Ohio Collegiate Sales Competition Product Guide: What You Will Be Selling.

You have access to the following media to design an advertising strategy:

- Television: :30 second commercials on the local ABC affiliate "News 5". News 5 is a TV station that is in the Cleveland market and serves a population of over 3.5 million people. It has a wide variety of programming and can offer a host of different TV shows to hit the target demographics that your client is looking for. With such a large viewing audience, TV is always the best way to reach the most people at one given time.
- 2) **Digital:** Digital advertising is able to be very targeted to who you are trying to reach. Unlike television that reaches the masses, digital can target deeper into zip codes that your client might be interested in. For example, if there are certain parts of Cleveland suburbs that your client wants to reach due to the high concentration of prospective patients. You can also target by age, gender, behavior, search history and potential ailments.
- 3) **TV & Digital:** Combining TV and digital advertising reaches more people with stronger frequency. Studies show that these two mediums together create higher brand recall and brand favorability in the minds of consumers. This is a key selling point when selling advertising for a TV station because you have access to audiences in both places.

Product Guide: Product Details

Product	<u>Consumer</u>	Cost of	Targeting Capabilities	Messaging
	<u>Funnel</u>	<u>Entry</u>		
Television	Awareness,	\$8500/mo	Can use research to	Sight + Sound + Motion = Emotion
Commercials	Familiarity		determine programs that	Video is the most powerful,
			best reach your customer.	influential form of advertising
Streaming	Awareness,	\$3,000/mo	Geo (down to the Zip	Sight + Sound + Motion = Emotion
Commercials	Familiarity,		code), Age, Gender,	Video is the most powerful,
Over the Air	Consideration		Consumer Segments	influential form of advertising
News 5	Awareness,	\$3000/mo	Geo, Age, Gender	Video, photos and images can be
Facebook	Consideration			incorporated into a post to create
Post				social engagement.
News 5	Awareness	\$5000/mo	None	Static image that takes up the top,
Home Page				left and right rail of a website.
Takeover				These ads are typically used for
Takeovel				large sales, to promote events, etc.
News 5	Awareness,	\$3000/mo	Geo (Down to Zip Code	A static or animated online ad that
Banner Ads	Familiarity,		Level), Age, Gender,	displays a brief message and image
	Consideration		Consumer Segments	with the business' customers.

Definitions:

Consumer Funnel - The funnel identifies where a business' customer is in their journey towards making a purchase. It is important to reach consumers throughout their entire path to purchase to influence prospective customers when they are ready to buy.



Cost of Entry - The amount an advertiser needs to spend to receive an effective reach and frequency with a media platform. Suggesting lower than this amount can result in poor campaign performance.

Targeting Capabilities – How you can drill into the audience consuming media to target ads to the right target customers of the business.

Messaging – Considering how messaging is conveyed within media is a critical component to advertising product selection. Consider how each style of messaging can be used to relay a business' marketing message.



Product Guide: News 5 Cleveland Television Rates

All rates are for each :30 second commercial that runs

*Refer to the cost of entry for TV to make sure you buy enough commercials to make an impact. Frequency of messaging in important in an effective TV campaign.

Programs	Day/Time	Rate	Impressions			
Adults Audience: Age range 25-45						
 News 5 @ 6am GMA 3 Kelly & Ryan News 5 @ 4 The Bachelor 	M-F 6am-7am	\$600	13,000			
	M-F 1pm – 2pm	\$150	8,000			
	M-F 9am -10am	\$250	7,000			
	M-F 4pm - 5pm	\$200	10,000			
	Monday 8pm-9pm	\$3,500	25,000			
 The Goldberg's American Idol News 5 @ 11pm Shark Tank 	Wednesday 8pm-8:30pm	\$4,500	30,000			
	Sunday 8pm-10pm	\$6,000	40,000			
	11:00pm – 11:30pm	\$1,000	16,000			
	Friday 8pm-9pm	\$3,000	20,000			
Adults Audience: Age range 35-55	M-F 6am-7am	\$600	16,000			
News 5 @ 6am	M-F 6pm-6:30pm	\$800	19,000			
Good Morning America	M-F 7am-9am	\$900	20,000			
The Bachelor	Monday 8pm-9pm	\$3,500	30,000			
Kelly & Ryan	M-F 9am -10am	\$250	7,000			
Grey's Anatomy	Thursday 8pm-9pm	\$5,000	39,000			
News 5 @ 11pm	11:00pm – 11:30pm	\$1,000	16,000			



Product Guide: News 5 Cleveland

All Audiences

All digital offerings below can be targeted geographically to any zip code your client needs. They can also be targeted by age/gender, behavior, ailment & search history.

