



LEADvertising

2017

ALLOW US TO REINTRODUCE OURSELVES

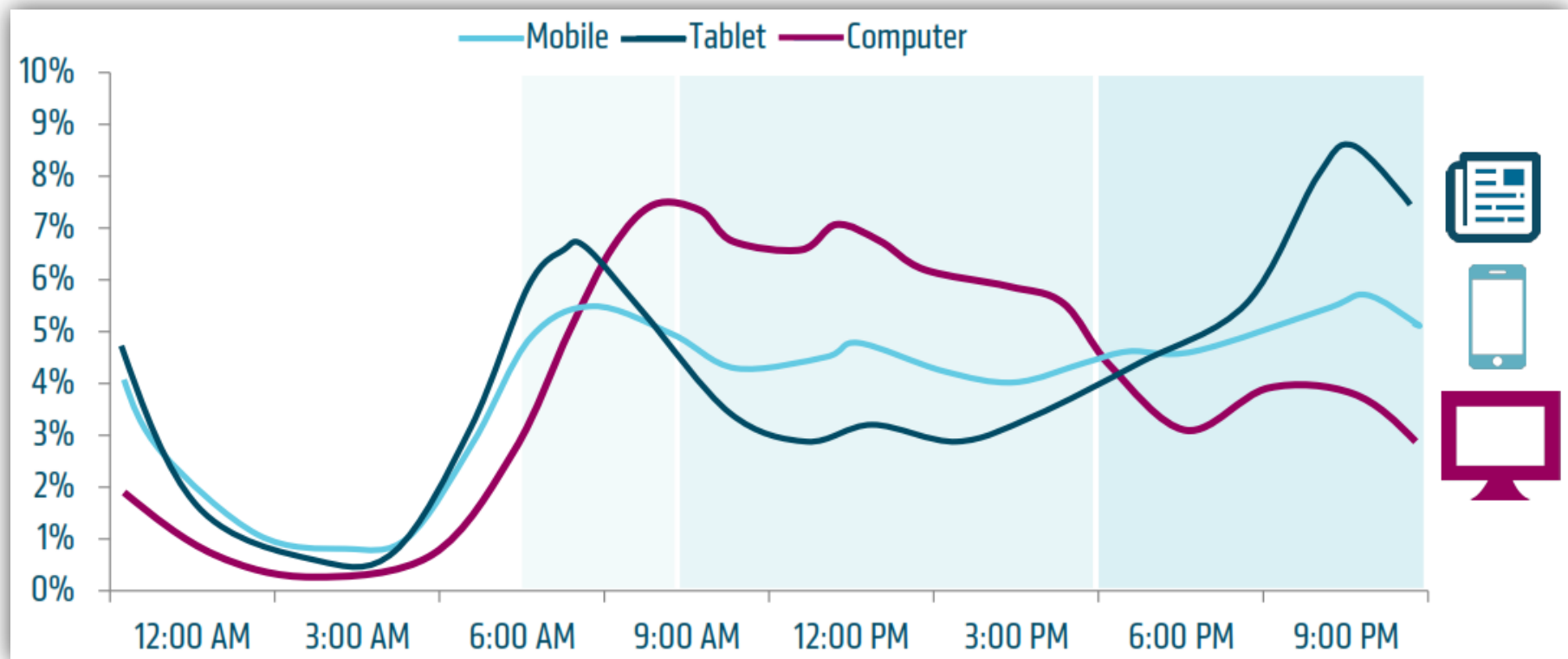
It's time to re-imagine what you thought possible from your community newspaper company. When you partner with the Ledger-Enquirer, you're outfitted with the most dynamic and comprehensive multimedia marketing solutions in the Chattahoochee Valley. In today's complex media landscape, you need a partner you can trust to deliver results. Look no further.



LEADvertising

Why Does Digital Matter?

Users are accessing information through multiple platforms, so it is essential to follow user consumption when planning an advertising campaign.



Source:: MRI, comScore

Audience Fragmentation

Time Spent by Platform: Ages 18+

51% of time spent is Non-Desktop

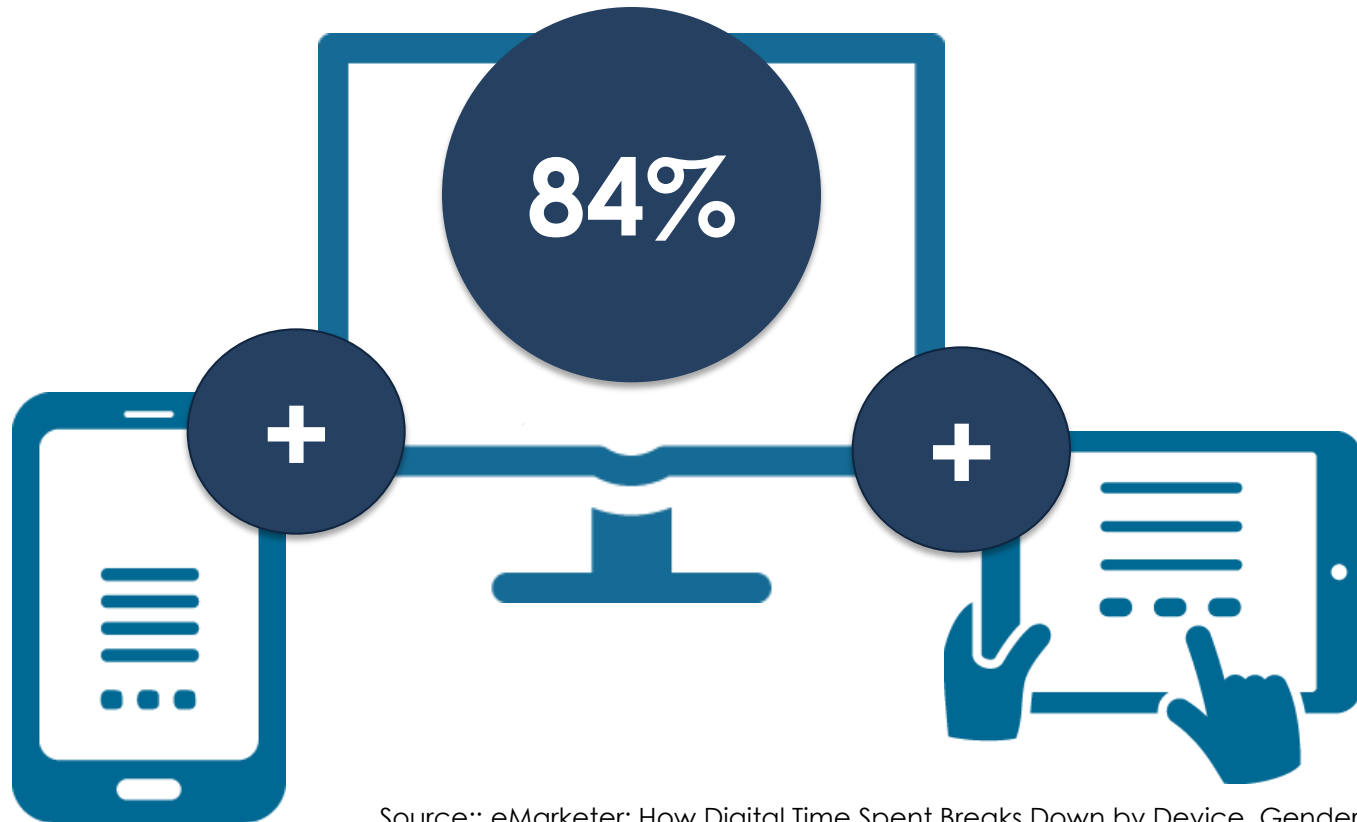


Source:: eMarketer: How Digital Time Spent Breaks Down by Device, Gender, Content Area

