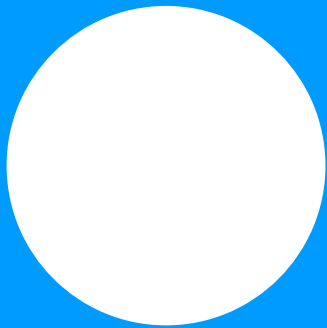


Native Advertising



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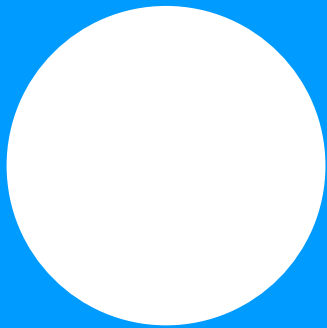
Definition

- **Native advertising** is an online advertising method in which the advertiser attempts to gain attention by providing content in the context of the user's experience. Native ad formats match both the form and the function of the user experience in which it is placed.
- The advertiser's intent is to make the **paid advertising feel less intrusive** and thus increase the likelihood users will click on it. The word "native" is used to refer to the formatting of the advertising materials to make them appear more consistent with other media in the recipient's universe.

Native Advertising: Local Media Opportunities

- **Sponsor stories** are provided by or created for an advertiser, are engaging and journalistic in nature. These sponsor stories can appear simultaneously on azcentral.com desktop, tablet, and mobile Web platforms.
- **Video native series** is created by the advertiser or by USA Today's Network partner production team. This high-quality video format provides advertisers opportunities to be both visually engaging and informative when highlighting a program or service, turn a press conference into a marketing piece or creating a news-brief style piece. Like sponsor stories, a sponsor video series can appear simultaneously on azcentral.com desktop, tablet, and mobile Web platforms.

Value and Results



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Why Native?

- Native is inherently **social**
- Native ads **boost purchase intent** by 18% over normal display ads
- Large local, specific classified and regional advertisers are looking for ways to **extend engagement** of their unique content
- eMarketer suggests Native advertising will be **worth \$4.57 billion in 2017** vs. display of \$6.4 billion

Source: Forbes.com; Sharethrough.com; eMarketer

Drive better results with integrated solutions

Businesses who engaged in multichannel marketing saw growth in key performance improvements such as:

6.8% INCREASE

In customer retention.

5.1% INCREASE

In customer lifetime value.

4.0% INCREASE

In customer satisfaction.

Businesses that use 3 or more channels saw

+48%

better year-over-year website visitors

After seeing a newspaper ad

60%

of consumers take action

30%

intend to purchase



Native Advertising: The Stats

Visually Engaging

- Consumers looked at native ads **53% more frequently than display ads.**

Attention of the Audience

- **25% more consumers were measured to look at in-feed native ad placements** (the most common editorial native ad format) than display ad units.

Higher Brand Lift

- Native ads registered **18% higher lift in purchase intent and 9% lift for brand affinity** responses than banner ads.

Social Sharing

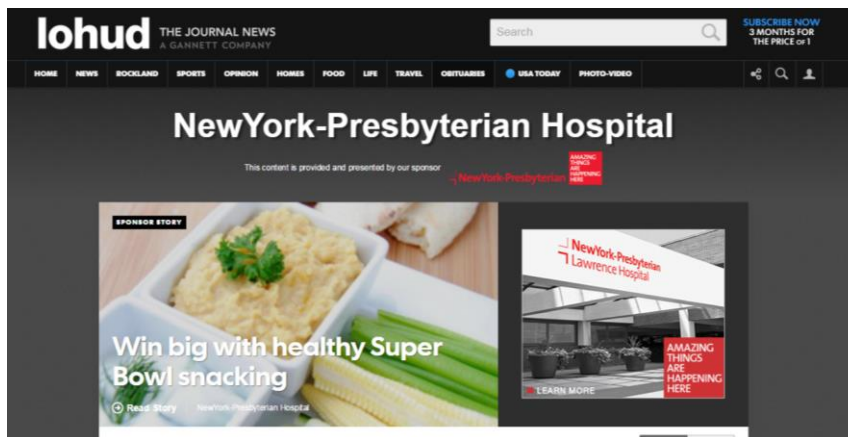
- **32% of respondents said the native ad “is an ad I would share with a friend or family member”** versus just 19% for display ads.

Source: Sharethrough.com & IPG Media Lab Study: Native Advertising Effectiveness

Case Study: New York Presbyterian

BRANDED CONTENT ADVERTISING

In Westchester, New York Presbyterian Hospital invested in a branded content advertising campaign that is driving strong engagement and impressive results. Content is provided via a freelancer and 3 pieces of content are posted to the site weekly. This customer is also the exclusive sponsor of all health content produced by the Westchester editorial team. Since launch in nearly 3 years ago, this branded content campaign continues to drive engagement and attention of our readers, positioning NY Presbyterian as a thought leader in the community.



