

MEDIA OVERVIEW

VISIT DENVER **X** KARSH HAGAN

► Agenda

Media Tactics & Trends

Programmatic Advertising

Key Takeaways

WHO ARE WE?

PURPOSE DRIVES IMPACT. IMPACT REWARDS PURPOSE.



► Intros



MELISSA PERT - VP/MEDIA DIRECTOR



EMILY FICKETT - MEDIA SUPERVISOR

MEDIA TACTICS & TRENDS

PURPOSE DRIVES IMPACT. IMPACT REWARDS PURPOSE.



► Evolution of Media Tactics

Traditional Media

Broadcast Television

Terrestrial Radio

OOH (*out-of-home*)

Print



Digital Media

CTV/OLV (*connected TV/online video*)

Streaming audio

DOOH (*digital out-of-home*)

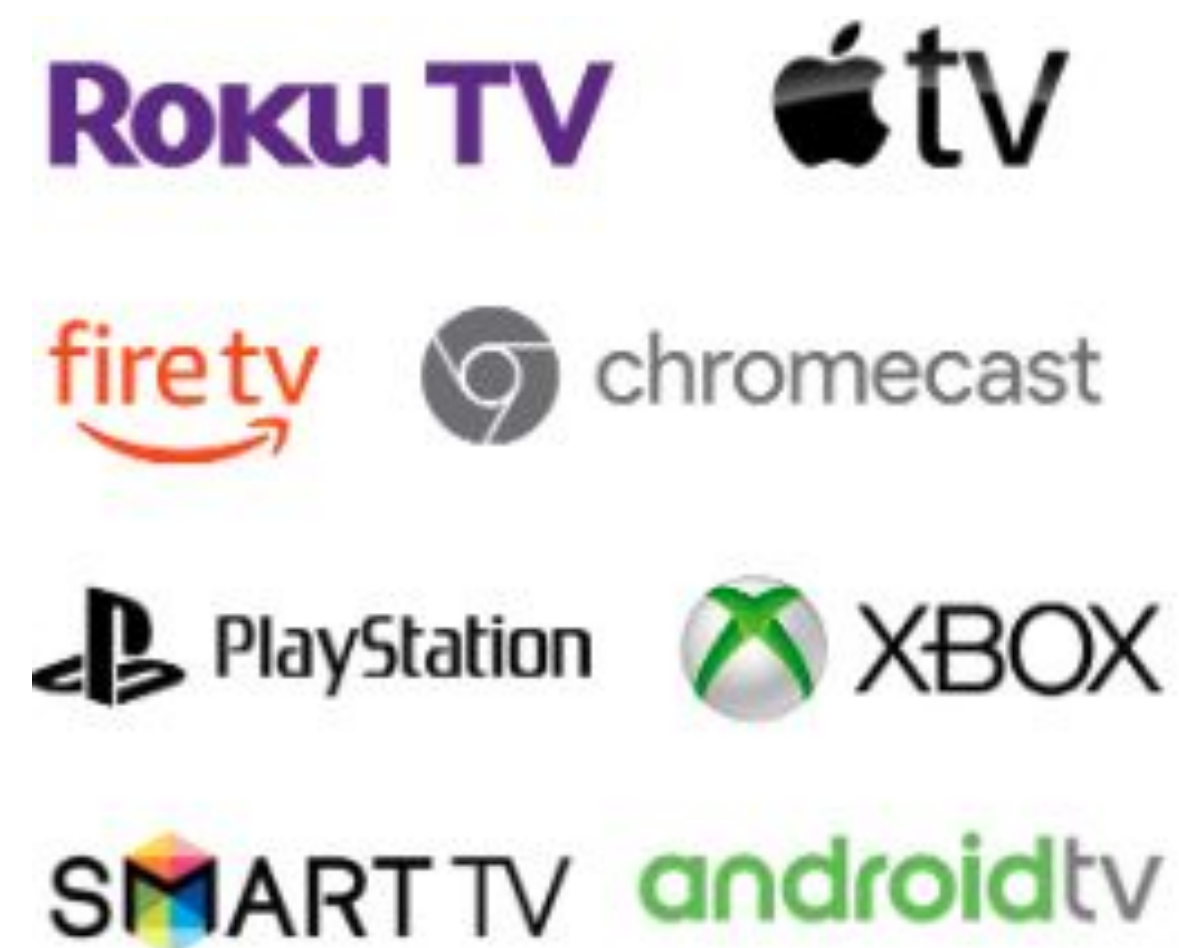
Display

▶ Video - Broadcast vs OTT

Broadcast TV “Traditional TV”



CTV “Connected TV”