The Multi-Screen Experience

Multi-Tasking is the Norm

Smartphone and tablet owners regularly use multiple devices while watching TV



Source:: eMarketer: How Digital Time Spent Breaks Down by Device, Gender, Content Area

Source:: Nielsen 2014

Digital is now king

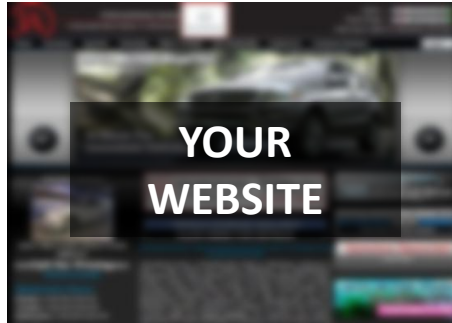
U.S. Adults Now Spending More Time on Digital Devices Than Watching TV

Digital Devices Now Get More than Five Hours Per Day, According to eMarketer

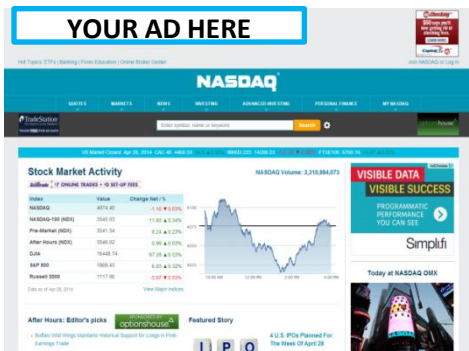


Site Retargeting

1. User visits your website and the retargeting pixel tracks the user.



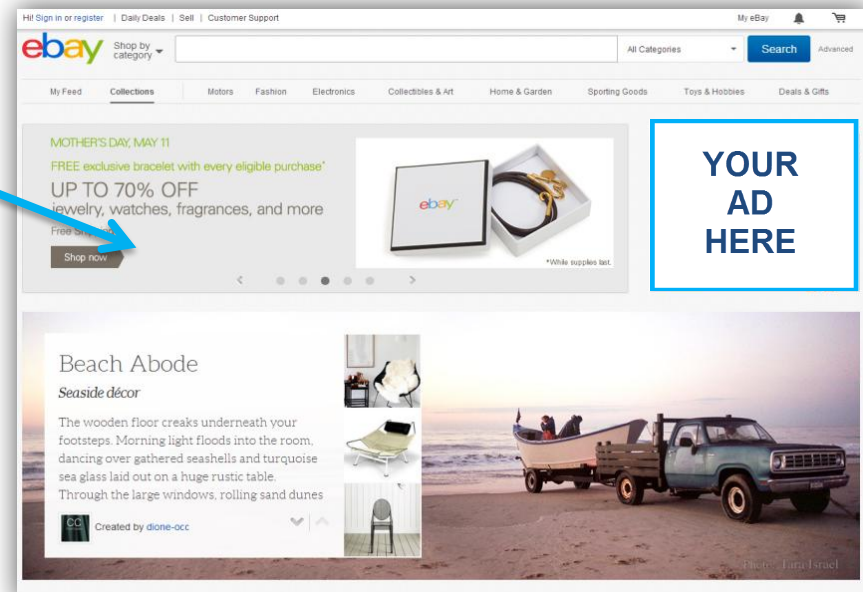
2. User visits other websites.



3. User sees your ad and clicks on the banner to return to your website.

Search Retargeting

Search Retargeting segments are identified by keyword searches the user has performed. The advertiser will choose a list of keywords and ads will be served to users who have previously searched for those keywords as they access content within the network.



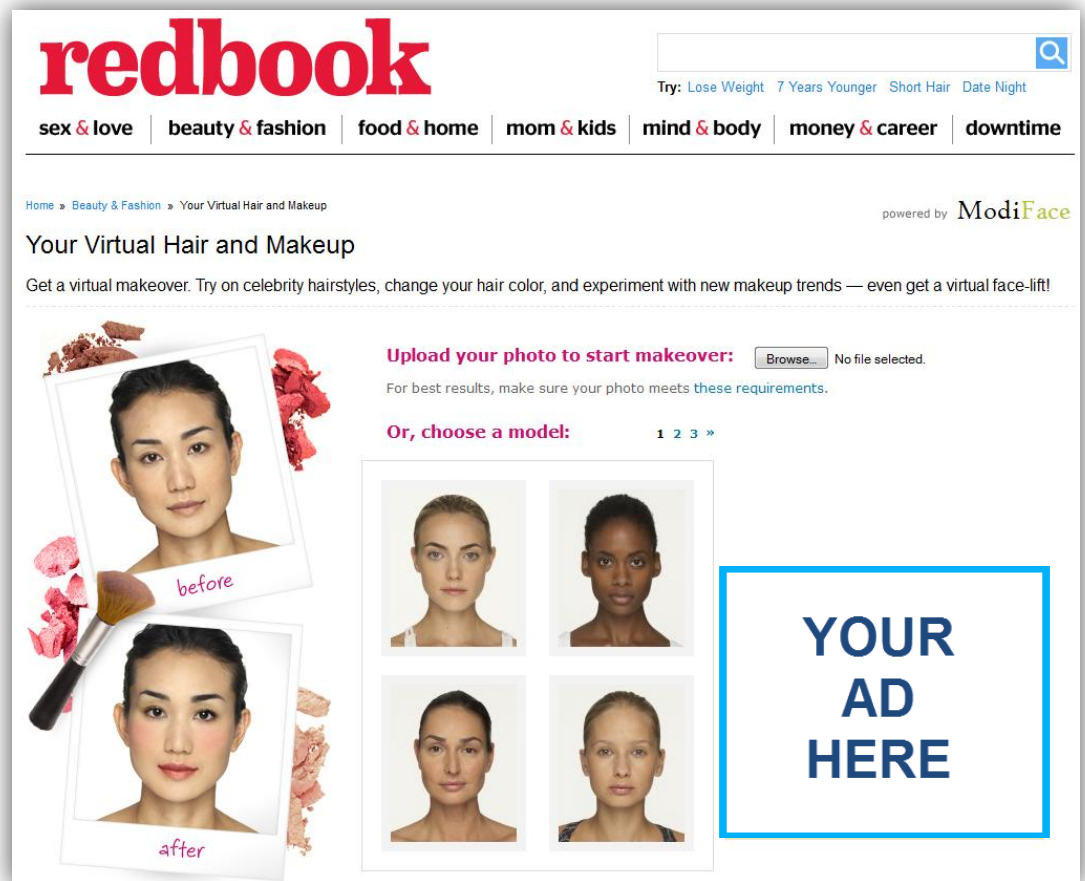
Search Retargeting takes SEM to the next level. Your brand's message is no longer constrained by word count or search engine algorithms

Contextual Targeting

Contextual Keyword Targeting places a display ad onto pages with content that matches client-supplied key words or phrases, reaching people as they are viewing specific content.

