

E-Newsletter • E-Blasts • Sponsored Content • Banners • Facebook CRM



SITE RETARGETING



TARGETED NETWORK BANNER ADS

- Target by: interests, topic, occupation, geography, keyword, demographic



EMAIL LISTS

- B2C
- B2B
- E-Blasts

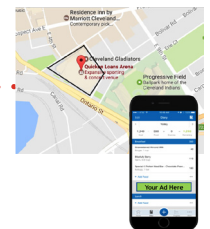


RESPONSIVE WEBSITE + MOBILE APP DEVELOPMENT



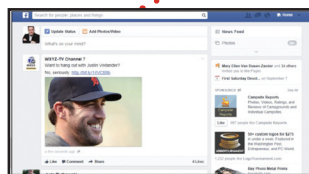
VIDEO PRE-ROLL

- Network sites
- YouTube
- Video production



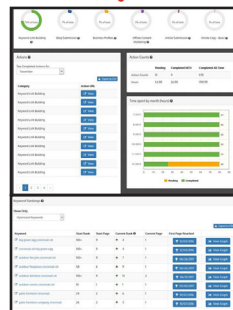
GEO FENCING + EVENT TARGETING

SCRIPPS



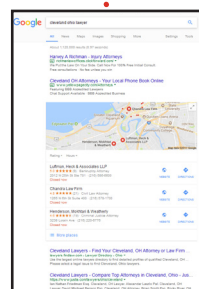
SOCIAL MEDIA

- Facebook Live
- Facebook banner
- Sponsored pages
- Contesting
- Promoted events
- Instagram sponsored posts



SEO

- Full service monitoring and management



SEM

(Google AdWords)



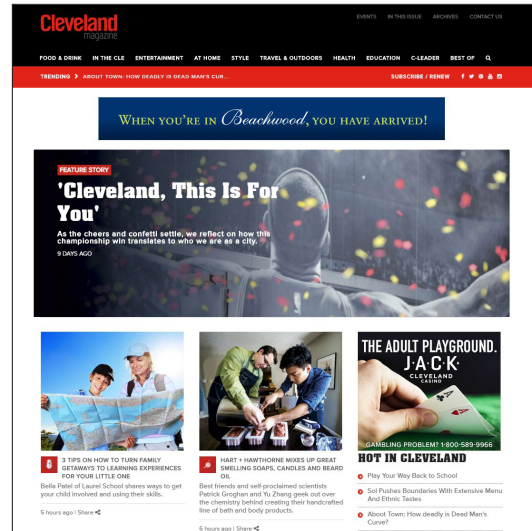
SWEEPSTAKES + QUIZZES

- Contesting
- Quiz
- Other local media partnerships

LOCAL KNOWLEDGE. NATIONAL REACH.

CLEVELANDMAGAZINE.COM

Leverage the relationship you've already started with print readers in an environment where they are in the right digital purchasing mindset.

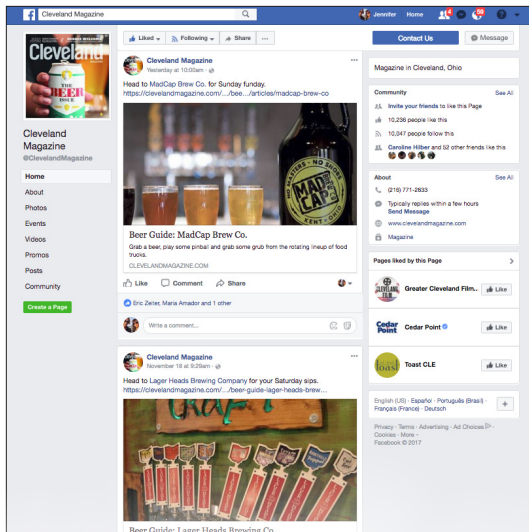


Weekly E-Newsletter

Reach our list of active, opt-in subscribers

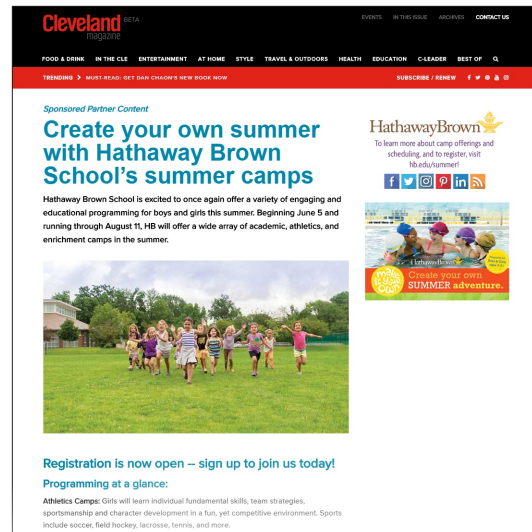
clevelandmagazine.com

Thousands of articles and events your customers care about



Facebook CRM

Reach *Cleveland Magazine's* audience when they are engaging on Facebook.