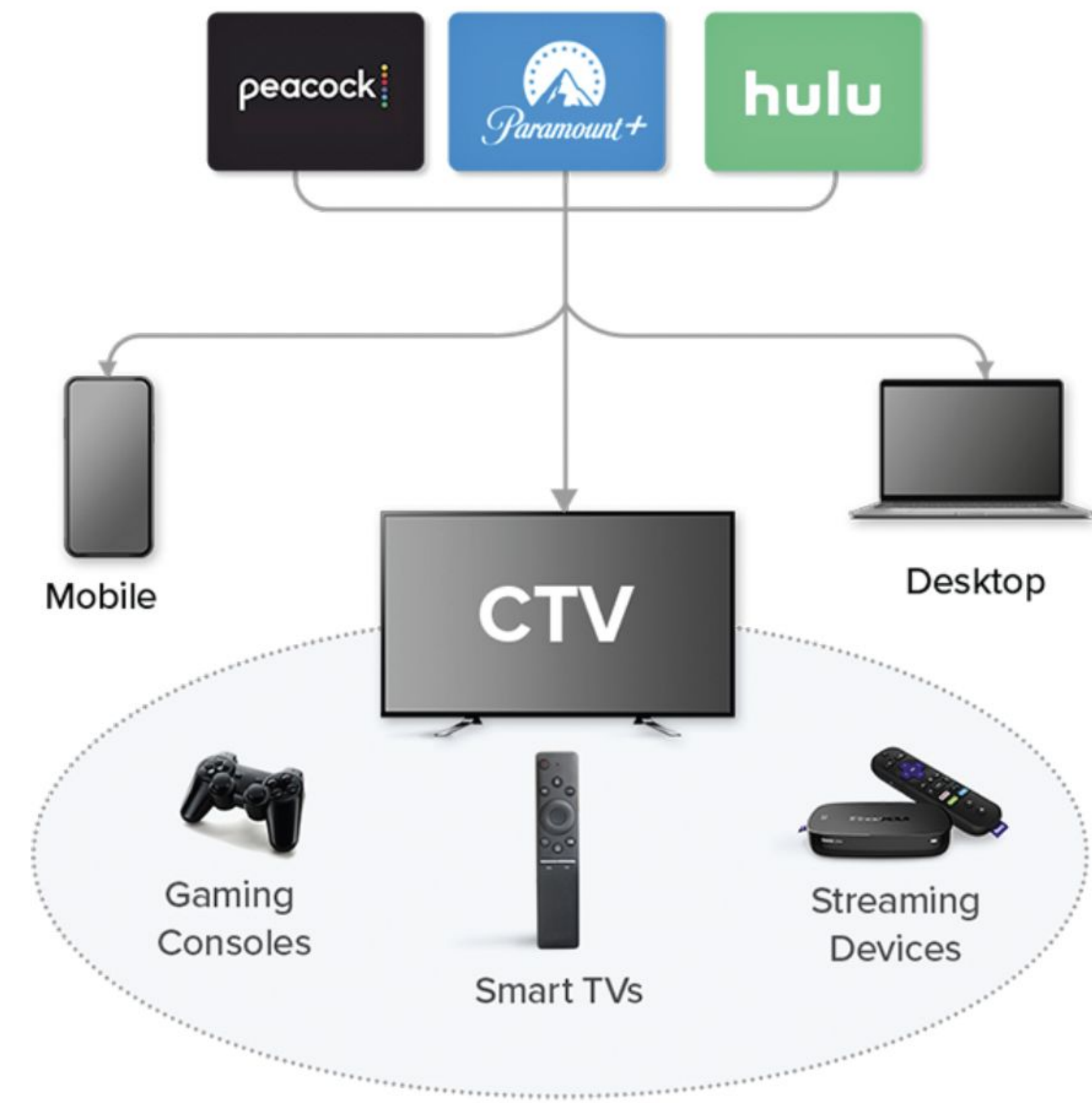
OTT “Over the Top”



NOTE: these are example partners for each tactic and do not reflect all available inventory

▶ Video

- Time spent on digital video continues to grow every year and is expected to surpass time spent with TV by the end of 2024.
- Nielsen's Q1 trend report showed that streaming TV had its largest share of overall TV viewing time with 30%, surpassing broadcast TV (24.9%) for the first time (and certainly not the last).
- Digital video ad spending has more than doubled since 2019 and continues to grow.