Client Keyword List

- Hair
- Haircut
- Makeup
- Highlights
- Layers
- Perm
- Hair Dye
- Hair Salons
- Salon
- Barber Shop
- Up-Dos
- Shampoo
- Conditioner
- Hair Styles
- Hair Dresser



redbook

Try: [Lose Weight](#) [7 Years Younger](#) [Short Hair](#) [Date Night](#)

[sex & love](#) | [beauty & fashion](#) | [food & home](#) | [mom & kids](#) | [mind & body](#) | [money & career](#) | [downtime](#)

Home » [Beauty & Fashion](#) » Your Virtual Hair and Makeup

powered by **ModiFace**

Your Virtual Hair and Makeup

Get a virtual makeover. Try on celebrity hairstyles, change your hair color, and experiment with new makeup trends — even get a virtual face-lift!

Upload your photo to start makeover: No file selected.
For best results, make sure your photo meets [these requirements](#).

Or, choose a model: 1 2 3 »

YOUR AD HERE

Advanced Targeting

Demographic Targeting



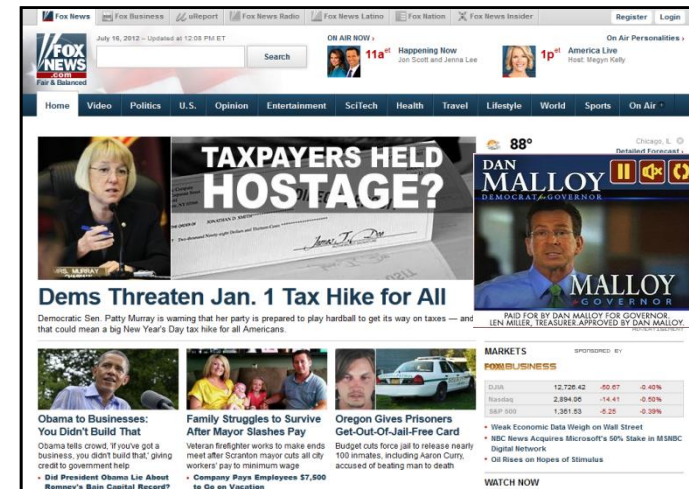
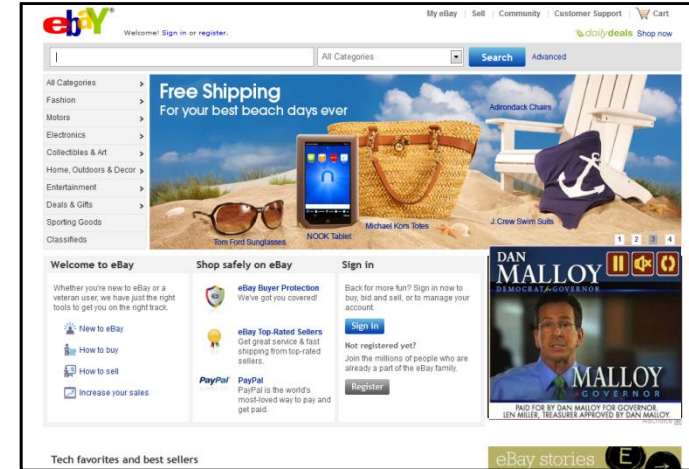
Reach a specific demo (age, gender, household income, etc) using data compiled from registration information provided by users.

Key benefit:

Delivers your brand and advertising message to the customers you need to reach, when you need to reach them.

Key features:

- Client's ads are served to the segment as users visit any site within the network.
- Guaranteed 'above-the-fold' placement
- Network features comScore's Top 300 Publishers
- Weather.com, NBC, ABC, Golf Channel, Fox News, Forbes, and more!



Mobile Targeting

Using thousands of apps and mobile sites, the mobile network is able to reach potential customers within a DMA.

Key feature:

- Delivers ads to mobile users located inside of geo-targeted radius

Key benefit:

- Heightens opportunity to reach potential customers.

Using thousands of apps and mobile sites, the mobile network is able to reach potential customers based on location.



Premium News Network



Key features:

- Aligns your brand with premium news content delivered to local web users
- Allows the promotional message to be delivered to local web users on up to 1,600 different news sites, including our competition!

Key benefit:

- You don't have to guess where local web users are getting their news, we deliver your ad message to them no matter where they're going!



The Premium News Network is made up of over 1,600 high-quality local newspaper, broadcast, magazine and radio sites.

Video advertising, without fast forward

Streaming video offerings allow advertisers to run their video-format message in front of video content online (:15 or :30 pre-roll spots).

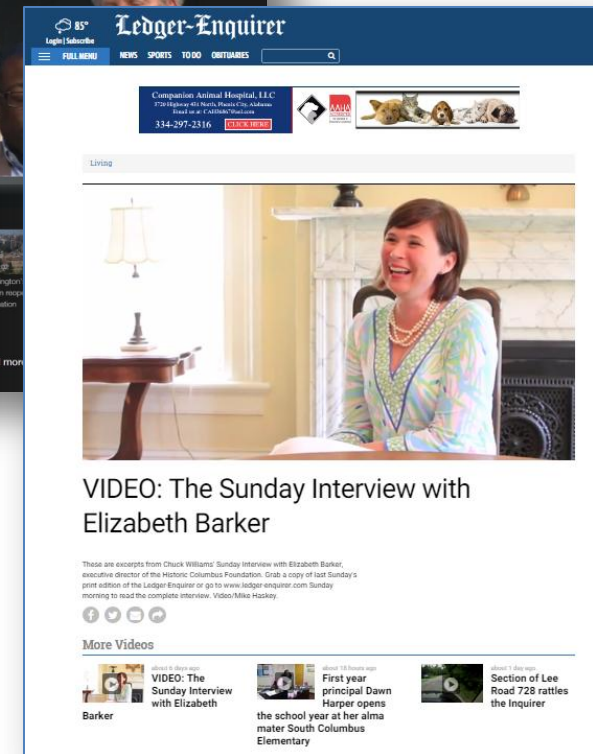
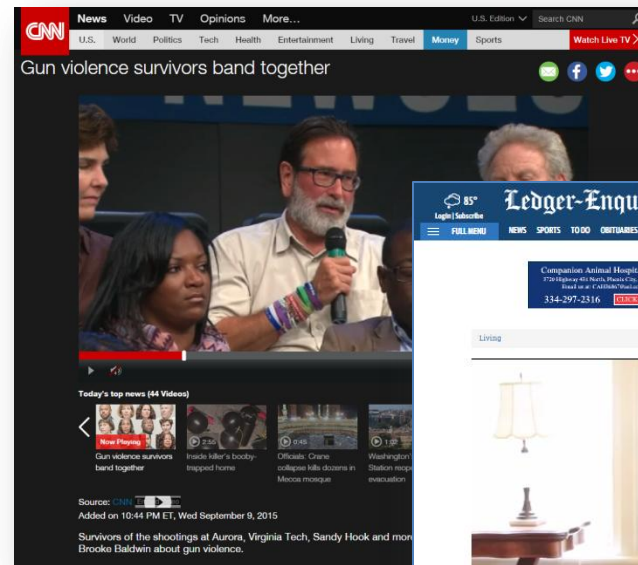
Key feature:

- Re-invest your TV budget in to video advertising you know potential customers are watching.

Key benefit:

- You engage customers in your video message with the opportunity to click straight through to your website.

