

Product Guide: What You Will be Selling

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

- 1) **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

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

<u>Programs</u>	<u>Day/Time</u>	<u>Rate</u>	<u>Impressions</u>
<u>Adults Audience: Age range 25-45</u>			
• News 5 @ 6am	M-F 6am-7am	\$600	13,000
• GMA 3	M-F 1pm – 2pm	\$150	8,000
• Kelly & Ryan	M-F 9am -10am	\$250	7,000
• News 5 @ 4	M-F 4pm - 5pm	\$200	10,000
• The Bachelor	Monday 8pm-9pm	\$3,500	25,000
• The Goldberg's	Wednesday 8pm-8:30pm	\$4,500	30,000
• American Idol	Sunday 8pm-10pm	\$6,000	40,000
• News 5 @ 11pm	11:00pm – 11:30pm	\$1,000	16,000
• Shark Tank	Friday 8pm-9pm	\$3,000	20,000
<u>Adults Audience: Age range 35-55</u>			
• News 5 @ 6am	M-F 6am-7am	\$600	16,000
• News 5 @ 6pm	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 \$3,000
 - 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 \$2,000
 - 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 \$5,000
 - Approximately 150,000 views daily
 - www.news5cleveland.com
 - 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 news5cleveland.com are included.

- News 5 Banner Ads \$3,000
 - 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 updates, local news stories, etc. – whatever the targeted audience happens to be looking at.

Product Guide: News5cleveland.com

News 5 Cleveland with **Stone's Construction and Remodeling.**
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Chad Stone, Owner of Stone's Construction and Remodeling, stops by to talk about the state of the construction industry and has an offer for potential clients that are considering a home improvement project.

Learn More - stonesconstructionandremodelingllc.com
#News5ClevelandSponsor | WEWS



Hey, I'm Sarah Carnes. Prices on everyday items are

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Product Guide: News5cleveland Home Page Takeover Example

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WOW! Wade Oval Wednesdays
CHECK OUT TONIGHT'S EVENT!

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MEDICAL MARIJUANA
Breathalyzer for marijuana being developed in Akron
Nevitt Barry

Product Guide: News 5 Targeted Display Banner Example

The screenshot displays the News 5 Cleveland website interface. At the top, there is a navigation bar with a "Menu" button, a search icon, the "NEWS 5 CLEVELAND" logo, and a "Watch Now" button. Below the navigation bar, a horizontal menu lists "Browns", "Guardians", "Cavaliers", "Ohio State", and "Student Athlete of the Week".

The main content area features a large orange banner for "DAVE & BUSTER'S" with the text "BOOK YOUR FANTASY DRAFT PARTY HERE & SCORE OVER \$2,000 IN VALUE" and a "LEARN MORE" button. The banner includes images of a football helmet, a trophy, and a box.

Below the banner is a "Browns News" section. It includes a sub-header "Browns News" and a description: "Cleveland Browns news, updates, game results, injuries, photos and more. Updated throughout the season and off-season." The section contains three news items:

- Browns QB Deshaun Watson expected to start against Jaguars**
Carmyn Justice 4:51 PM, Aug 10, 2022
- Browns DT Perrion Winfrey finding switch to flip on inner Dawg**
Carmyn Justice 9:08 PM, Aug 09, 2022
- Stories about people making the community better. Click to find out more.**