

# Additional Desktop Information

## Advanced Audience Targeting

- › Features & Benefits
  - » Guaranteed above the fold inventory
  - » Network is comprised of comScore's Top 300 Publishers
  - » Increase the efficiency of marketing dollars by focusing on a specific market
  - » Targeting available: demographic, behavior, keyword search, job-title, retargeting
- › Fine Print
  - » Target by DMA or Zip code. A minimum number of zip codes may be required to fulfill a
  - » Ad units needed: 728x90, 160x600, 300x250 campaign.

## Contextual Keyword Targeting

- › Features & Benefits
  - » Ads will be seen alongside content that directly relates to your product or service.
  - » Connect with new customers by conveying messages that resonate with the content they are already consuming for an interest-based approach to marketing.
  - » Have the ability to align your advertisement with relevant content.
- › Fine Print
  - » Targeting by DMA or zip codes
  - » Choose keywords or phrases directly related to your product or service and keyword that are related to each other. Provide a minimum of 15 keywords or phrases.
  - » Runs over a national network of over 5,000 sites
  - » Ad units needed: 728x90, 160x600, 300x250

## Category/Topic Targeting

- › Features & Benefits
  - » Run your ads alongside relevant content
  - » Elevate your brand with exposure on national websites, geographic-targeted to the local area where you do business.
- › Fine Print
  - » Impressions are served on sites based on in-market traffic and availability
  - » Impressions are not evenly distributed among the category site list
  - » Target by DMA, radius or zip code. A minimum radius or number of zip codes may be required to fulfill a campaign.

- » Reporting is reflected in a single line item
- » Ads will appear above and below the fold
- » Ad units needed: 728x90, 160x600, 300x25

## Extended Reach Network

- › Features & Benefits
  - » Reach a broad audience across a large network of national sites.
- › Fine Print
  - » Site list not provided
  - » Target by DMA or radius
  - » Ad units needed: 728x90, 160x600, 300x250

## Premium News Network

- › Features & Benefits
  - » Delivers the same high-caliber premium news environment that you get on [Kansascity.com](http://Kansascity.com)
  - » Brand Elevation - the only way to get your local ads delivered locally on high regarded news sites from around the nation with one easy buy.
  - » Your ads appear on any of 1,600 Premium News Network sites viewed within the geographic-targeted area or areas that you specify.
- › Fine Print
  - » Target by DMA or Zip code
  - » Reporting 1 line item.
  - » Ads will be primarily above the fold
  - » Ad units needed:728x90, 160x600, 300x250

## Facebook

- › Features & Benefits
  - » Cost-per-click pricing model offers you the assurance that you are paying only for the clicks you receive
  - » Facebook has more that 900 million active users who spend over 700 billion minutes on Facebook per month.
  - » Targeting available: gender, relationship status, various languages, likes, education, workplaces, geographic
- › Fine Print
  - » Advertiser supplies a clear and relevant image and a brief text message
  - » FB ads should link to FB fan page, as users generally do not want to leave the social network
  - » Include a strong call to action, such as an offer or invitation.