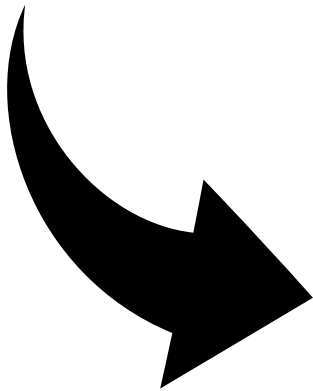
Sponsored Content

Tell your own story and boost it to *Cleveland Magazine's* regional audience.

The combination of magazine advertising and internet advertising has the highest ROI of any media combination. *MPA Accountability Study*

YOUR DIGITAL BILLBOARD

Clevelandmagazine.com is a great place to own an important piece of digital real estate. The new Clevelandmagazine.com gets more than 125,000 page views per month, and packages are available for you to own consistent brand messaging in the mobile world.



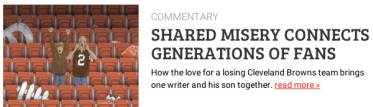
WEEKLY E-NEWSLETTER SPONSORSHIP



Each week, our opt-in e-newsletter subscribers get the latest in upcoming events and things to do throughout the city with *Cleveland Magazine's* e-newsletter. E-newsletter sponsorship is exclusive to one advertiser each week, delivering an engaged readership and an environment where your display banner ads won't be missed!

Current results include a 19% Open Rate and 2.9% Click Through Rate.

Sponsorship includes two medium rectangle ad placements and a link to your website. Static artwork only.



WEEKS SELL OUT FAST!
RESERVE YOUR DATE ASAP!

E-BLAST



★ ★ ★ ★ ★
Five Star Sensation
A Celebration of Food and Wine
In Support of UH Seidman Cancer Center
Club Five Star | Gourmet Lite Bites | Open Bar

[PURCHASE TICKETS >](#)

 University Hospitals

Let *Cleveland Magazine's* award-winning team of designers develop a custom email marketing campaign to reach our targeted list of 6,700 opt-in subscribers. Use this timely medium to drive immediate traffic to your website, promote an upcoming event, encourage sales for a package or special offer, launch a new product or service and more!

The message is simple, the call to action is visible and it brings our readers through to the advertiser's homepage to explore. This e-blast had a 18.2% Open Rate and 2.5% Click Through Rate.



OHIO SAVINGS BANK
A Division of New York Community Bank, Member FDIC
PRESENTS

**Downtown Cleveland
RESTAURANT
WEEK**

FEBRUARY 19 THROUGH 28

More than 50 Restaurants Participating

\$15, \$30 & \$40 Lunch & Dinner Menus

New this year, nominate your favorite restaurant as Downtown Cleveland Restaurant of the year and be entered to win a year of dining in Downtown Cleveland!

 Downtown Cleveland Alliance™    

Zesty's *Hot* *Sweet* *Juicy* *Rich*

E-BLAST SPECS: 540 px wide by at least 540 px tall. Your e-blast will link to your website and include a custom subject line.

Another straightforward message with compelling creative. This e-blast had a 18.7% Open Rate and 2.8% Click Through Rate.

WEEKS SELL OUT FAST!
RESERVE YOUR DATE ASAP!

SPONSORED CONTENT

CUSTOMIZED LANDING PAGE

Increase brand awareness and promote your personalized message to our targeted audience on a digital platform. You will receive your very own sponsored page on clevelandmagazine.com that we will promote through various channels.

HOME PAGE FEATURE SPOT

Be one of the first things our readers see when they visit our homepage. Your featured spot on our home page will click through to your sponsored page.

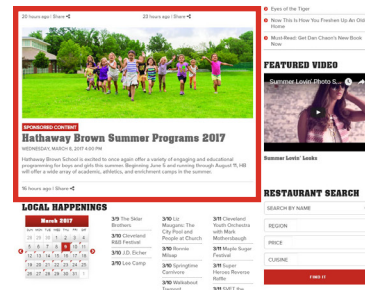
TARGETED PAGE FEATURE SPOT

You will also receive a feature spot on one of our six targeted pages.