▶ Audio – Terrestrial vs Streaming

Terrestrial Radio



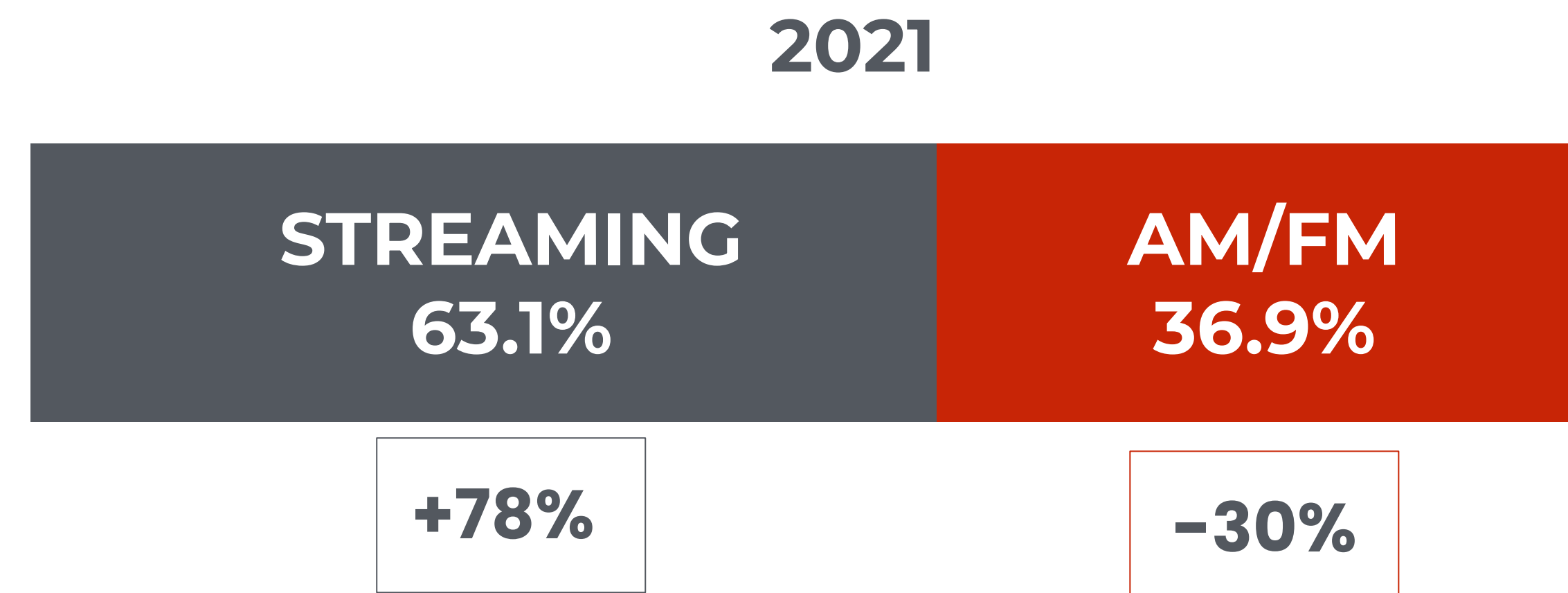
Streaming Audio



NOTE: these are example partners for each tactic and do not reflect all available inventory

► Audio

- Time spent with streaming audio is up +21 minutes, a 9% increase YoY, reaching 68% of all adults.
- 80% of audio consumption happens while people are engaged in activities where visual media cannot reach them, so this is a great complement to video.
- Listenership continues to decline as more consumers turn to streaming services, however time spent for current listeners remains the same.