192.9 million Americans watched online content videos via desktop computer in May 2015. (comScore)



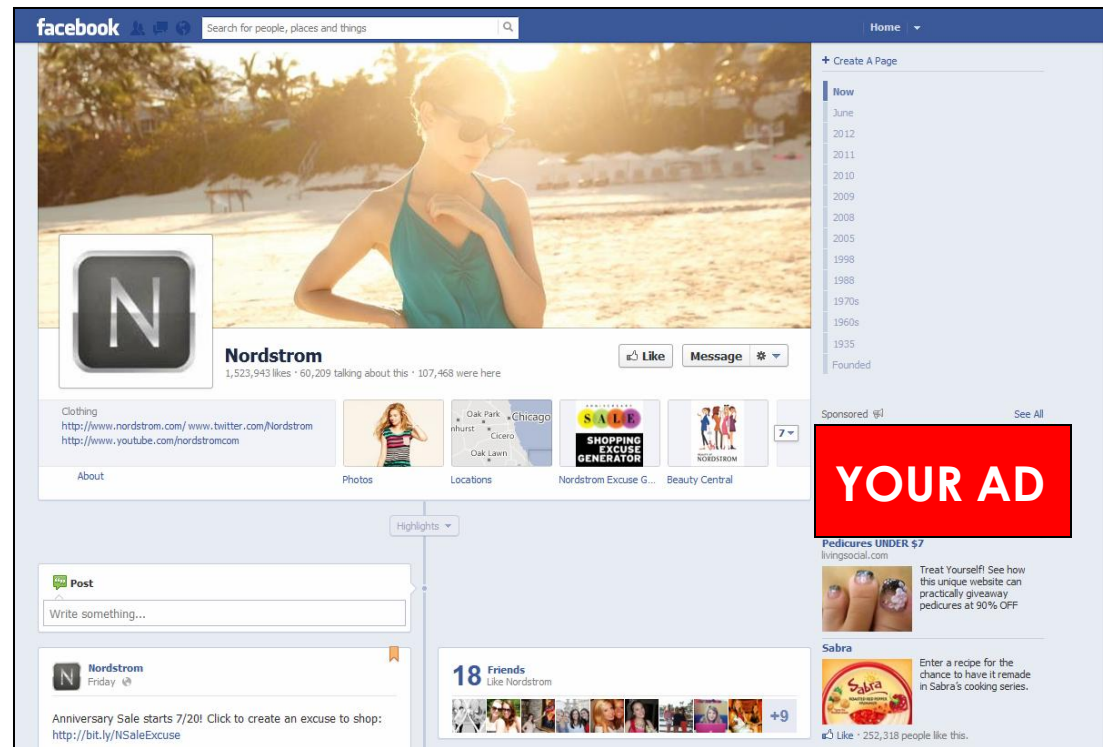
Social Media Reach on Facebook

What's included:

- Cost-per-click pricing model ensures that your message is being delivered frequently
- Target Facebook users in our market based on their expressed likes, interest, education level and location.

Key benefit:

- Deliver your brand's advertising message to the increasingly-diverse Facebook audience for exponential results!



Facebook allows advertisers to reach users in a social environment, targeting them based on voluntarily provided information about their interests.

Floorboards on Ledger-Enquirer.com

Key features:

- Works like billboards you can click, 12" in front of your prospective voters eyes.
- Digital ad follows readers down the page as they scroll
- Delivers the effect of a billboard, without going 55mph!

Key benefit:

- We deliver our huge daily web traffic directly to your brand with advertising that follows the reader as they engage with our online content!



Classifieds Jobs Cars Homes Apartments Legals Place an Ad 54° Forecast

Ledger-Enquirer Subscriptions | Report News | Customer Service
Search Columbus Ledger Enquirer

HOME NEWS SPORTS **LIVING** BLOGS & COLUMNS OPINION PHOTOS & VIDEO OBITUARIES LOCAL DEALS **dealsaver**

Living

Poll: Georgia is one of America's most religious states

BY ADAM CARLSON
acarlson@ledger-enquirer.com February 7, 2014 Updated 3 hours ago

73 71
 6 72

[Click Here](#)

[f](#) [t](#) [+](#) [e](#) [m](#) [p](#)

Georgia is one of the most religious states in the country, according to a new Gallup poll from earlier this week that tracks the percent of "very religious" people across the country.

The state ranks seventh, with 52 percent of people identifying as "very religious." Mississippi ranks at No. 1, with 61 percent, right ahead of Utah (60 percent). Vermont, at 22 percent, is the least-religious state in the country.

Alabama, with 57 percent of people identifying as "very religious," is at No. 3.

Ultimate Bridal Expo
RiverMill Event Centre
Sunday, February 16 - 1 p.m. - 5 p.m.

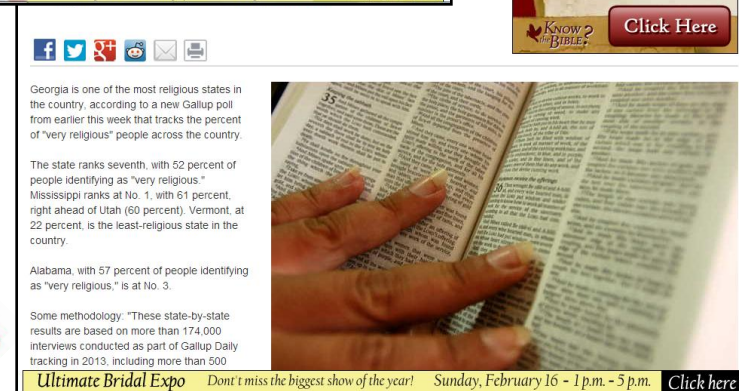
Admission is \$3 for brides and \$5 for each guest. Tickets available at RiverMill Event Centre. **CLOSE**

Dont't miss the biggest show of the year!

Local and regional vendors Door prizes Special discounts Free samples
Daphne's Bridal Boutique fashion show at 4 p.m.



Open



[f](#) [t](#) [+](#) [e](#) [m](#) [p](#)

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Some methodology: "These state-by-state results are based on more than 174,000 interviews conducted as part of Gallup Daily tracking in 2013, including more than 500

Ultimate Bridal Expo Dont't miss the biggest show of the year! Sunday, February 16 - 1 p.m. - 5 p.m. **Click here**

Closed

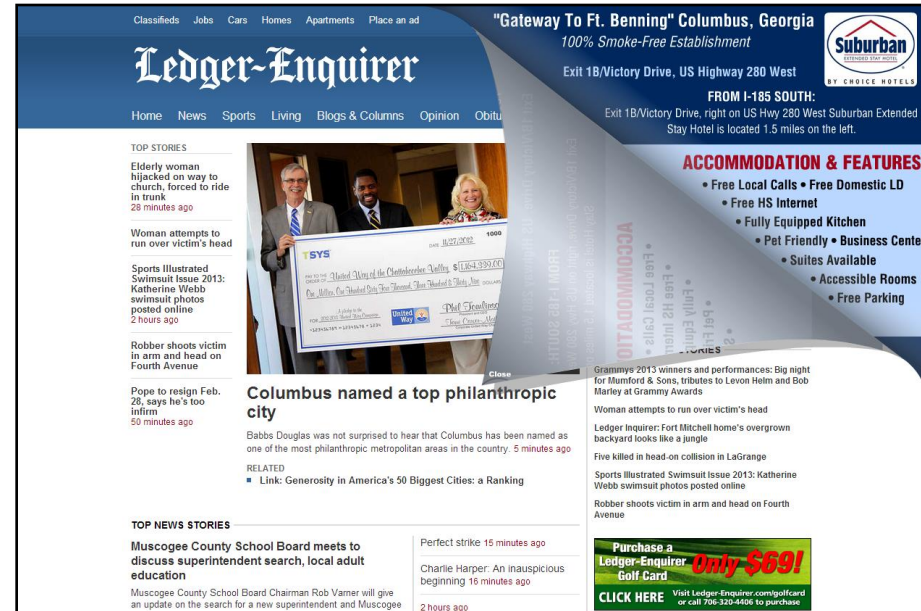
Peelback on Ledger-Enquirer.com

Key features

- Only one available per day
- Ad runs on LE.com homepage for 24 hours
- Ad is teased with page “flip” in upper right corner (1), auto expands once per daily unique visitor to reveal 800 x 550 ad unit (2), and can be relaunched with mouse-over or click.