- Scripps Octane
 - 90,000 impressions of commercials that are delivered on a television for people who are streaming content (using devices such as Smart TV's, Roku, Apple TV's, etc).
 - Scripps Octane can reach specific audiences on thousands of apps like News 5, ESPN, Discovery, CNN, Fox News, and thousands more
 - Can target by age, gender, geography (to the zip code level), consumer segments including ailments.
- News 5 Facebook post with boost
 - 590,000 Facebook followers
 - Handshake with client
 - By investing in a News 5 Facebook post, it provides an opportunity for a business to be aligned and exposed to the News 5 Facebook audience of 650,000 followers. The additional boost that comes with the post will not only extend the time that the post is seen, but also can reach a specific audience, whether they already follow News 5 on Facebook or not.
- News 5 Home Page Takeover
 - Approximately 150,000 views daily
 - o <u>www.news5cleveland.com</u>
 - The Home Page Takeover on news5cleveland.com is a way to provide high visibility for a business on the News 5 website whether it's viewed on laptops, mobile devices or tablets. A can't-miss opportunity because of its high visibility, it provides a large amount of space to present a special message or offer. With this offering, 3 ad positions on the home page of <u>news5cleveland.com</u> are included.
- News 5 Banner Ads
 - o 150,000 ad impressions
 - Run across all pages on the website.
 - Targeted Banner ads on the News 5 website provide an opportunity for a business' message to run alongside a variety of content that visitors to News5cleveland.com are reading on all devices. This could include running next to weather forecasts, sports

\$3,000

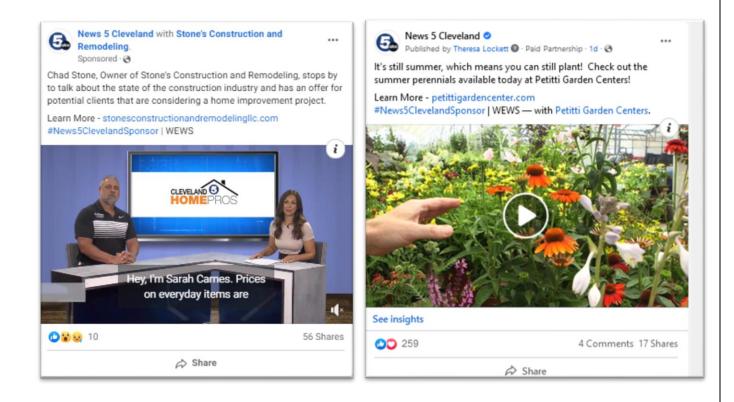
\$2,000

\$5.000

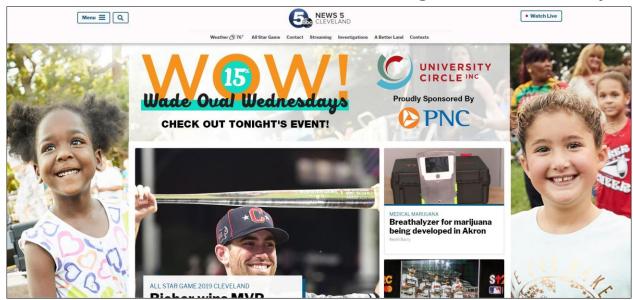
\$3,000

updates, local news stories, etc. – whatever the targeted audience happens to be looking at.

Product Guide: News5cleveland.com



Product Guide: News5cleveland Home Page Takeover Example



Product Guide: News 5 Targeted Display Banner Example

