP Ink Center
Lenovo Laptop Showcase
MS Step at Home Servers
White Paper Library
Webcast Library
2009 Macworld Expo

Most Popular Search Terms
Laptops
PDA
Backup
Printers
Memory
Tablet
Wireless
Storage

Most Popular Products
Acer Aspire One AG110-1295
Netbook
Toshiba Satellite A205-S6821
Netbook
Canon EOS Rebel XSi Black Digital Camera
Apple iSight iMac Pro Notebook
Nikon D40 SLR Digital Camera

Most Popular Downloads
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Windows Movie Maker
AVG AntiVirus
DVD Shrink

Free Newsletters
Receive the latest reviews, news, tips, news, and more.
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WiFi Finder
Locate wireless services by a specific address, city, state, country, airport, or ZIP code.

RSS Feeds
Get our latest content via RSS feeds.

How Much Ink Is in That Dead Cartridge?
We can printers until they said it was time to change the cartridge—and found that some cartridges left more than 40 percent of their ink unused.

Top 5 Cameras for Less Than \$250
You don't need to break the bank to get superb pictures. These compact shooters offer convenience and quality.

15 Future Technologies That Will Change Everything
A Parent's Guide to Kid-Friendly E-Mail
Inside the Commodore 64
Hot New Startups at Web 2.0 Summit
The Best New War Games
AT&T: Tethering Coming to the iPhone Soon
Not So Safe: WPA Wi-Fi Encryption Cracked
The Next iPhone Will... Make You Coffee?

Latest News, Reviews, and Tips
Nov 9, 6:00 pm
Unplug for Dollars: Stop 'Vampire Power' Waste
You can save a few hundred bucks a year by unplugging electronics that aren't in use. Get the lowdown on costs, plus some products to help you cut back on idleness consumption.

Nov 9, 3:14 pm
This Tech Recession Is No Dot Com Crash
Formerly says the current slowdown is eased by discipline and experience.

Nov 9, 2:27 pm
Strong Future for Video Conferencing
Video conferencing markets are expected to grow, especially on the desktop, research shows.

Nov 9, 1:25 pm
Unstructured Data Grows Unchecked, Study Says
Enterprises underestimate the volume of unstructured data and haven't planned its management, HP researchers report.

Nov 9, 12:20 pm
Wellness Comes Home With New Intel Device
Intel launches a home health care device aimed at tracking conditions of patients, including those who are elderly.

Nov 9, 12:07 pm
Tech Industry Leaves a Big Carbon Footprint
Tech suppliers are failing to embrace a low carbon economy, but can still act. Gartner and environmental researchers say.

Nov 9, 11:10 am
Enterprise Embraces Collaboration Tools
Wiki and social networks are finding a home in the workplace, a Forrester study reports.

Nov 9, 10:20 am
Seller Ramps Up Data Security Laws
New data privacy laws in Massachusetts and California have impact beyond state lines.

Nov 9, 9:15 am
Wanted: New Antispam Tactics
Spam surged this year as mass-mailers learned to work around graphical CAPTCHA filters, report says.

Nov 9, 8:20 am
WI Sales Success Means a Price Cut Is Unlikely
Unprecedented WI sales eliminate need to cut prices, Nintendo president heads says.

More Latest News, Reviews, and Tips

Today in PCW Blogs
Game On Nov 9, 9:20 am
Lord of the Rings Online Developer Working on Console MMOs
The developer of Asheron's Call, D&D Online, and Lord of the Rings Online says it's working with hardware manufacturers to deliver console MMOs.

Game On Nov 9, 4:00 am
Tennis for Two: The World's First Video Game?
One of the world's earliest video games turns 50 at the Brookhaven National Laboratory in Upton, New York.

Game On Nov 7, 4:10 pm
Gears of War 2 Review: Dizzying, Breathless, Relentless
The sequel to 2006's Gears of War for the Xbox 360 offers a harrowing, ultimately satisfying campaign along with several thrilling new multiplayer modes.

Today @ PC World Nov 7, 1:40 pm
Get Ready For "Ghostbusters: The Video Game"
Cut classic Ghostbusters' is finally coming to a console gaming system near you after 25 years since the movie was first released.

More in Blogs

Latest From
Business Center Smart Technology for Smart Companies
Microsoft
How to Set Up a Cross-Platform Network
If your employees use a collection of Macs and PCs, running OS X, Windows, and Linux, don't worry. These three operating systems can communicate on a single network.

Playing in PCW Video
Is That Ink Cartridge Really Empty?
We can printers until they said it was time to change the cartridge—and found that some left more than 40 percent of their ink unused. Is all that waste really necessary — especially considering how much printer ink costs?

World Tech Update: E-Voting, Windows 7, and More...
E-voting problems arise in the US election. Google drops "Yahoo" advertising. Windows 7 appears on the sharing sites, vacuum tubes make a come back, and Sony shows off art.

How to Fine-Tune Your HDTV
Tools and tips for getting a better picture on your high-definition television, including color, brightness, and contrast settings.