PAYOFF

**MORE THAN 46,000
PAGEVIEWS**

**MORE THAN 79%
OF USERS SCROLL FOR MORE
CONTENT**

**2 MIN. AVG. PAGE
DWEELL TME**

Brand Content – Positioning

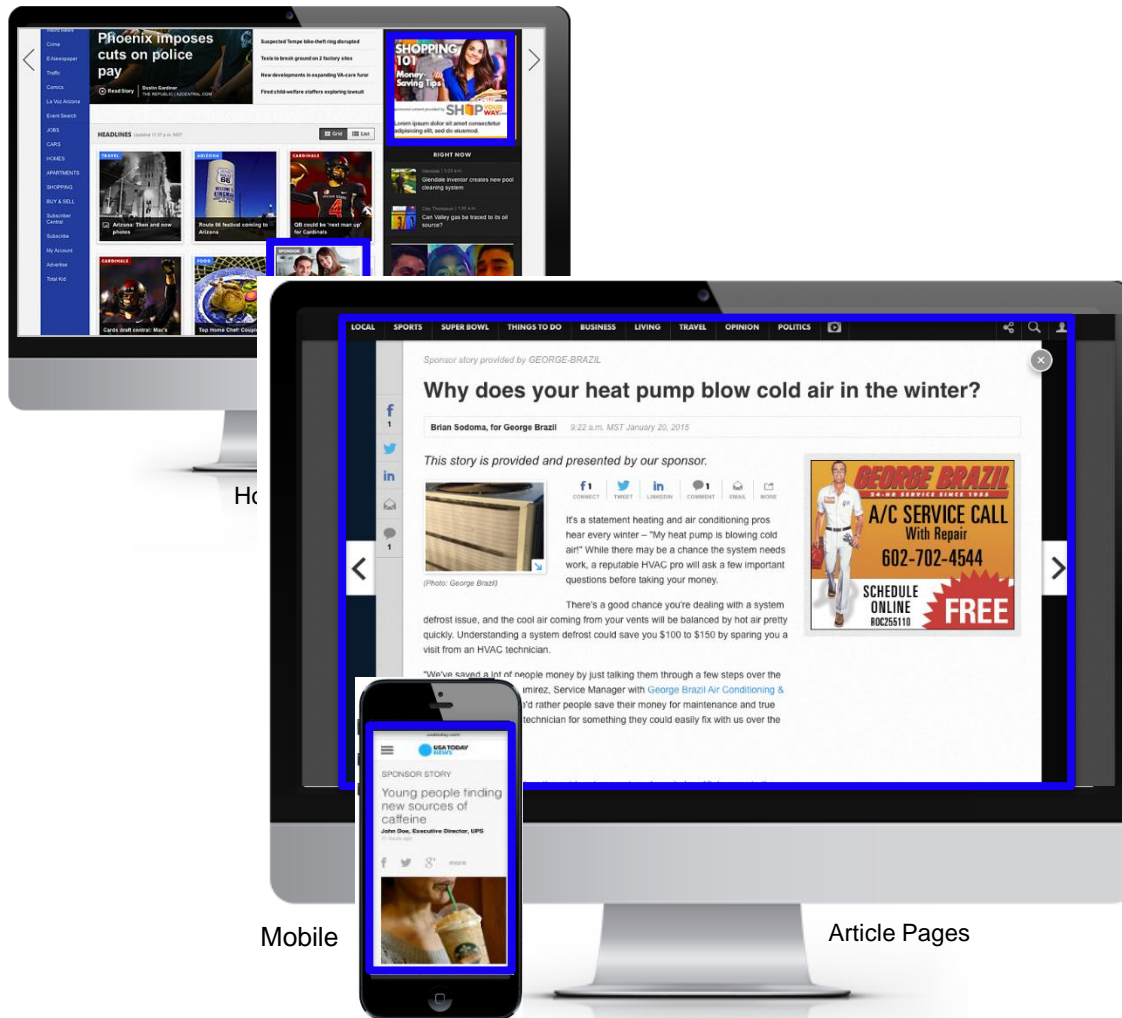


As an organization that is a thought leader in your field, you have the opportunity to position yourself as the pre-eminent expert in this area through our Branded Content solution.

This solution allows you to sponsor specific content around a particular topic that is important to you AND the community (health, entertainment, business related).

Each week over the course of a number of months, stories will be featured on your local media news.com site, sponsored & presented by you. They will have a similar look and feel to the other content on the site, with all the advertising on that page owned by you.

Your content in front of our audience



BRANDED CONTENT ADVERTISING

- **Break through** the clutter.
- **Educate, inspire, entertain or inform** your audience in an engaging format.
- Position your brand as **thought-leader** and seek brand affinity.
- **Engage** in a way that adds value to the consumer relationship.

To Break Through the Noise, Contact Us Today



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TODAY
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