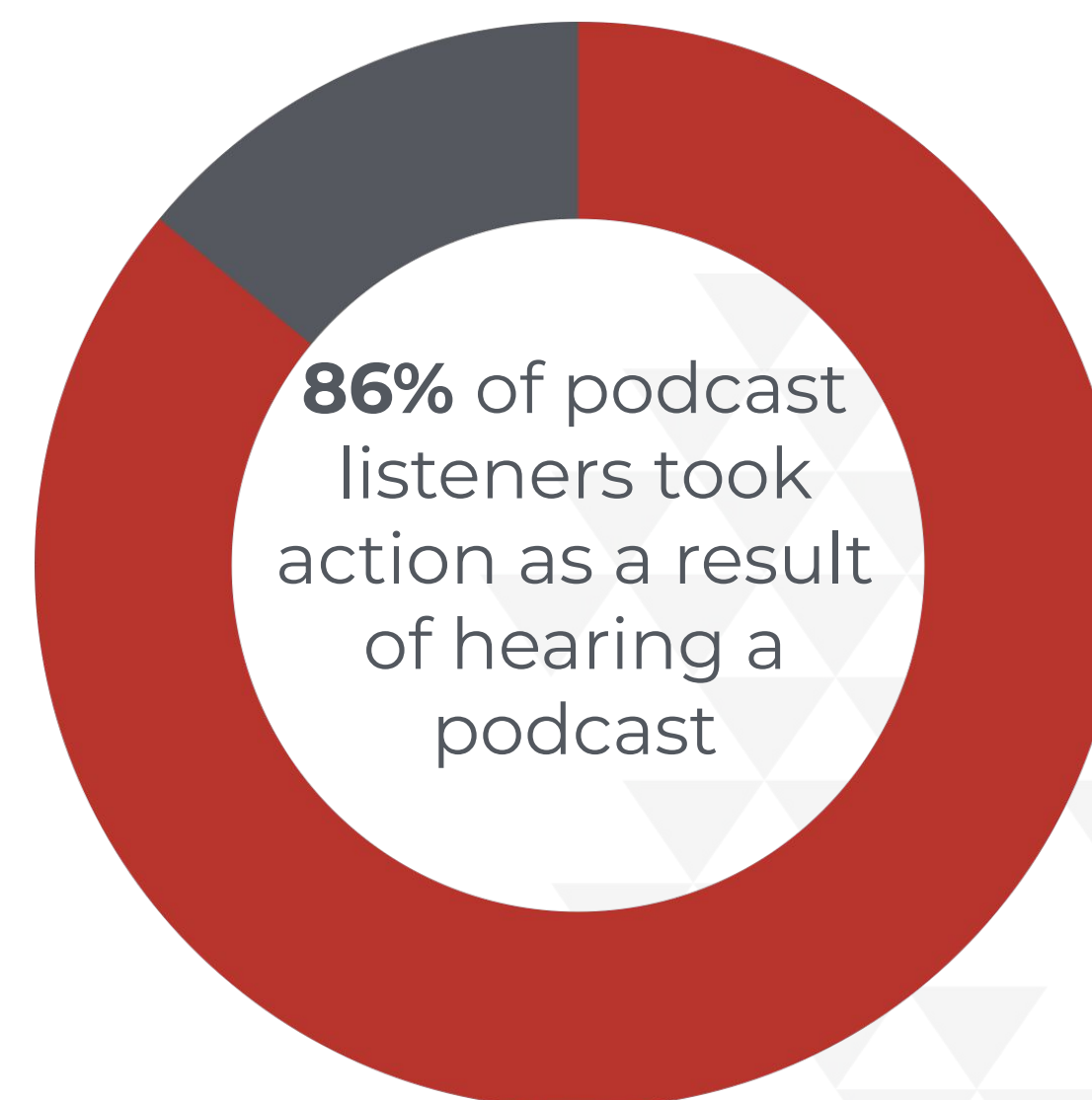
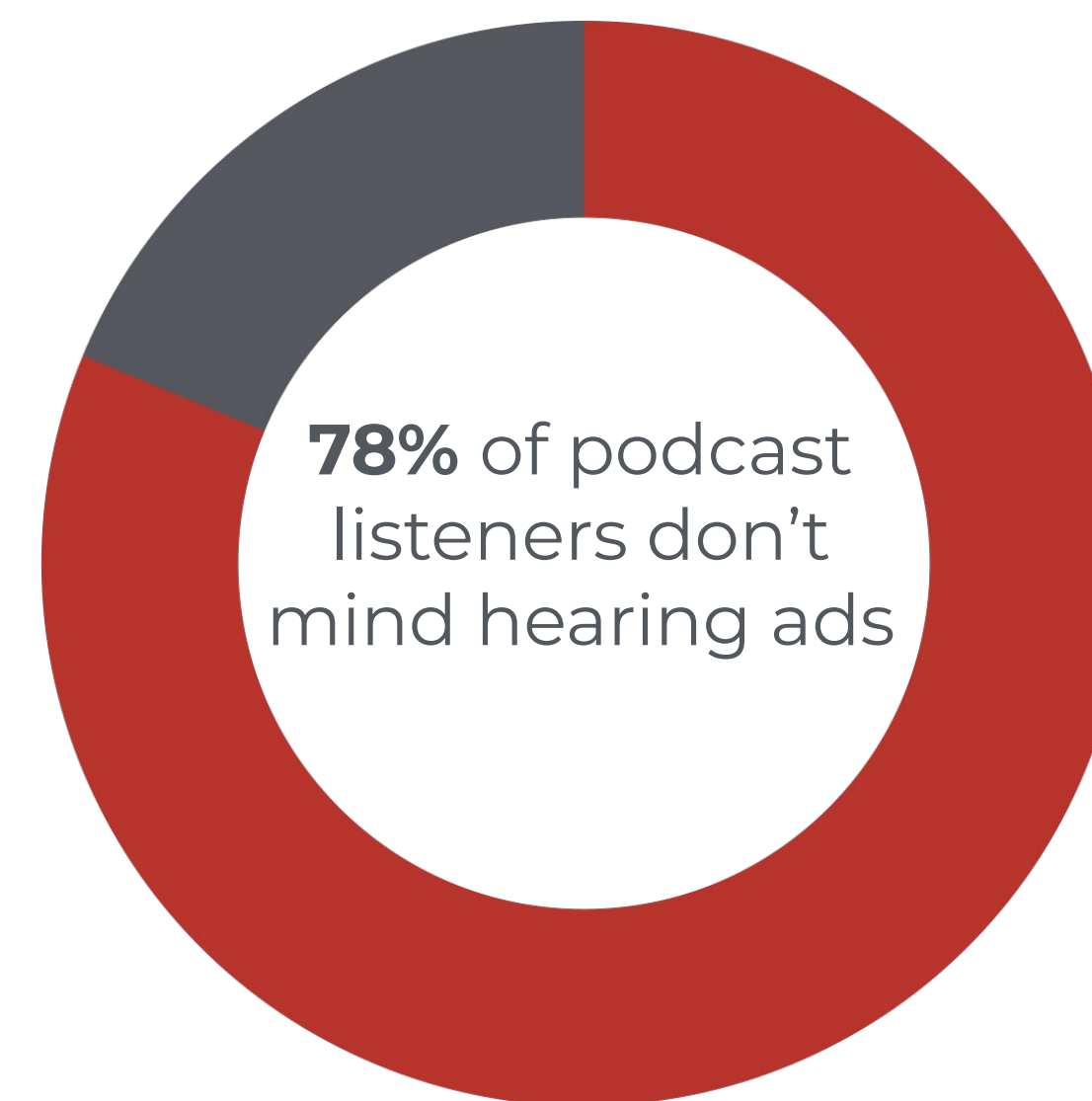