More in Video

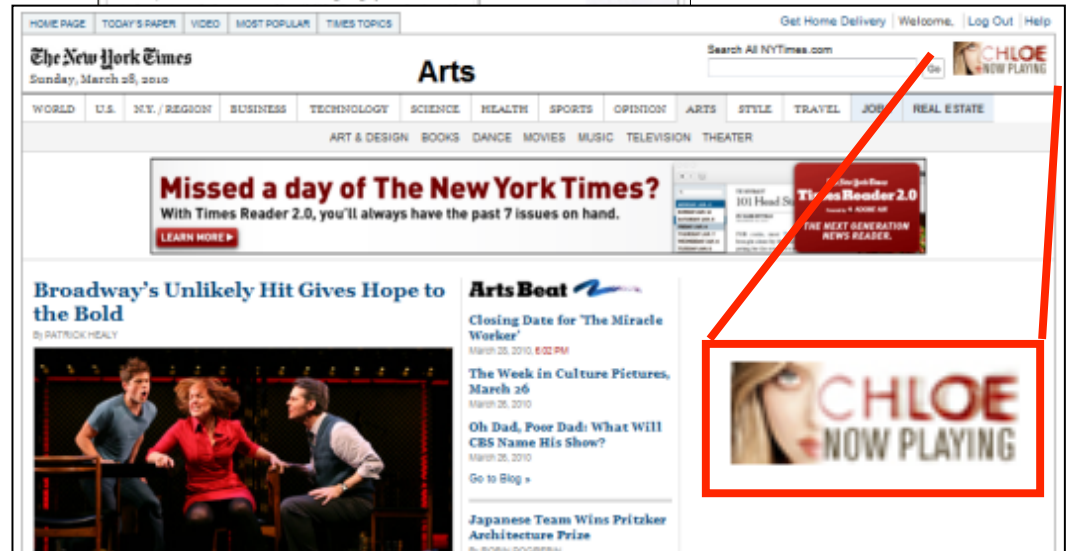
Latest Product Reviews From Our Test Center
The PC World Test Center puts products through rigorous testing to determine the ones that are your best options.
SanDisk iXplore 1200: 11 T.5TB
Great performance plus generous capacity makes this a great drive for storing large media collections.
Specs • Prices • User Reviews
See Top 10 Internal Hard Drives

PowerShot A590 IS Black Digital Camera
For a beginners' camera, the PowerShot A590 IS has nice image quality and superb stabilization.
Full Review • Specs • User Reviews

NARS

6 Keys: Flexible design

- To appear only when sold
- Minimize un-used white space at the top
- Section or tool sponsorships
 - Small logos that appear on a long term basis or on every page of a section



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6 Keys: Volume

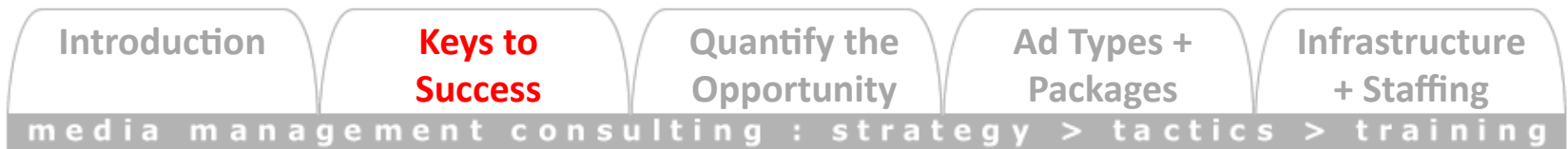
Do you have enough volume to be successful?

	My Example	Your Worksheet
Leaderboard Banner Rev/impression	\$.015 (equal to \$15/M)	
Video-Rectangle	\$.025	
Skyscraper/impression	\$.017	
Revenue per Page	\$.057	
Page views Per Month	1,000,000	
X Revenue/Page	\$.057	
Total Web Ad Rev Potential/Mo.	\$ 57,000/month	
Email list size	50,000	
Email frequency (per month a/ ads)	12	
Revenue earned per list member/iss.	\$.032	
Total Email Ad Rev Potential/Mo.	\$ 19,200/month	



6 Keys: Sales

- Do you have enough prospective advertisers to yield enough sales to be successful?
 - Assume a low closing rate
- Your own sales
 - Only if you can achieve high CPM advertising sales
 - Volume to pay for sales costs + profit
 - Ad categories where you can be important to your customers
- You must *sell* advertising, rather than take orders



If you have high volume with low costs an alternative to direct sold, CPM, advertising

- Ad networks
- Google AdSense
 - Or Yahoo or Bing per-click text ad networks
- In-text
- Must exceed revenue you could generate from house-ads
- May cause channel conflict with our sales effort



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Inventory is limited by your page views or email volume

- Be ware of the trade-off between advertising and your own internal promotion
 - Know what the ads are worth to you selling internally produced material;
- Use limited advertising availability as an asset, not a liability



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Evaluate Your Advertising Revenue Alternatives and Costs

Advertising Strategy Analysis			
	Successful Sales	Common Sales Outcome	Per-Click and Network Ads Only
Page views/mo.	1,000,000	1,000,000	1,000,000
Email volume/mo.	500,000	500,000	500,000
Estimated CPM/page	\$30	\$30	\$5
Percentage sold out	100%	50%	100%
Total Revenue	\$45,000	\$22,500	\$ 7,500
Staff + Marketing + Infrastructure and Sales Costs	\$24,500	\$22,250	\$ 5,000
Net Contribution	\$20,500	\$ 250	\$ 2,500



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Impressions Are the Coin-of-the-Realm

	Online	Print	Television/Cable
Common units	Leaderboard banner	One page	:30 second spot
Language of metrics	Unique users lead to visits which lead to page views which deliver impressions.	<u>Circulation</u> delivers multiple <u>readers-per-copy</u> ; each ad in the magazine is assumed to be seen by every reader.	<u>Ratings</u> are a percentage of the total TV households in the US or a given local market. A 3 rating is 3% of the 100,000,000 US TV HH or about 3 million viewers.
Market assumptions	Assumes readers are sitting at the screen when a page view and impression is delivered.	Assumes each reader looks at every page of the magazine or newspaper.	Assumes that every person with their TV on is in the room at the time of the commercials and seeing them.
Media math	\$3,000 for 100,000 impressions = \$30/M	\$3,000 per page for circulation of 50,000; 2 RPC = 100,000 readers; therefore \$30/M	\$30,000 per rating point, if 100,000,000 TV HH, rating point = 1,000,000 therefore = \$30/M