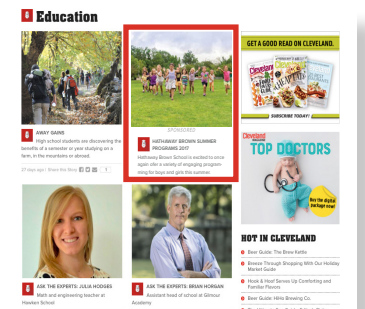
CUSTOMIZED LANDING PAGE



HOME PAGE FEATURED SPOT



TARGETED PAGE FEATURED SPOT



SPECS & RATES

- 500 - 1,000 words of sponsored content
- High-res horizontal image - 960px wide by 640px tall at 72 DPI
- High-res logo
- Social media icons and click-through links
- Includes Digital Network boost of 50,000 page views
- ** All content is provided by the client but can be written or produced by *Cleveland Magazine* for an additional charge.

COST: \$1,500 per month for one sponsored page

DIGITAL NETWORK BOOST CREATIVE



FACEBOOK CRM



Utilize *Cleveland Magazine's* CRM database!

We upload data from *Cleveland Magazine's* database to match with a user's unique IP address.

Utilize *Cleveland Magazine's* CRM database of more than 200,000 print and digital subscribers!

Why *Cleveland Magazine's* Data?

- Reach NEW qualified consumers
- Make better impressions by delivering relevant ads to the right customers!
- Our paying subscribers have a disposable income!

A Facebook **Custom Audience** is a highly effective targeting option that lets advertisers find their existing audiences among people who are on Facebook!

Two types of Custom Audiences we support:

- **Customer List** – Using your email or phone number database
- **Website traffic** – Reaching those who have visited your website via a Facebook pixel

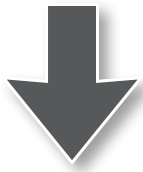
In addition, we will build a **lookalike audience** from your custom audience to find more people who look like your current customers.

SITE RETARGETING

Don't lose customers who have shown an interest in you!

1.

User visits your website or landing page as a potential lead.



2.

User visits other popular websites and sees your ad. →



3.

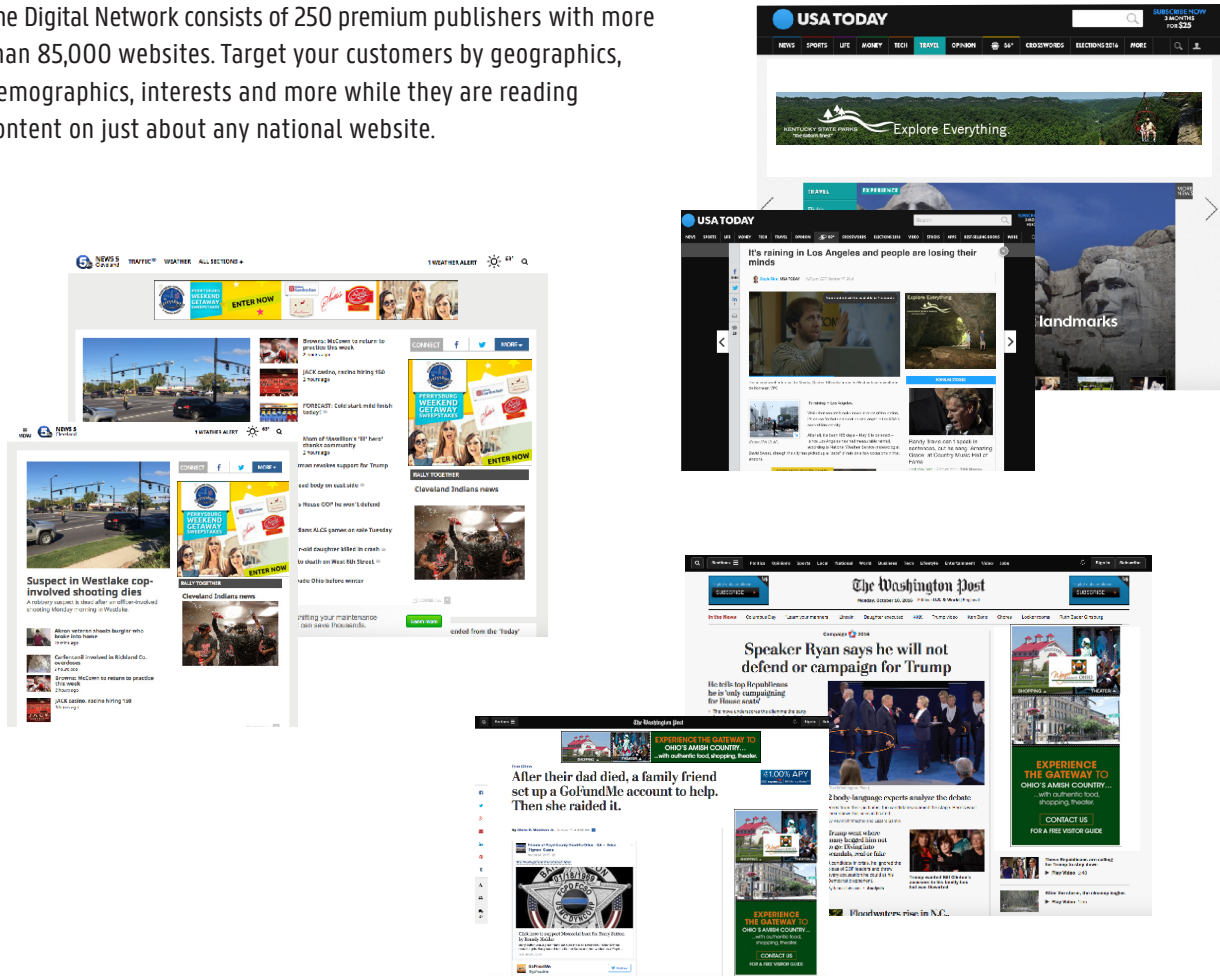
User clicks your ad and returns to your website. →