Key Benefits

- Unique format draws voters' attention
- Ad clicks right through to your campaign site and elevates your brand



The screenshot shows the Ledger-Enquirer.com homepage. The main headline is "Columbus named a top philanthropic city" with a sub-headline "Babbs Douglas was not surprised to hear that Columbus has been named as one of the most philanthropic metropolitan areas in the country. 5 minutes ago". A related link is provided: "Link: Generosity in America's 50 Biggest Cities: a Ranking".

Other news stories include: "Elderly woman hijacked on way to church, forced to ride in trunk 28 minutes ago", "Sports Illustrated Swimsuit issue 2013: Katherine Webb swimsuit photos posted online 2 hours ago", "Robber shoots victim in arm and head on Fourth Avenue", and "Pope to resign Feb. 28, says he's too infirm 50 minutes ago".

The "TOP NEWS STORIES" section includes: "Muscogee County School Board meets to discuss superintendent search, local adult education" (2 hours ago), "Perfect strike 15 minutes ago", and "Charlie Harper: An inauspicious beginning 16 minutes ago".

The peelback effect reveals an advertisement for "Gateway To Ft. Benning" Columbus, Georgia. The ad features the Suburban Stay Hotel logo and lists "ACCOMMODATION & FEATURES" such as Free Local Calls, Free Domestic LD, Free HS Internet, Fully Equipped Kitchen, Pet Friendly Business Center, Suites Available, Accessible Rooms, and Free Parking. A call to action at the bottom says "Purchase a Ledger-Enquirer Golf Card Only \$69! CLICK HERE Visit Ledger-Enquirer.com/golfcard or call 706-320-4406 to purchase".

LE-mail Marketing

- Acquisition email marketing
 - Fresh prospects
- Micro-target your desired audience with permission-based email blasts
 - Not just buying a list - Prospects have triple opted-in
 - Send blasts as often as you'd like
24/7/365
- Target specific groups
- Geotarget specific cities

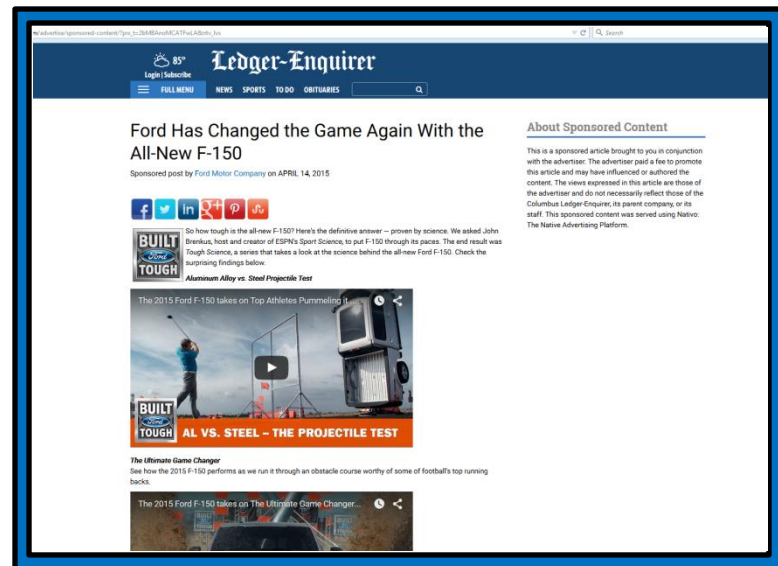


Native Advertising on Ledger-Enquirer.com

Solution:

- Designed to match the look of Ledger-Enquirer.com on desktop, tablet, and mobile devices, native ads integrate content into the page and let the reader consume it in a normal flow
- The native advertising campaign will enhance your brand with trusted and relevant content
- With multiple ad units and placements, you will be able to reach your customers when they are perusing the homepage and while they are reading articles
- Native drives consumer engagement while being unobtrusive
- Extends the life of the content
- Content will belong to you and the reach of the article can be extended by publishing the content on your website, blog and/or social platforms

5-20 times improved response rate
50% increase in purchase intent
40% higher brand lift



Key features:

- View the results of all media campaigns in a single, simple-to-understand tool.
- Results are gathered through the use of call tracking numbers, proxying of your website, and the use of landing pages.

Key benefit:

- You can focus advertising dollars where they are most effective and eliminate wasteful spending.



Key features:

Detailed metrics of your campaign:

- Impressions delivered
- Clicks and click through rate
- Exit pages
- Time on site
- Most followed paths

Engagements:

- Social media visits
- Social Reputation
- Detailed Call Tracking
- Emails generated
- Maps referenced
- Coupons