Grow Your Advertising Based Internet Business

- Grow Inventory to sell with Mequoda strategies:
 - SEO
 - Social Media
 - Email
 - Navigation
 - Blogs + discussion

Internet Revenue Potential Worksheet							
		Cumulative effect of improving 5 factors by only 10% each increases the revenue opportunity by 89%.					
	Base Case	Effective SEO increases Unique Users by 10%	External Social Media Strategy increases Uniques users by 10%	More frequent and effective eNewsletters increases Visit Frequency by 10%	Improved navigation increases page views per visit by 10%	Internal Social Media; Blogs and Discussion boards increases visit frequency and pageview per visit each by 10%	Cumulative effect of incremental improvements
Unique Users/Month	100,000	110,000	110,000	100,000	110,000	110,000	121,000
Average Visits per Unique User per Month	1.3	1.3	1.3	1.4	1.3	1.4	1.6
Average Pageviews per Visit	4.5	4.5	4.5	4.5	5.0	5.0	5.4
Total Pageviews per Month	585,000	643,500	643,500	643,500	707,850	778,635	1,036,363
eNewsletter list	10,000	11,000	11,000	11,000	11,000	11,000	12,100
eNewsletter frequency	4	4	4	12	4	4	12
Average CPM sold; Leaderboard	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00
Average CPM sold; Medium Rectangle	\$23.00	\$23.00	\$23.00	\$23.00	\$23.00	\$23.00	\$23.00
Average CPM sold Skyscraper	\$22.00	\$22.00	\$22.00	\$22.00	\$22.00	\$22.00	\$22.00
Average revenue per pageview Per click Ads	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00
Sum of revenue per thousand pageviews	\$68.00	\$68.00	\$68.00	\$68.00	\$68.00	\$68.00	\$68.00
TOTAL REVENUE OPPORTUNITY/MO.	\$42,500	\$46,750	\$46,750	\$52,734	\$51,126	\$55,939	\$80,346



•Questions?



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Revenue Models

- Web and email banners
- Email sponsorships/blasts
- Sponsorships
- Sponsored Downloads
- Sponsored Webinars
- Network and per-click advertising



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Email is the revenue key strategy

- A clear RROE (Revenue Return On Email) for growing your email list
- Advertisers like it because of immediate impact
- Publish and sell on our own schedule; rather than waiting for readers to remember to return

What do your customers see?
Combat image blocking in your emails

ReturnPath
Download Our Checklist!

MediaPost's
emailINSIDER
THE INSIDE LINE ON EMAIL MARKETING

Improving Open Rates And Readability
by Melinda Krueger, Tuesday, September 4, 2007

DEAR EMAIL DIVA,

WHAT'S the current feeling on email page widths and lengths? I know there's been a lot of discussion lately about above and below the fold and sizing for preview pane, but I'm wondering about actual width. I recently started working for a small company that seems stuck in an email rut from about four years ago. I'm having difficulty convincing them that we can go wider than 550 pixels and still have customers be able to read the email. The feeling here is narrow and long is good, and I'm just not so sure that's the way to go, from my prior experience and the reading I do.

Graphic Designer/ Email Analyst

Dear GD/ED,

The typical range is 500 to 650 pixels. As the smart people at EmailLabs [say](#), "HTML messages that are wider than this range will require the recipient to scroll horizontally to view the entire width of the email. While forcing a user to scroll horizontally might be OK on your Web site, it should be avoided with your emails. Users may only give your email a quick glance and with key content and images getting cut off, you risk losing a transaction or reader, and at minimum being an irritant."

Dear Email Diva,

I've noticed that I'm more likely to download images if it's impossible for me to read the email with the images turned off. Since open rates are only recorded when images are downloaded, would it be a good idea to intentionally design emails this way, assuming the goal is to increase open and click-through rates?

Thanks in advance,

Jim in Texas

Dear Jim,

The studies I've seen show improved response rates for emails that have been optimized for blocked images---exactly the opposite of your theory. [Marketing Sherpa](#) has several good ones; some require a subscription.

Is this what your email looks like?

Don't let missing graphics ruin response rates!

Download this checklist today!

ReturnPath

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Editorial email publishing is a viable strategy

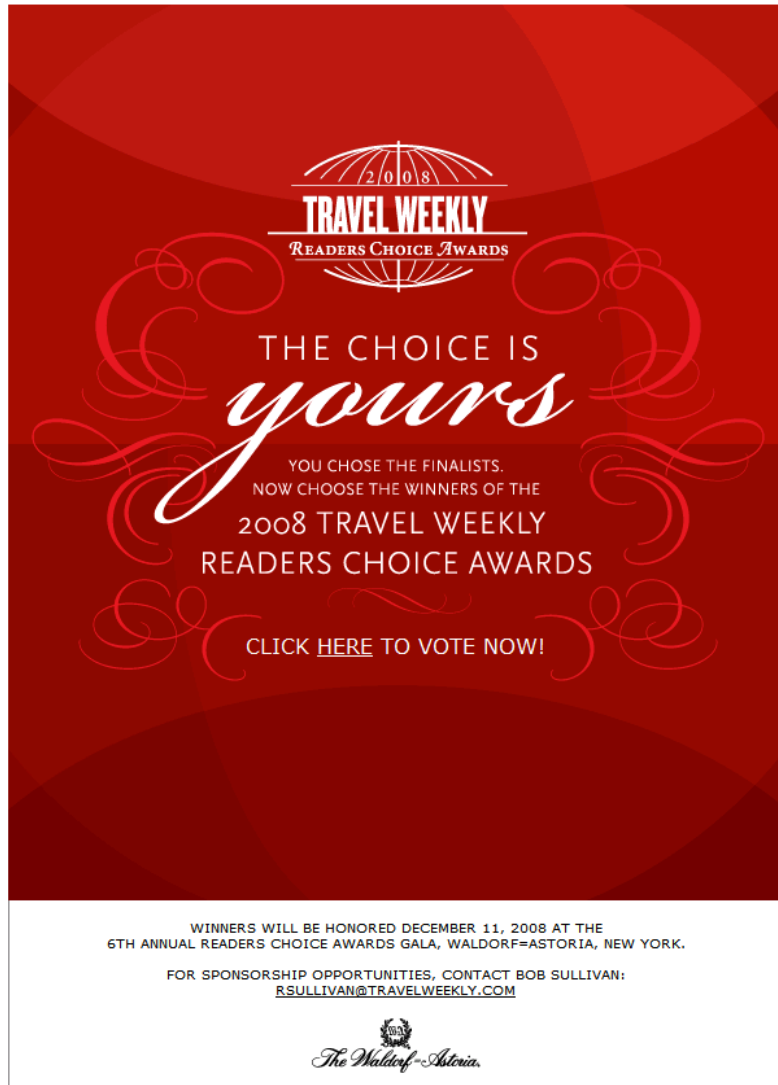
- Has editorial value + carries ads
- Viral
- Targeted
- Immediate impact
- Can carry standard units
- Text ads also possible
- Timing is in your control
 - Increase frequency as demand and sales grow