Did you know? 97% don't take action on a first visit. Compelling-offer display ads follow customers around the web for 30 days to maintain interest.

DIGITAL NETWORK ADVERTISING

The Digital Network consists of 250 premium publishers with more than 85,000 websites. Target your customers by geographics, demographics, interests and more while they are reading content on just about any national website.



Reach more than 95% of U.S. Internet users on 85,000 well-known sites such as:



EMAIL MARKETING

**Consumers check their email several times a day.
Reach them where they are—their inbox!**

Use our email marketing services to:

- Announce new products, services or locations
- Drive website traffic
- Acquire new customers
- Promote events
- Distribute e-newsletters or coupons

Why choose email marketing?

- Permission-based target lists
- Deliver your message to the consumers you want to reach at the zip code level using hundreds of targeting options
- Reach national, regional or local audiences at cost-effective rates
- Secure delivery through our responsive base of opt-in records from both businesses and consumers



ADVANCED TARGETING CAPABILITIES:

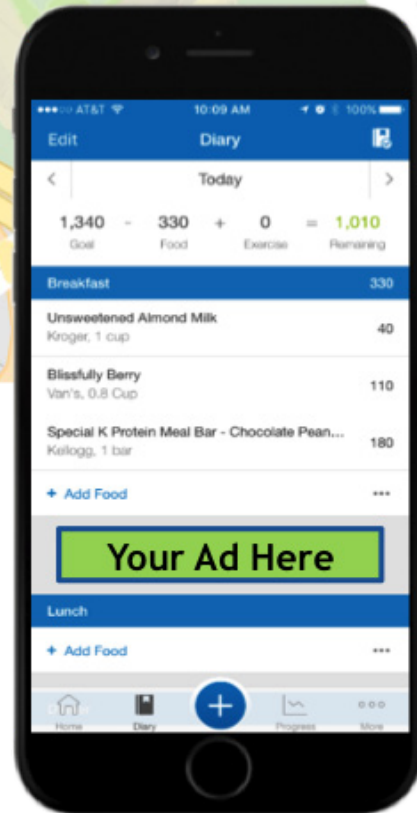
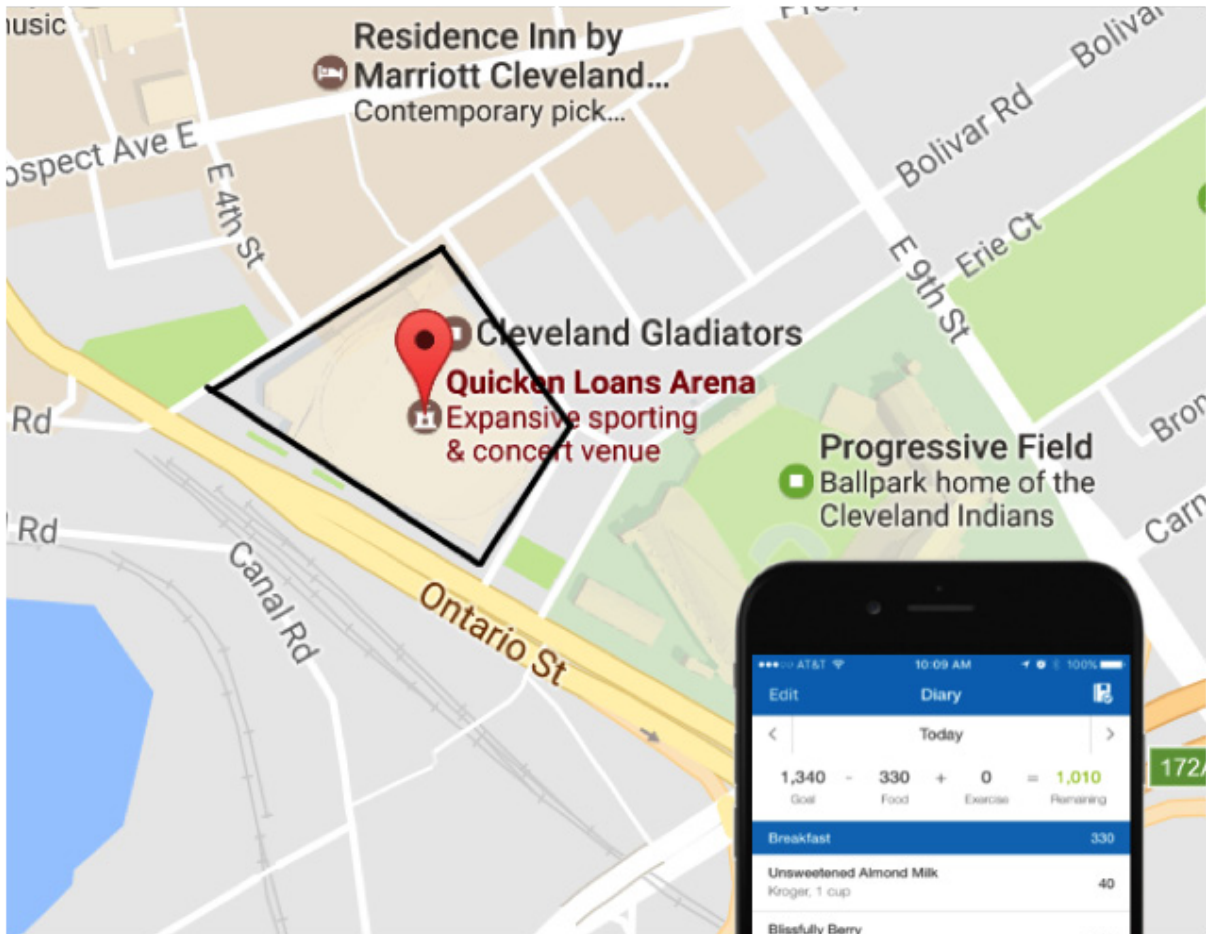
- Location
- Age
- Birth month
- Estimated household income
- Marital status
- Gender
- Home value
- Housing type
- Length of residence
- Homeowner or renter
- Personal finance
- Hobbies and interests
- Children in household
- Age of child in household
- Grandparents
- Veterans
- Ethnicity
- Religion
- Voter information
- Mailing address options
- Travel interest
- Wealth of household
- Investment location
- Types of financial donors
- Many other criteria!

We also offer B2B email marketing capabilities – even reaching specific job titles!

GEO FENCING

Target customers based on actual GPS location.