► Podcasts

- Podcasts are a rapidly growing medium for both consumers and advertisers, with 48% growth in weekly listeners YoY - reaching 116MM Americans.
- Top activities while listening to podcasts include chores, cooking and exercise, all areas we can drive inspiration.
- Podcast listeners are “young, educated, and earn \$75k or more a year.”

<10% Ad Skips

Lowest of any digital media

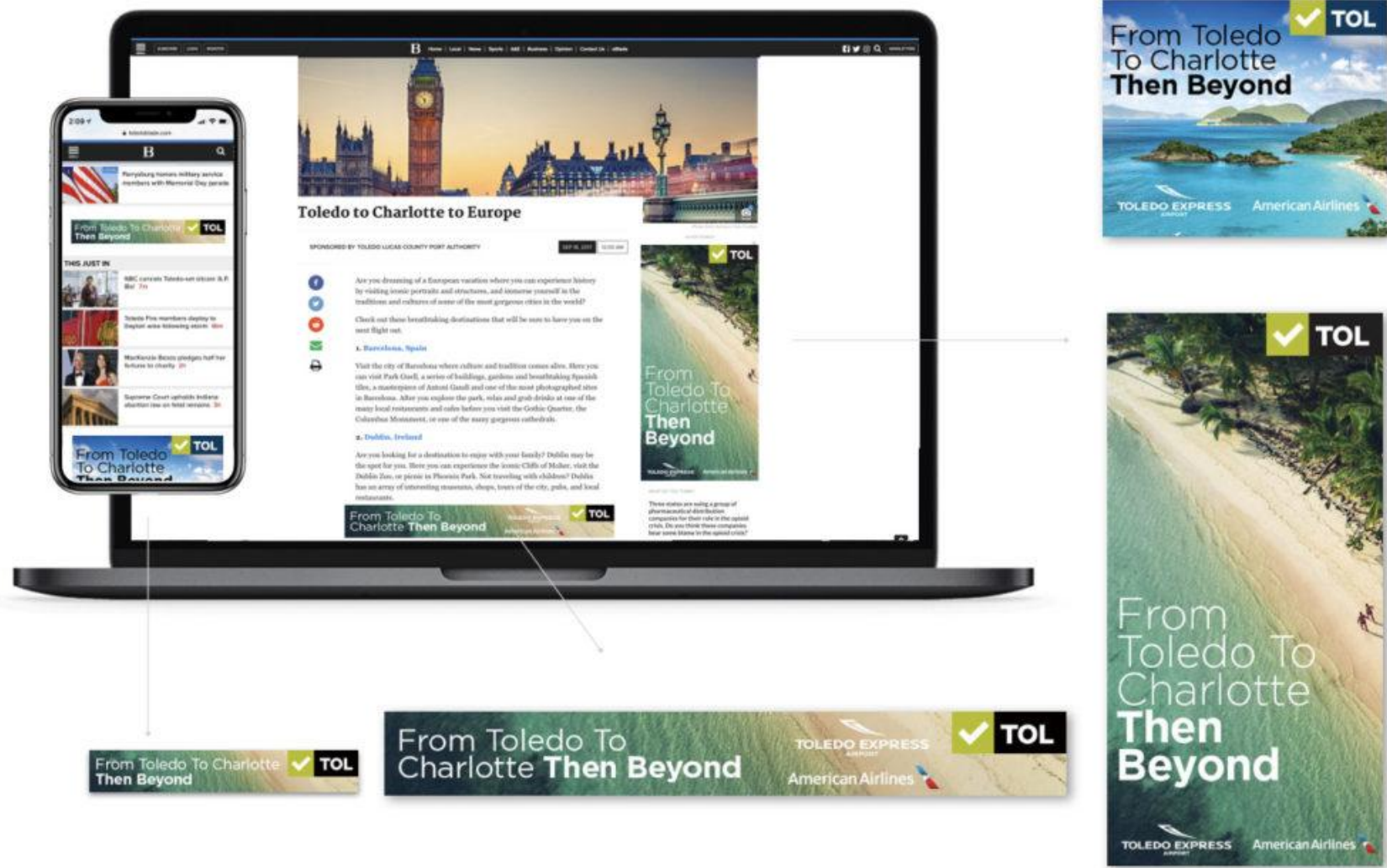


Print vs Digital Display

Print



Digital Display



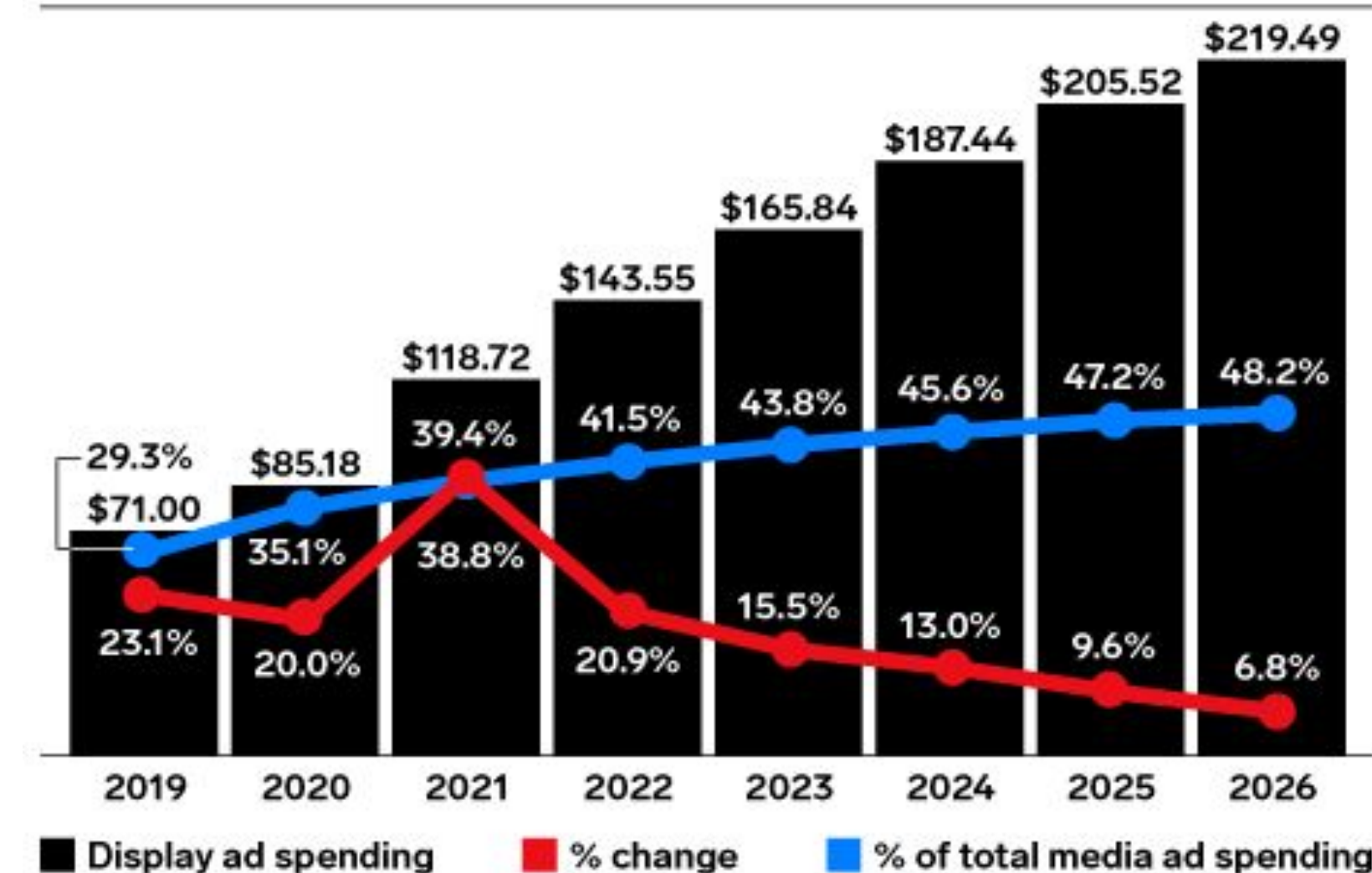
NOTE: these are example placements for each tactic and do not reflect all available inventory