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Also, you can sell solo emails



- All advertising emails sometimes called eblasts.
- High CPM
- High impact
- Can be on the advertisers' schedule
- Should limit frequency as it may hurt your list if it appears to be spam

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Basic Ad units

IAB "Universal Advertising Pack"

- Recommend Leaderboard on most every page.
- Some Skyscrapers and more medium rectangles
- (small) Rectangle not critical.



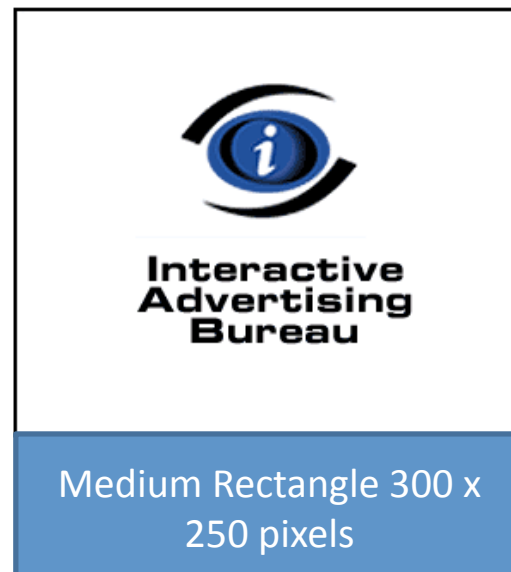
Leaderboard: 728 x 90 pixels

Unit	Weight Limits		Animation	Border
	GIF/JPEG	FLASH		
728x90	20K	30K	15 Second Limit	None
300x250				
160x600				
180x150	15K	20K		

160x600



Medium Skyscraper 160 x 600 pixels



Medium Rectangle 300 x 250 pixels



Rectangle 180 x 150 pixels



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Innovative ad-units recommended by the Online Publishers Association

"Ears"

- Consider allowing for new units like this on an "as sold" basis.

- See live expandable here:
<http://www.nytimes.com/ads/demo/43/homepage.html>

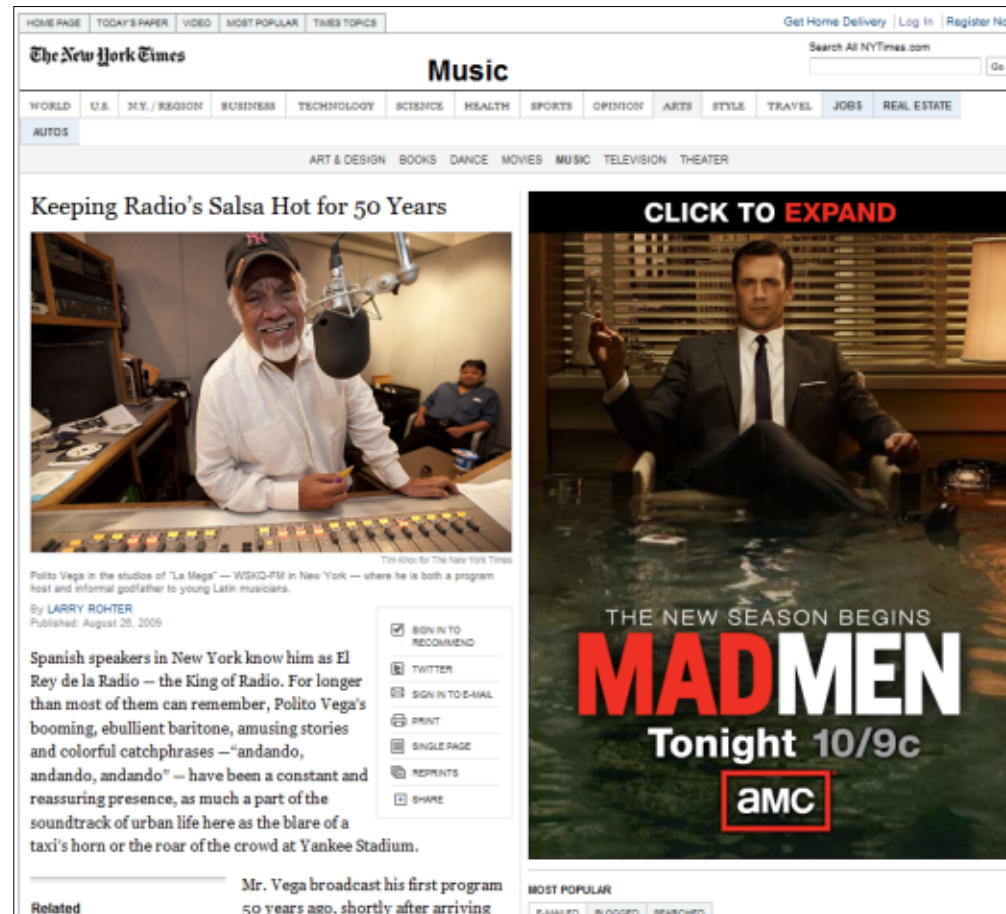
The screenshot shows the New York Times homepage with several ad units. At the top left, a 'PREMIUM VOYAGEUR CLASS' ad is circled in red. At the top right, an 'AIRFRANCE' ad is also circled in red. Below these, a large banner for 'AIRFRANCE' offers '40% more space' and a 'Click to Expand' button. The main content area features a large article about Tiger Woods' victory at the U.S. Open, with a video player below it. To the right of the main article, there are sections for 'ARTS', 'OPINION', and 'MARKETS'. At the bottom, there are sections for 'REAL ESTATE', 'AUTOS', 'JOBS', and 'ALL CLASSIFIEDS'.