Performance Summary - Summary

Partner McClatchy Columbus Advertiser From 01/07/2015 To 02/06/2015

SUMMARY DISPLAY SEARCH SOCIAL PRINT CALLS

7,622
IMPRESSIONS

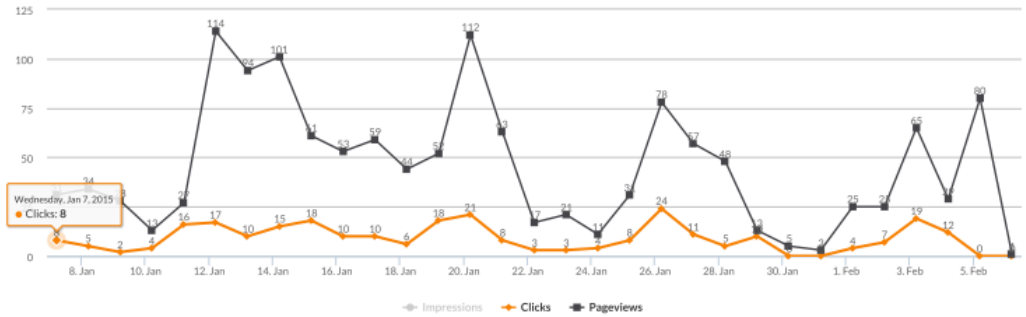
278
CLICKS

1,395
PAGEVIEWS

12
CALLS

AUDIENCE

Click and drag in the plot area to zoom in



ENGAGEMENT

02:36
AVG TIME ON SITE

49.39 %
BOUNCE RATE

326
VISITORS

255
UNIQUE VISITORS

VISITS USERS

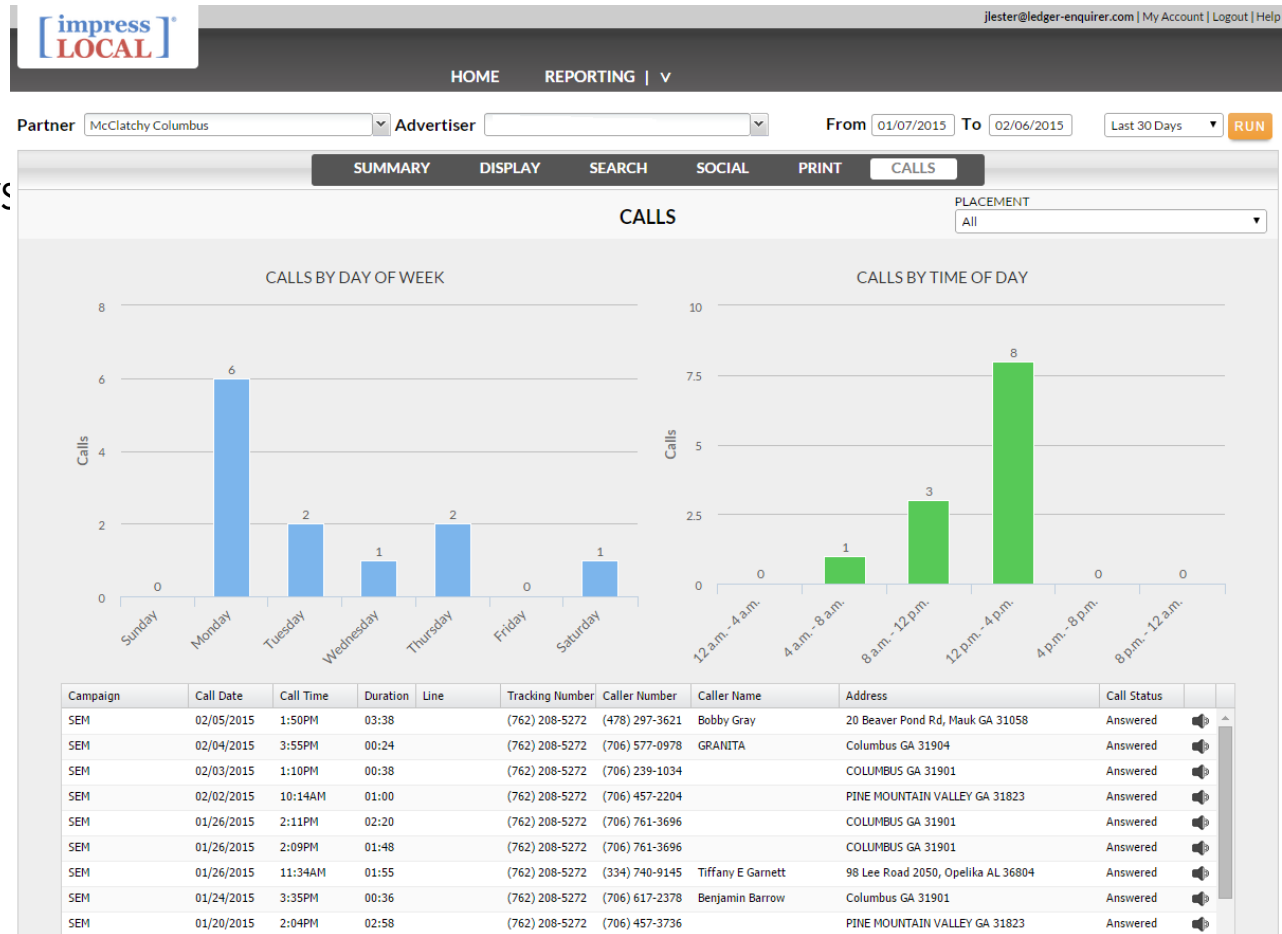
Destination URL	Avg Time on Page	Exit Count	Times Viewed	% PageViews
http://www.x	00:31	150	345	24.73%
http://www.x	00:59	37	169	12.11%
http://www.x	00:20	7	117	8.39%
http://www.x	01:05	9	56	4.01%
http://www.x	00:20	27	49	3.51%
http://www.x	00:29	2	47	3.37%
http://www.x	01:06	16	33	2.37%
http://www.x	01:04	8	28	2.01%
http://www.x	00:29	2	28	2.01%
http://www.x	00:33	1	25	1.79%

Key features:

- Local phone numbers are assigned to each campaign.
- Calls generated by your campaign are recorded.
- View data for and listen to recordings of calls.

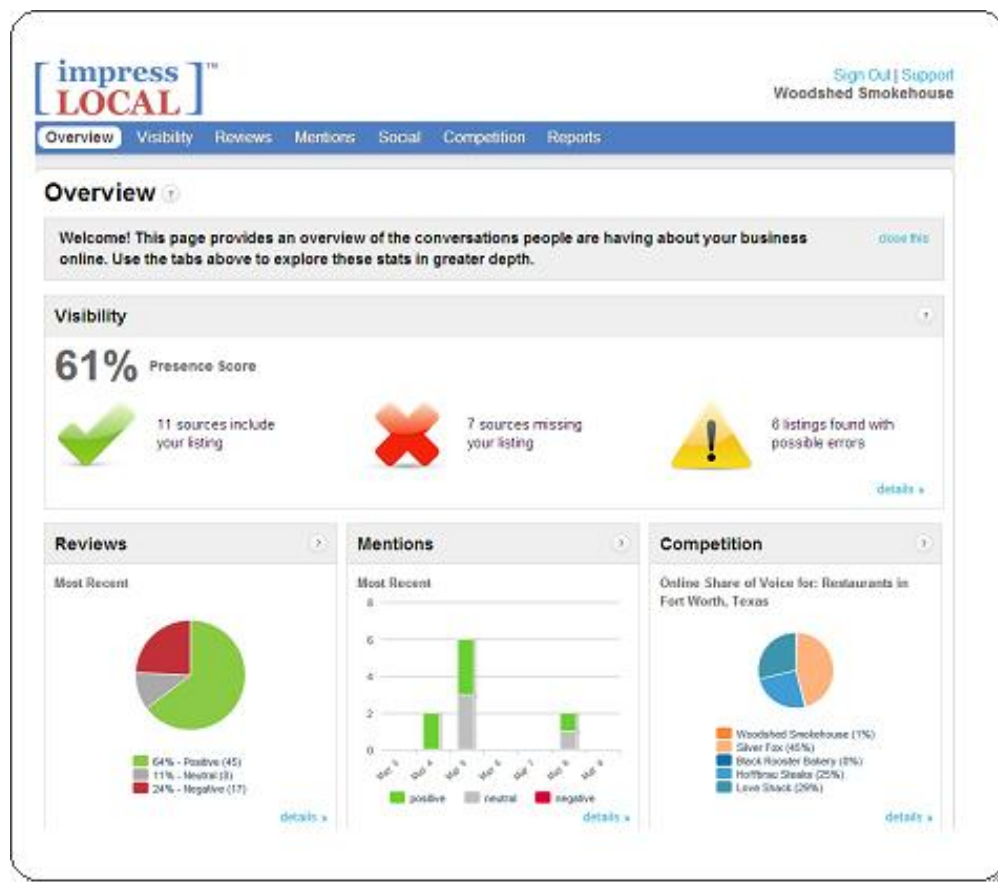
Key benefits:

- Use call recordings to track campaign performance, track ROI, better understand your customers & train employees.