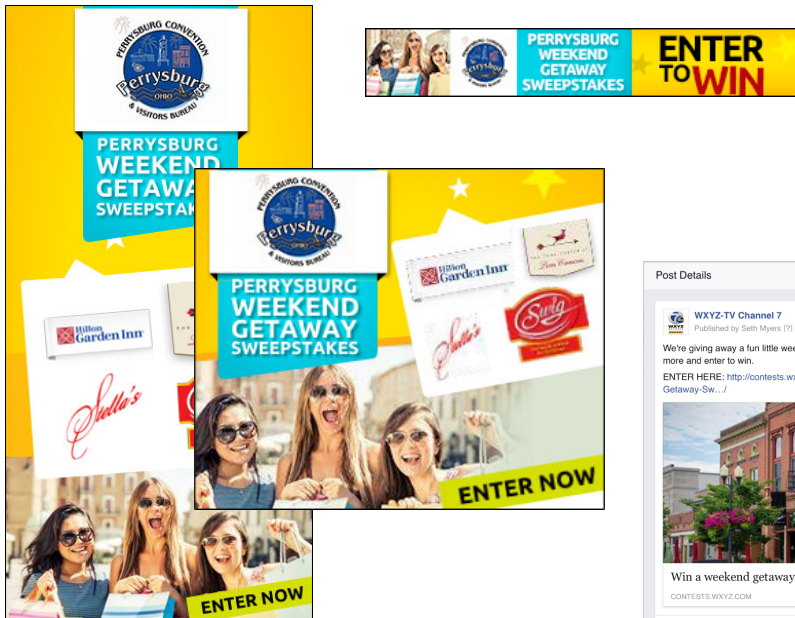
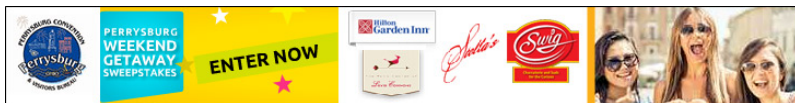
Digital “fences” can be drawn to target people for 30 days after they have entered into the fenced area. This tactic is great for targeting competition, complementary attractions and trade shows.



SWEEPSTAKES + QUIZZES

- Client to provide prize of value and product/service as agreed upon
- Mention on Contest section of TV station's website with thumbnail image and copy
- Mention on Spotlight section on front page of TV station's website
- Email to TV Station's subscribers, inviting participation
- A Facebook post & Twitter mention on TV Station's social media pages
- Build your email database—You will receive an excel doc providing participants' information for those who don't opt-out!
- 150,000 banner impressions on TV Station's website—desktop & mobile—promoting contest/sweepstakes (300x250, 728x90, 320x50 mobile)

**Available in any Scripps markets including:
Cleveland, Indianapolis, Detroit, Buffalo, Cincinnati**



SEARCH ENGINE MARKETING



CUSTOM CAMPAIGN CREATION

- Every campaign can be customized on every level, geo, keyword, product, etc. As the needs/seasons/sales of the business change, so will we.

TARGETED MARKETING

- Appear only when/where you want to. We will ensure that we are targeting the right goals of the advertiser to maximize every result.

AFFORDABLE RESULTS

- You pay only when a consumer clicks on your ad to visit your site or calls.


SUPPORT

- We have real people with real experience monitoring every campaign at every level. It is not a set-it-and-forget method. We are better equipped to monitor trends in the market by industry and make real-time changes as needed.

DETAILED REPORTING

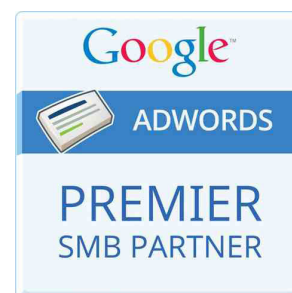
- Ongoing reports and metrics show you what's working and what needs improvement.

GOOGLE ADWORDS

 **1** CAMPAIGNS **1,993** IMPRESSIONS **70** CLICKS **3.51%** AVG. CTR

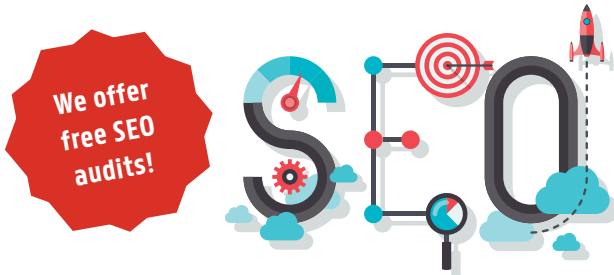
[View data](#)

Ad Group	Impressions	Clicks	CTR	Converted clicks	Search Impr. share	Search Lost (5 rank)	Average Position
Ohio Things to Do	491	15	3.06%	0	22.48%	0.00%	1.7
Ohio Getaways	294	10	3.40%	0	30.96%	0.00%	2.2
Trumbull County	270	7	2.59%	0	51.22%	0.00%	1.0
Ohio Vacations	320	6	1.88%	0	26.65%	0.00%	1.4
Visiting Ohio	160	4	2.50%	0	29.47%	0.00%	1.5
Ohio Tourism	87	3	3.45%	0	25.21%	0.00%	1.8
Ohio Travel	105	2	1.90%	1	46.68%	0.00%	2.1
Ohio Places	125	2	1.60%	0	15.71%	0.00%	1.5
Ohio Weekend	63	0	0.00%	0	33.15%	0.00%	1.6