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The XXL Box, New From the OPA



http://www.nytimes.com/2009/08/27/arts/music/27vega.html?_r=1&ac=MadMen



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Sponsorships of site, section, or functionality

The screenshot shows the homepage of The New York Times. The top navigation bar includes links for HOME PAGE, TODAY'S PAPER, VIDEO, MOST POPULAR, and TIMES TOPICS. Below this is the masthead with the date Sunday, March 25, 2010, and the section Arts. A search bar is located in the top right. A large banner for 'Missed a day of The New York Times?' is prominent. The main content area features several articles, including 'Broadway's Unlikely Hit Gives Hope to the Bold' and 'Arts Beat: Closing Date for 'The Miracle Worker''. A red box highlights a 'CHLOE NOW PLAYING' advertisement.

This screenshot shows a soccer article titled 'David Beckham Is Coming to America'. It features a large photo of David Beckham and text about his move to the Los Angeles Galaxy. A red box highlights a 'CHLOE NOW PLAYING' advertisement on the right side of the article.

- E-MAIL
- PRINT
- REPRINTS
- SAVE
- SHARE

ARTICLE TOOLS
SPONSORED BY
Consider BORAT

The screenshot shows a Daily Candy article titled 'Gopher Broke' dated February 7, 2007. The article discusses shopping for fashion and mentions ShopGopher, a personal shopping service. A red box highlights a 'CHLOE NOW PLAYING' advertisement on the left side of the article.

article tools sponsored by send to a friend save to my archive print this article text me this info

This is a Tiffany & Co. advertisement featuring a heart-shaped pendant with a keyhole design. The text 'A TIFFANY VALENTINE' and 'TIFFANY & CO.' is visible.



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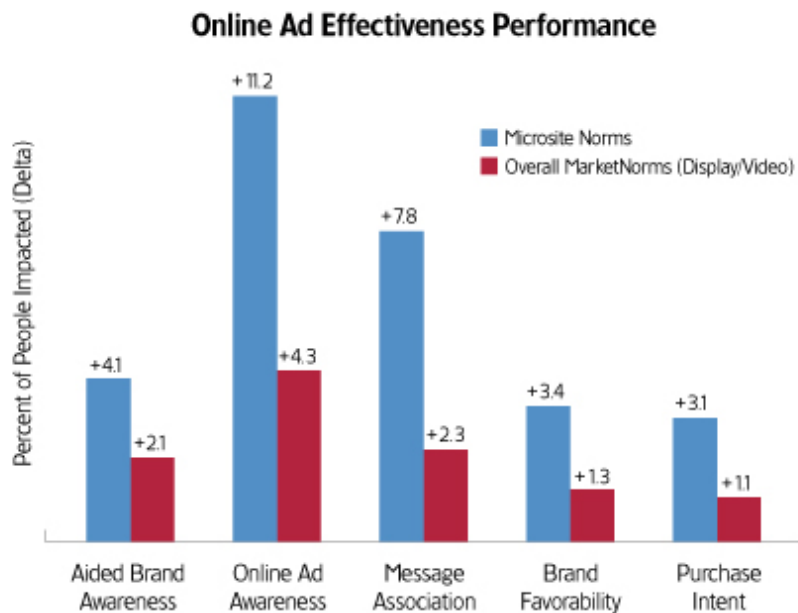
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SIGN UP | MY ACCOUNT | UNSUBSCRIBE | MEDIA KIT | JOBS | ABOUT US | CONTACT US | HELP
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Artwork created by Sujean

Alternatives

Microsite sponsorship



Source: Dynamic Logic MarketNorms, last 3 years; N=2,461 campaigns, n=3,713,053 respondents; Microsite Norms, N=182 campaigns, n=199,508 respondents; Delta (Δ) = Exposed-Control

- Creating a microsite can be the solution advertisers want
- Value – however – is delivered by impressions
- Price based on a combination of fixed production fee + impressions to deliver traffic



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Alternatives Sponsored/ads in downloads

- Offer sponsors visibility through sponsorship of the downloads you offer in your Mequoda process
- Make the online to offline connection when printed

PCWorld

PCWorld Business Center

White Paper:
Bringing Web 2.0 to the Enterprise: Leveraging Social Computing Technologies for ERP Applications

Sponsored by:
EPICOR

Today's business 2.0 technology paper details

Please complete the following information:

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- * Last Name
- * Job Title
- * Job Function
- * Industry
- * Company
- * Company Size

Bringing Web 2.0 to the Enterprise: Leveraging Social Computing Technologies for ERP Applications

An Epicor White Paper

EPICOR



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Alternatives Webinars

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Daniel,

"The rules for persuading your prospect face selling" says Peter Cohan, the

We invite you to join *Selling Power* interviews **Peter Cohan** during an a EDT on May 24, 2007.