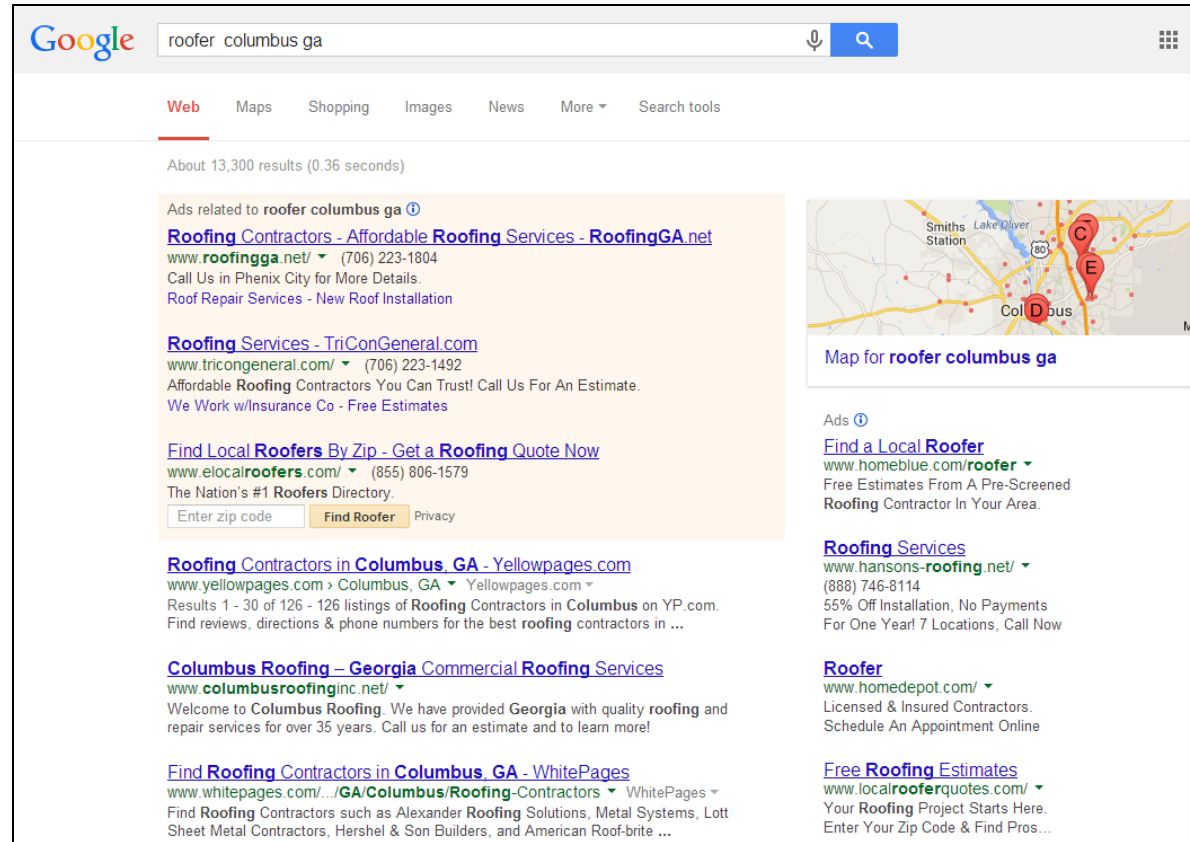
Key features:

- Monitors your brand and reputation 24 / 7
- Receive instant notification when a review is posted about your business
- Respond to negative comments or reviews
- Market positive comments or reviews and instantly post them to your social site
- Ensure directory listings are accurate
- Track share of voice against competition
- Boost your ranking in search results (SEO)



Key features:

- We continually research, develop, buy, optimize, and maintain keyword campaigns across all major search engines (Google, Yahoo, Ask, Bing) based on the keywords that are performing best
- Position yourself in front of customers throughout their buying process



The screenshot shows a Google search for "roofer columbus ga". The search bar contains the text "roofer columbus ga" and a search icon. Below the search bar, there are navigation tabs for "Web", "Maps", "Shopping", "Images", "News", "More", and "Search tools". The search results show "About 13,300 results (0.36 seconds)".

Under the heading "Ads related to roofer columbus ga", there are several search results:

- Roofing Contractors - Affordable Roofing Services - RoofingGA.net**
www.roofingga.net/ (706) 223-1804
Call Us in Phenix City for More Details.
Roof Repair Services - New Roof Installation
- Roofing Services - TriConGeneral.com**
www.tricongeneral.com/ (706) 223-1492
Affordable Roofing Contractors You Can Trust! Call Us For An Estimate.
We Work w/Insurance Co - Free Estimates
- Find Local Roofers By Zip - Get a Roofing Quote Now**
www.elocalroofers.com/ (855) 806-1579
The Nation's #1 Roofers Directory.
Enter zip code Find Roofer Privacy
- Roofing Contractors in Columbus, GA - Yellowpages.com**
www.yellowpages.com > Columbus, GA > Yellowpages.com >
Results 1 - 30 of 126 - 126 listings of Roofing Contractors in Columbus on YP.com.
Find reviews, directions & phone numbers for the best roofing contractors in ...
- Columbus Roofing - Georgia Commercial Roofing Services**
www.columbusroofinginc.net/
Welcome to Columbus Roofing. We have provided Georgia with quality roofing and repair services for over 35 years. Call us for an estimate and to learn more!
- Find Roofing Contractors in Columbus, GA - WhitePages**
www.whitepages.com/./GA/Columbus/Roofing-Contractors > WhitePages >
Find Roofing Contractors such as Alexander Roofing Solutions, Metal Systems, Lott Sheet Metal Contractors, Hershel & Son Builders, and American Roof-brite ...

On the right side of the search results, there is a map titled "Map for roofer columbus ga" showing the location of Columbus, GA, with several red location pins. Below the map, there are more search results under the heading "Ads":

- Find a Local Roofer**
www.homeblue.com/roofer >
Free Estimates From A Pre-Screened Roofing Contractor In Your Area.
- Roofing Services**
www.hansons-roofing.net/ >
(888) 746-8114
55% Off Installation, No Payments
For One Year! 7 Locations, Call Now
- Roofer**
www.homedepot.com/ >
Licensed & Insured Contractors.
Schedule An Appointment Online
- Free Roofing Estimates**
www.localrooferquotes.com/ >
Your Roofing Project Starts Here.
Enter Your Zip Code & Find Pros...



1. SELECT YOUR DOMAIN & DESIGN

Choose from over 100 professional designs, use an existing domain or a new one.



2. WEBSITE KICKOFF CALL

Meet with your website specialist to discuss your goals and gather information needed to build your website.



3. CONTENT CREATION

A professional writer creates content for each page of your website.



4. WEBSITE BUILD

We take your content and design and build out a website that matches your business goals.



5. YOU APPROVE WEBSITE

You review your website and give your website specialist approval to launch.



6. WEBSITE GOES LIVE

Your business is now part of the World Wide Web!

A COMPLETE WEBSITE SOLUTION THAT INCLUDES:

- 1 PROFESSIONAL DESIGN**

We offer more than 100 designs. Your business website will have a clean, functional and professional feel.
- 2 HIGH QUALITY CONTENT**

We provide quality content that is unique to your business and tailored to each page of your website.
- 3 USER EXPERIENCE**

User experience plays such a huge role in online marketing today, so we make sure that your website makes it easy for users to navigate and get the information they want.
- 4 LEAD GENERATION**

All our websites are designed with lead generation in mind. Your website will have a strong call to action and the option to add lead capture forms for your customers' convenience.
- 5 MOBILE-FRIENDLY**

All of our websites are designed to be responsive, which means that the website will automatically format correctly to any type of screen that a user might be using, including desktop, tablet, and mobile devices.
- 6 SPEED**

Our remarkable turnaround time ensures that you won't have to wait long for a beautiful, custom website that will help grow your business.
- 7 SEO**

The websites are designed with the search engines in mind. We follow all Google guidelines for onsite structure to ensure your website is easily indexed and ranked by the search engines.
- 8 AFFORDABLE**

With ImpressLOCAL, you get a professionally designed website for a fraction of what it would cost you to hire an agency.
- 9 CUSTOMER SUPPORT**

Because we want to make sure you have everything you need for online success, there is a team of professionals working for you, from designers to writers to SEO marketing experts.