► Print & Digital Display

- Print advertising continues to trend down as sales for newspapers & magazines decrease YoY.
- With more media consumption taking place online instead of newspapers & magazines, Display advertising consistently increases YoY.
- Specialty publications continue to hold value for print ads (ex: Denver's Visitor Guide)

Example: Local magazine, 5280, has shifted its strategy to include an online publication, allowing us to reach this audience through traditional print & digital media placements.

US Display Ad Spending, 2019-2026
billions, % change, and % of total media ad spending

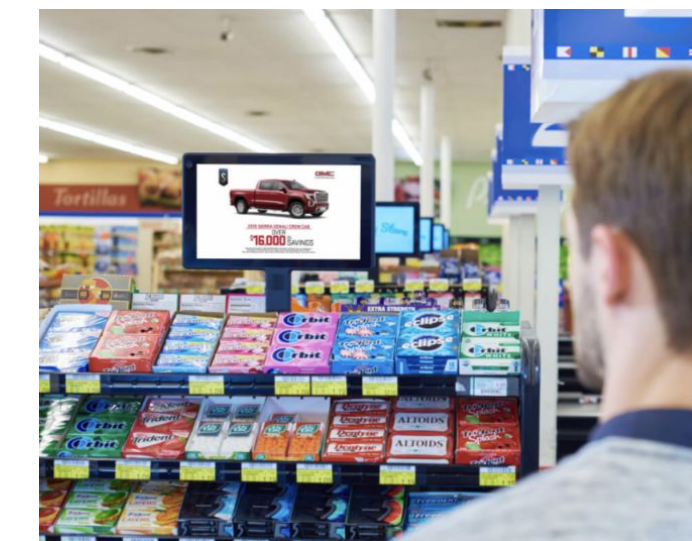


► Out of Home – OOH VS DOOH

Out of Home (OOH)



Digital Out of Home (DOOH)



NOTE: these are example placements for each tactic and do not reflect all available inventory

► Out of Home

- Digital and programmatic OOH is on the rise with the ability to hone in on specific targeting, minimizing production budgets and allowing more targeting capabilities such as dayparting or weather triggers.
- 98% of consumers have visited at least one DOOH venue in the past 30 days.
- There is a significant rise in non-traditional OOH, such as wraps, pillars, kiosks, residents, spas, gyms, bars, etc. which allows more inventory in the programmatic space.

► Key Takeaways

1. The landscape continues to become even more fragmented so we need to be smarter about how we target by focusing on addressable audiences.
2. With the evolving landscape, we can leverage more targeting & measurement solutions through digital media channels
3. Digital media consumption continues to drive growth in the media landscape, whether it's podcast, video or audio usage.
4. Seek out advertising opportunities on emerging digital platforms like CTV and podcasts—they remain under-monetized just like every fast-growing new platform.

PROGRAMMATIC ADVERTISING

PURPOSE DRIVES IMPACT. IMPACT REWARDS PURPOSE.



WHAT IS PROGRAMMATIC ADVERTISING?

Programmatic advertising is automated bidding on advertising inventory in real time, for the opportunity to show an ad to a specific customer in a specific context.

WHAT IS IT USED FOR?

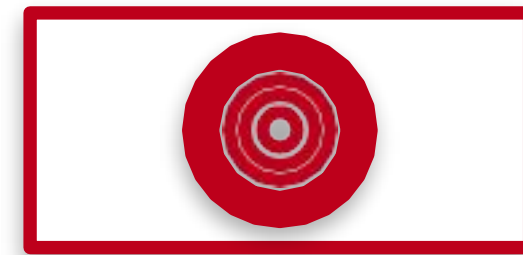
Almost all of the digital ads we run are purchased programmatically.

HOW DOES PROGRAMMATIC WORK?