Cohan will discuss the best (and w share how to:

- Grab and maintain your prospect
- Project your personality througho
- Use online collaboration tools to see) in a new, fun, and highly prod

Our goal is to prepare you so you c than you ever thought possible.

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Top Tips for Remote Demos
Thursday, May 24, 2007 at 11 AM PDT /

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Company Name: ambro.com, corp.	Industry: Advertising/Marketin
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How soon do you need a web conferencing solution: Within a month	Do you currently h conferencing solut Yes
What is your role in the purchasing decision: Decision Maker	

How Can We Help?
more ways to keep the audience's attention.

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Come hear **Peter Cohan** (founder of The Second Derivative consulting firm and author of the book *Great Demo!*) share the latest best practices for delivering effective demonstrations to remote audiences.

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media

Webinar pricing

- DO NOT price on registration or attendance
- Price on
 - Cost of creating + profit margin +
 - Value of ads promoting the webinar
 - Banner ads
 - Email delivered ads
 - Eblast emails
- Include follow-up report summarizing
 - All the impressions delivered
 - Leads generated
 - Research report



Alternatives

Digital editions

- Not a substitute for our print property
- A great single-sponsor opportunity
 - Remove normal ads and insert ads from a single sponsor
 - Create a “best of” issue with reprinted content all relevant to your sponsor
 - Email to their customer or prospect list; or your list
- Pricing should be a nominal cost-plus fee + marketing exposure



How to package for successful sales

- Organize opportunities by content section
- A limited number of bigger advertisers is better than many small ones
- Category exclusivity
- Bonus impressions
- Integrated content
- Have an advertiser sponsor your new ideas



• Questions?



Introduction

Keys to
Success

Quantify the
Opportunity

**Ad Types +
Packages**

Infrastructure
+ Staffing

media management consulting : strategy > tactics > training

Infrastructure: Ad Serving

- OpenX
- Google Ad Server
- Doubleclick DART for Publishers (Google)
- Atlas (Microsoft)
- 24-7 Open Ad Stream (WPP)
- Ad Juggler



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Infrastructure: Research

- You need three kinds of research:
 - Market size and characteristics
 - Helps you tell the story for advertisers about what their advertising/marketing needs are
 - Audience size
 - May be compared vs. competitors
 - Audience demographics/psychology/product purchase



Infrastructure: Research

- Zoomerang or Survey Monkey
 - Easy to draft, launch and report



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Infrastructure: Research

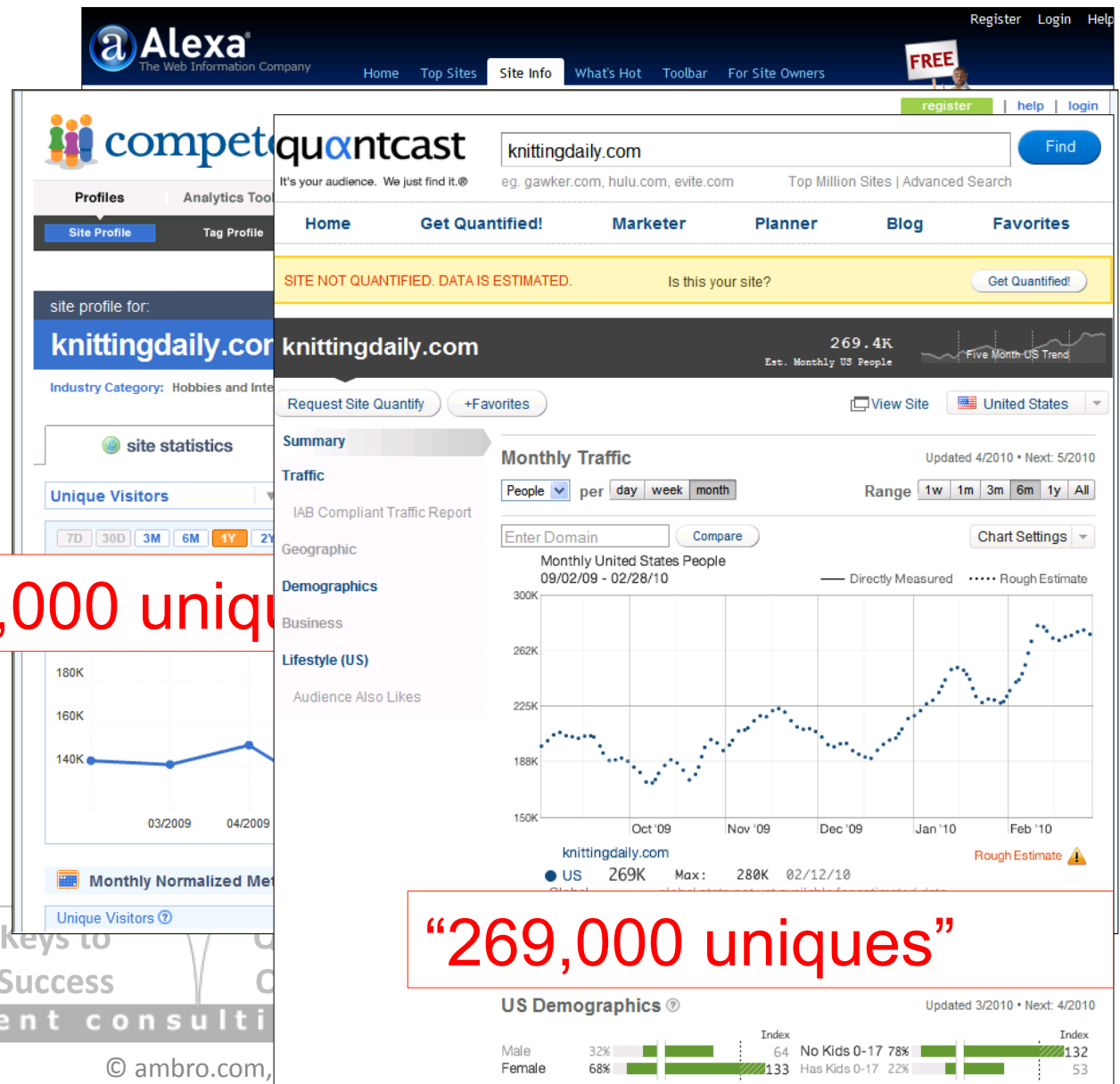
- Alexa
- Compete
- Quantcast

“153,000 unique

“269,000 uniques”