***ONE OF THE ONLY
PREMIER PARTNERS IN
THE REGION!**

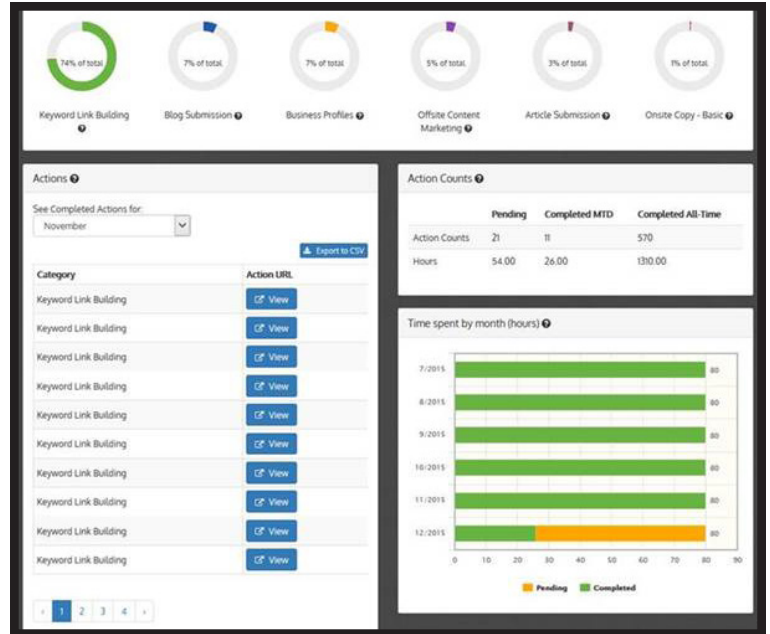
SEARCH ENGINE OPTIMIZATION



Keyword Rankings

Show Only: Optimized Keywords

Keyword	Start Rank	Start Page	Current Rank	Current Page	First Page Reached	Action
big green egg cincinnati oh	100+	11	4	1	12/04/2016	View Graph
cincinnati oh big green egg	100+	11	4	1	12/04/2016	View Graph
outdoor fire pits cincinnati oh	100+	11	7	1	06/26/2017	View Graph
outdoor fireplaces cincinnati oh	58	6	9	1	06/26/2017	View Graph
outdoor kitchens cincinnati oh	100+	11	15	2	06/21/2017	View Graph
outdoor rooms cincinnati oh	10	1	1	1	25/03/2017	View Graph
patio furniture cincinnati	24	2	6	1	10/07/2016	View Graph
patio furniture company cincinnati	26	2	3	1	10/07/2016	View Graph



FEATURES

- Analysis of your website to determine current positioning
- On-page & off-page review and optimization

ADVANTAGES

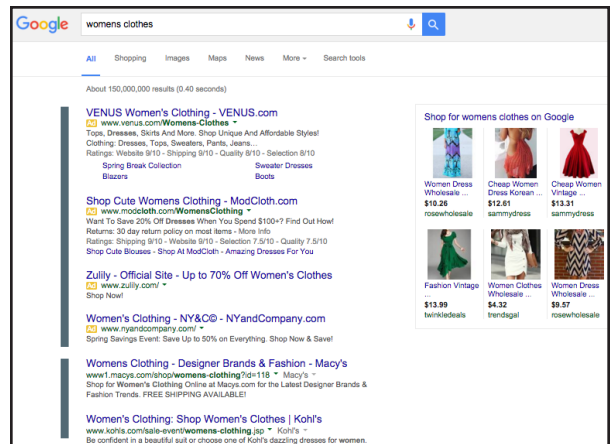
- Long term strategy to increase organic/natural rank in search results

BENEFITS

- Better online presence so you're more visible to your potential customers

SEM RESULTS

SEO RESULTS



BETTER TECHNOLOGY = BETTER SEO

- Higher quality work
- More work
- Full transparency into the work
- Full-service offering
 - Onsite
 - Offsite

**IF YOU'RE NOT ON THE FIRST PAGE,
YOU DECREASE THE CHANCES SOME WILL FIND
YOUR WEBSITE BY**

90%

Value Story: "We have now focused on 7 keyword phrases and got each one to page 1 within just 8 months!" - Finelli Ironworks

SOCIAL MEDIA

Why advertise on Facebook?

1. Your Audience is on Facebook

Facebook has a user base larger than the population of China!
Average time per visit is 20 minutes!