Print Advertising in the Ledger-Enquirer

Unparalleled local reach

- **The Ledger-Enquirer**
 - #1 source for news and advertising
 - Region's only daily newspaper
 - Largest news team in the Chattahoochee Valley
 - Local news, world news, sports, food, family, church news, To Do and more!
- **Proven results!**
 - Daily Frequency
 - Unparalleled Reach
 - Engage your audience – reach them in the only medium where the advertising is part of the destination rather than a distraction

Maximize your budget with our frequency bundle packages, ask your multimedia consultant for details!



Front Page Promotion

Key Features:

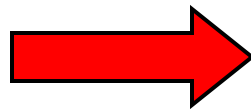
- Front page strip ads on A1 of the Ledger-Enquirer

- All ads are full color and dates are based on availability

- Provides premium, front page exposure alongside the biggest headlines of the day

Key benefit:

- Elevates your brand by featuring it next to the content readers care about, leading to heightened, top-of-mind awareness



Section Front Promotion

Key Features:

- Section front strip ads on targeted sections within the Ledger-Enquirer
- All ads are full color and dates are based on availability
- Sections include Local, Sports, Taste, Health, Faith & ToDo

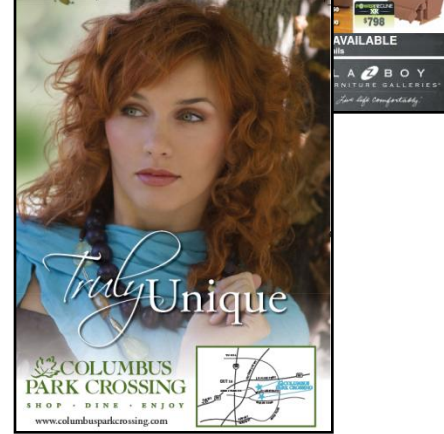
Key benefit:

- Elevates your brand by featuring it next to the content readers care about, leading to heightened, top-of-mind awareness



High Impact Print Solutions

- Our marketing solutions include:
 - Front Page Sticky Notes
 - Daily and Sunday dates available
 - Glossy Inserts
 - Multiple sizes available
 - Spadea Wraps
 - Ad wraps around outside of Sunday newspaper, provides maximum exposure and optimal space for your message
 - Weekday and Sunday runs available



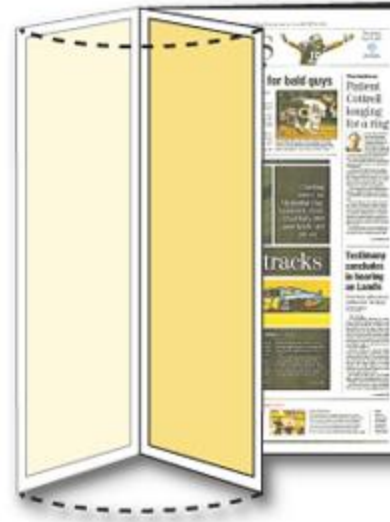
Spadea wraps

Key features:

- A high impact 'wrap' around our Sunday newspaper – own the day!
- Provides the space equivalent to three full pages of broadsheet print advertising
- Full color outside, inside black and white

Key benefit:

- Provides can't-miss promotion and exposure to announce your campaign to the market in a big way



Print & deliver

The P&D Program is especially valuable for small to mid sized businesses providing prominent exposure with an eye-catching insert and highly targeted reach of your potential customers.

- *Out-performs solo mail at a fraction of the cost.*
- *Subscriber and non-subscriber delivery provides up to 98% saturation of your message.*
- *Your free standing ad is delivered in the branded channels that consumers trust most and enjoys a longer stay in consumers homes.*
- *All the power of direct mail with the cost effectiveness of carrier or mail distribution.*
- *Rates include design, printing & distribution.**



Print & deliver



P&D Product Examples

The Half Sheet – 5.5” x 8.5”

- Full Color, Glossy Stock, easy for customer to carry your message

The Tall Sheet – 5.5” x 11”

- Full Color, Glossy Stock, more room for more message

The Standard – 8.5” x 11”

- Full Color, Glossy Stock, the high value workhorse

The Oversized – 10” x 11”

- Full Color, Glossy Stock, stands out by design

The Four Pager – 11” x 17”

- Full Color, Glossy Stock, allows you to tell the full story and receive maximum impact

Ledger Notes

Key features:

- Bright, bold colors that jump off page
- Portable for your customer
- Extra long “shelf life”
- Above the fold placement
- A “can’t miss” portion for your advertising message
- Attract customers with a different, creative
- and memorable marketing tool
- Quantities to fit your advertising needs
- Also available in special shapes!




SUNDAY The Chattahoochee Valley News Team
Ledger-Enquirer
February 23, 2014 | Breaking news as it happens at ledger-enquirer.com

NEWS ANALYSIS

PRISON LABOR SPARKS DEBATE

After pastor refers to prison work camp program as 'slavery' during council meeting, officials defend benefits of program

By ALVA JAMES-JOHNSON
ajohnson@ledger-enquirer.com

PRISON WORK CAMP PROGRAM

- The program is the largest county prison work camp in Georgia and has existed for more than 135 years.
- Using prison labor saves the city between \$1 million and \$2 million annually.

CHUCK WILLIAMS (cwilliams@ledger-enquirer.com)
Frank Thomas stands near a display prior to Saturday night's Georgia Sports Hall of Fame induction ceremony.

DAY	QTY	QTY
	FULL RUN	NDM
Sunday	52,000*	44,500*
Daily	30,000	24,315

GET NOTICED WITH FRONT PAGE ADVERTISING!

us'
Thomas
state's
Fame

Extend your reach



- Non-subscriber reach
 - Sunday Select (YES)
 - 13,300 distributed each Sunday
 - Opt-in product for glossy inserts
 - Full color content jacket features fashion, technology, shopping and home decor
 - Reaches most affluent zip codes in the region (31808, 31820, 31904, 31909, 36867, 36870)
 - Neighbors (Total Market Coverage)
 - 62,250 distributed each Weds
 - Allows for reach beyond daily subscribers
 - Full color content jacket features local interest stories, home décor, fashion and shopping.
- Total non-subscriber reach: 75,250 households per week



The Valley's only magazine for women

her
magazine™



- Glossy, monthly magazine targeted to local women
- Distribution
 - 12,500 copies per month
 - 8,000 distributed via the Ledger-Enquirer to key zip codes in Columbus, LaGrange, Pine Mountain, Valley & West Point.
 - 3,500 copies in rack locations across the region
- Her readers are:
 - 80% more likely to have a household income of \$100,000+
 - 95% more likely to be homeowners
 - 75% more likely to be involved in community and civic organizations



Contact Info

Thank you for your time!
We are here if you have any questions:

Ross McDuffie
VP / Advertising
706-571-8615

rmcduffie@ledger-enquirer.com

Robert Slay
Director of Digital Sales
706-320-4407

rslay@ledger-enquirer.com



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