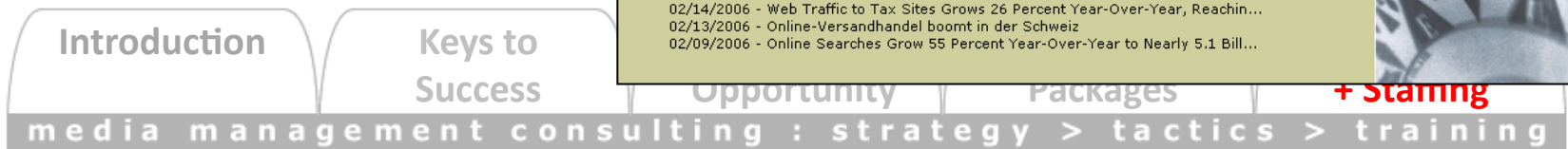
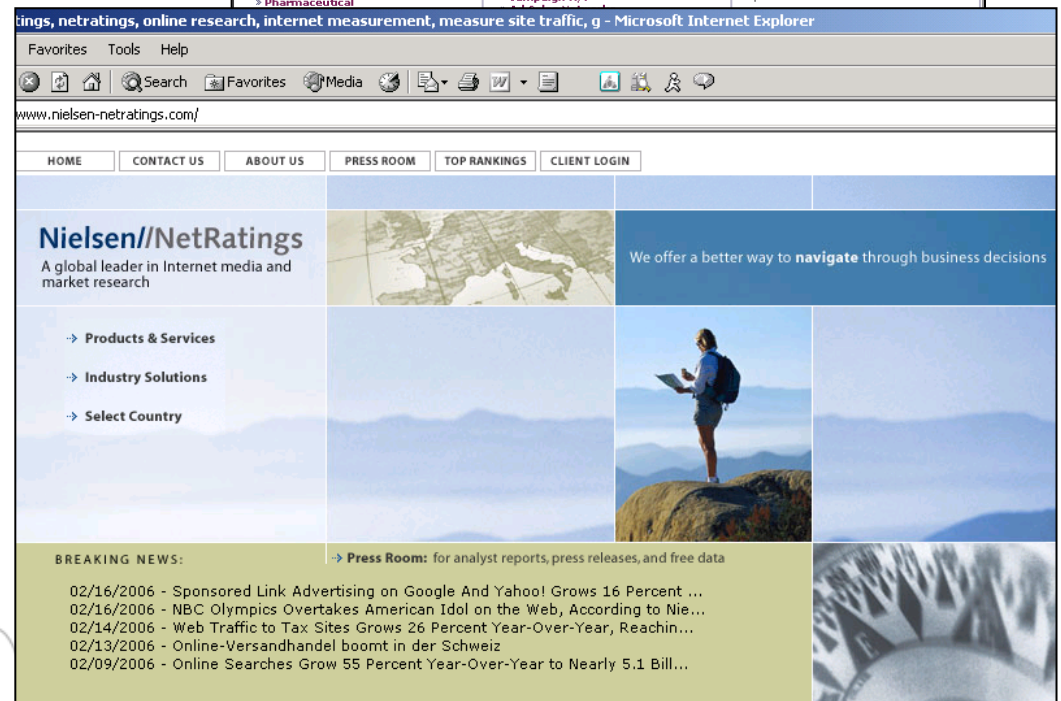


Introduction
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Infrastructure: Research

- Nielsen NetRatings
- ComScore MediaMetrix
- Very large samples
- Very expensive
- Very detailed data
- Not stable for niche audiences



Infrastructure: Ad-serving

- Dynamically delivered ads
- Recommend 3rd-party serving
 - Google Ad Server
 - Now owned by Google
 - Doubleclick Dart for Publishers is the leader
 - Now owned by Google
 - 24-7 RealMedia; Open Ad Stream
 - Now owned by WPP
 - Atlas
 - Now owned by Microsoft
 - Open X, Ad Juggler, Ad Butler, BannerMan, Discount Click, ...many more
- Provides
 - Confidence via industry standard counting
 - Updated functionality
 - Third party credibility
 - Window for advertisers for monitoring their campaign