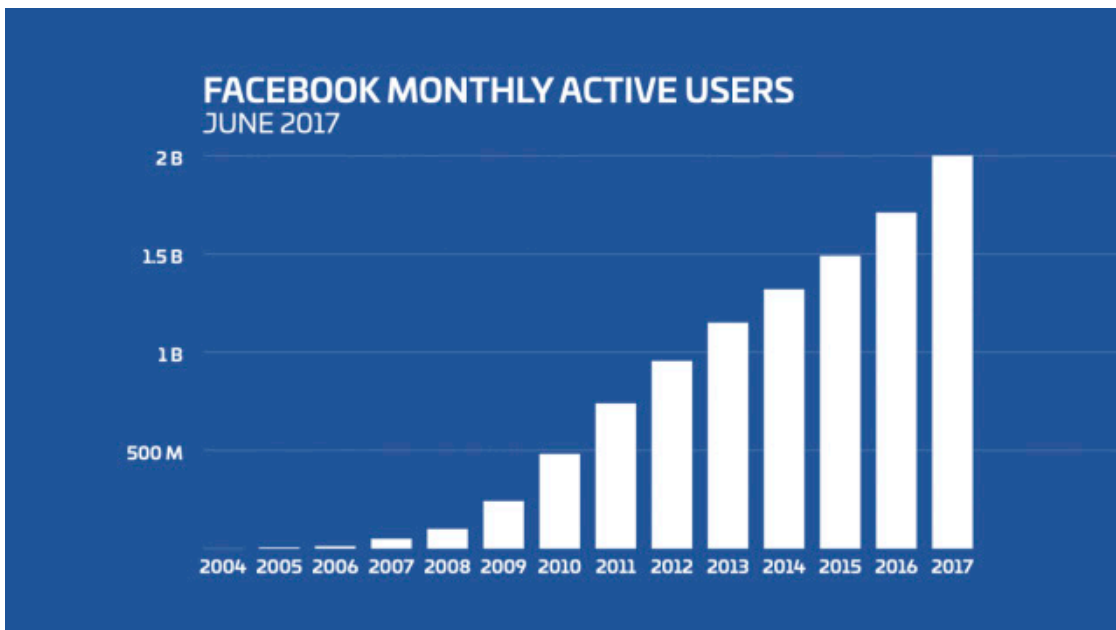
2. Facebook Ads are Affordable

Only pay when your ad is clicked on at an average of \$1-2 per click. You will receive free brand awareness. You only pay when someone likes, comments, shares or clicks to your website/ Facebook page.

3. The Targeting Capabilities of Facebook are Exceptional

Different types of ads: Video, Pages, Likes, Events, etc. – all targeted to your specific demographic! And your ad displays across a variety of apps.

- Your business can now target Instagram users even without having a company Instagram page.
- Target Facebook users who match your audience, even after they leave Facebook via the Audience Network.



TARGETED VIDEO

People in the U.S. are going to watch 1.2 billion online videos today!

- This enables your video ad (up to 30 seconds) to be on a variety of sites within our portfolio as long as the user is someone who fits your target profile, whether on desktop, mobile or tablet!
- These viewer-initiated commercials must be watched and cannot be fast-forwarded.

APPROXIMATELY 25% OF THE INVENTORY CONTAINS AN OPTIONAL 300X250 COMPANION AD.



WEBSITES INCLUDE, BUT ARE NOT LIMITED TO:



TARGETING OPTIONS

DEMO: Gender/Age

GEOGRAPHY: Country, State, City, Metro Area, Zip Code

CATEGORIES: Arts & Entertainment, Auto, Beauty & Fitness, Books & Literature, Business & Industrial, Computers & Electronics, Education & Careers, Family & Parenting, Finance, Food & Drink, Games, Health, Hobbies & Interests, Home & Garden, Internet & Telecom, Law, Gov. & Politics, Men's Interest, Moms, News, Online Communities, People & Society, Pets & Animals, Real Estate, Reference, Science, Shopping, Sports, Travel, Women's Interests, World Localities and much more!



WEBSITE DEVELOPMENT

RIPPLE EFFECT INTERACTIVE—a Great Lakes Publishing Company, focusing on creating flexible, integrated interactive solutions that seamlessly blend research, design, marketing and technology.

We build powerful websites for a broad spectrum of clients, including corporate, events and marketing, ecommerce, entertainment, travel and leisure. We focus on front-end discovery, usability and development creating and converting great designs into unique interactive user experiences for visitors of all kinds that last through the years.

ripple effect INTERACTIVE