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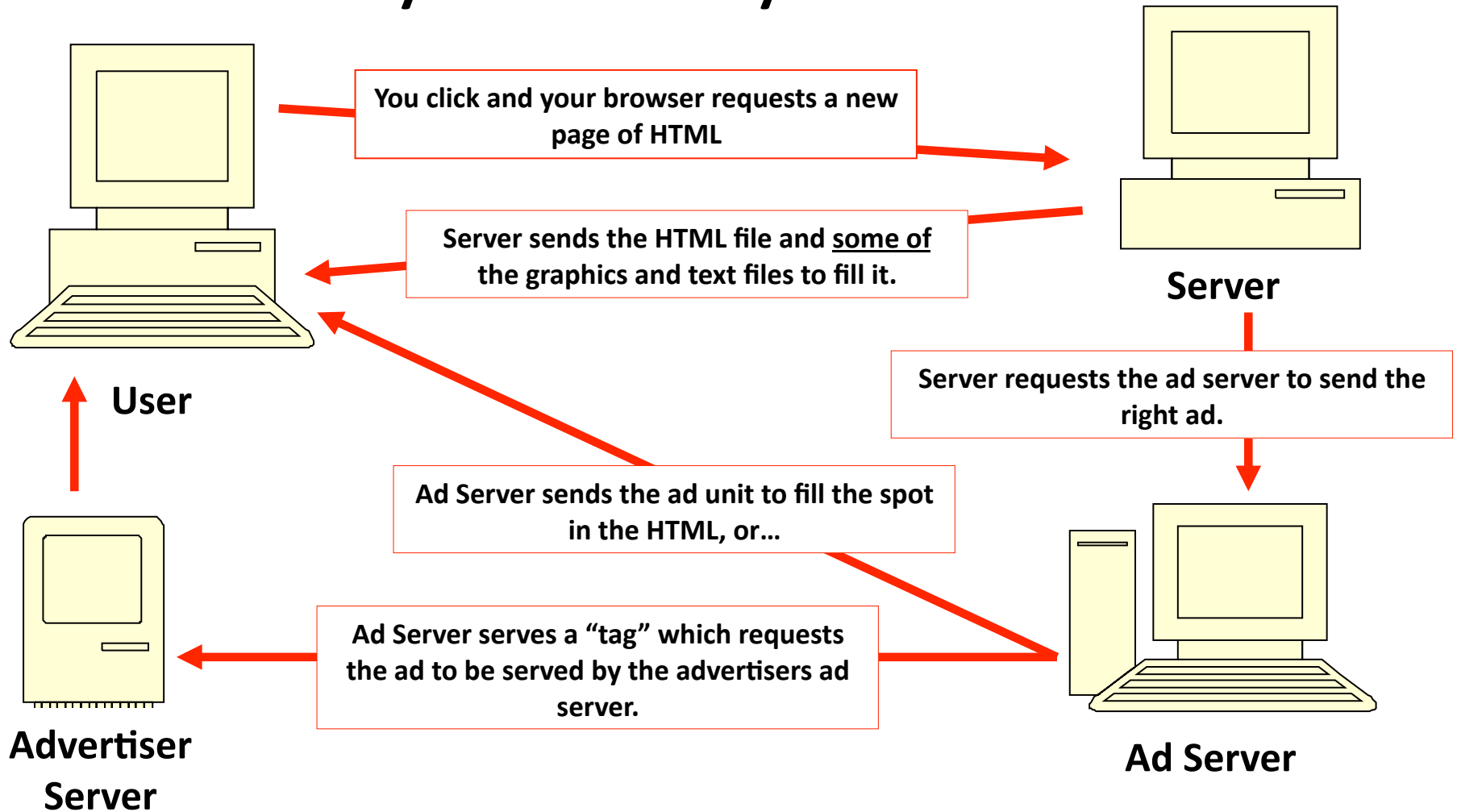
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What is 'dynamically delivered?'



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Staffing: Selling

- Sales
 - Prospects, manages, approximately 100 accounts
- Support
 - Advertising producer
 - Answers ‘what can we do?’ questions
 - Tracks and manages inventory
 - Operates the ad server
 - Optimizes the campaign
 - Manages and executes other advertising services



Infrastructure: Proposals

Internet Advertising Sales Proposal Sheet											
Advertiser: Big Spending Casino											
Agency: Medium Local Shop											
Campaign Dates: January 1, to March 31, 2007					This proposal valid until: 1/10/2006						
		Flight Dates									
Positioning	Ad Unit	Impressions	Start	End	Added Services	Added Service	ROS CPM	CPM Increase	Total CPM	Total Cost	Notes
Home Page Week One	Leaderboard	10,000	1/1/07	1/7/07	HomePage		\$ 25.00	\$ 2.00	\$ 27.00	\$270	
Home Page Fridays	M Rectangle	120,000	1/1/07	3/31/07	DayTargeting		\$ 25.00	\$ 3.00	\$ 28.00	\$3,360	
Entertainment Section	SkyScraper	50,000	1/1/07	3/31/07	Roadblock	DayTargeting	\$ 25.00	\$ 4.00	\$ 29.00	\$1,450	
Entertainment Section	Leaderboard	50,000	1/1/07	3/31/07			\$ 25.00		\$ 25.00	\$1,250	
Entertainment Section	M Rectangle	50,000	1/1/07	3/31/07			\$ 25.00		\$ 25.00	\$1,250	
Run of Site	Leaderboard	100,000	1/1/07	3/31/07			\$ 25.00		\$ 25.00	\$2,500	
							\$ 25.00		\$ 25.00	\$0	
							\$ 25.00		\$ 25.00	\$0	
							\$ 25.00		\$ 25.00	\$0	
Total Impressions		380,000							Total Cost	\$10,080	
									Average CPM	\$26.53	



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Introd
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Staffing: Servicing

- Because client can see results mid-campaign, they require constant service on what is called 'optimization'
- Most of my clients tell me the need at least one internal support staff, managing inventory, trafficking ads, optimizing, producing custom solutions for every sales person



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Staffing: Innovating

- When you want to launch a new initiative, how can you estimate audience for sponsors?
 - i.e.; iPad app, digital magazine, webinar, etc.
- Every new app needs marketing
 - sell an over-all sponsorship that includes all the impressions for co-branded promotion for the new initiative
 - Primary value in the package is the co-branded marketing...the advertiser can count on that



• Questions

Thank you

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Upcoming Events

Upcoming Seminars:

Content Marketing 2010
with Don Nicholas & Kim Mateus

November 9th – Miami, FL

November 30th – San Francisco, CA

December 2nd – Denver, CO

December 16th – Boston, MA



Upcoming Webinars:

November 23rd – Writing Killer Text Ads
Speakers: Don Nicholas, Editor-in-Chief, Mequoda & Peter A. Schaible, Chief Copywriter, Mequoda.

December 14th – Actionable Analytics
Guest Speaker: Greg Kriehbel,



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