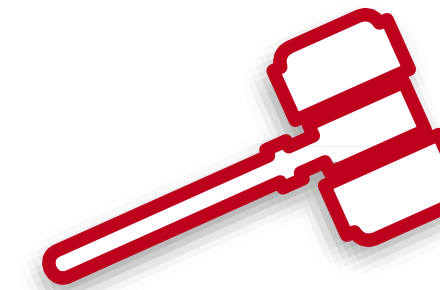
Someone clicks to a webpage on desktop, mobile or tablet

STEP 1



The publisher of the page puts an “impression” up for auction

STEP 2

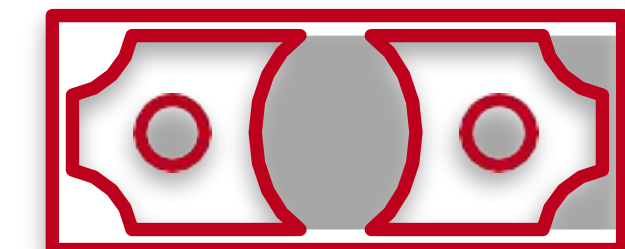


The ad marketplace holds an auction among the advertisers competing for the impression

STEP 3

STEP 4

The advertiser willing to bid the most for the impression wins the right to display their ad



Ideally, the customer interacts with the ad

STEP 6



The ad is delivered to the prospective customer

STEP 5

HOW DO I GET STARTED?

PURPOSE DRIVES IMPACT. IMPACT REWARDS PURPOSE.



► Direct Buys vs Self-Service

Media inventory can be purchased via **direct buys** with publishers (ex: Spotify) or **self-service** platforms.

Direct Buys

- **What is a direct buy?** Advertiser works directly with publisher to place buys with a specific publisher (ex: Spotify); Minimal work for advertiser.
- **Who should buy direct?** Advertisers working independently, who want minimal campaign management responsibilities.
- **Pricing:** higher rate (ex: CPM) to account for the management; cost of entry/monthly minimums vary by publisher.

Self-Service

- **What is self-service?** Advertiser works independently from point of campaign set-up to ongoing management & optimizations; Heavier work load & media buying knowledge required.
- **Who should buy self-service?** Advertisers working with an agency or in-house media planning & buying team.
- **Pricing:** higher minimums for DSPs with access to variety of publishers (~\$50k+/ month). Individual publishers have lower cost of entry for self-service platforms.
 - **Low Cost of Entry:** Google (SEM, GDN, Youtube), Social (FB/IG, Pinterest, TikTok), Spotify

Q&A

PURPOSE DRIVES IMPACT. IMPACT REWARDS PURPOSE.





THANK YOU



APPENDIX

PURPOSE DRIVES IMPACT. IMPACT REWARDS PURPOSE.



MEDIA TACTIC DEFINITIONS

 **Broadcast Television:** “Traditional TV”; runs through an antenna or a cable or satellite subscription.

 **Terrestrial Radio:** broadcast by land-based radio stations; runs through consumer’s broadcast radio receiver

 **Print:** printed advertisements; placements include newspapers, magazines, direct mail, etc.

OOH: “out-of-home”; advertisements that reach consumers away from their homes (billboards, bus shelters, benches, etc.)

OTT: “over the top”; delivery mechanism used to deliver TV/video content via the internet

 **CTV:** “connected TV”; a device used to stream TV/video content using the internet (Smart TVs, gaming console, or some other sort of internet-connected device.)

 **OLV/Pre-roll:** “online video”; runs on websites & apps (ex: YouTube, MSNBC, etc.)

Display: banner advertisements; runs on websites & apps

DOOH: “digital out-of-home”; (ex: digital/animated billboards, self-checkout screens, etc.)

GENERAL MEDIA

- Coverage: The percent of persons or homes reached by a specific vehicle.
- Composition: The concentration of the target audience within a media vehicle's audience, expressed as a percent of that vehicle's total audience.
- Rating: Ratings represent the percent of the target audience reached. Each rating point represents 1% of the target audience.
- Gross Rating Points (GRPs): The total ratings delivered by a media vehicle; the sum of the ratings for the specific vehicle or the entire schedule.
- Reach: The potential number of different people (or homes) exposed to a media schedule over a given period of time. Can be expressed as a percentage or as a raw number of exposures (impressions).
- Effective Reach: Also called 3+, the percent of people exposed to the message three or more times.
- Frequency: The average number of times the target audience is exposed to an advertising campaign or schedule.
- Cost-Per-Thousand (CPM): The universal measure of cost-efficiency. It's the cost to deliver (or reach) 1,000 people in a target audience with a media vehicle and is used to compare the efficiency of vehicles and negotiate price.

GENERAL MEDIA

- Reach (x) Frequency: The percent of a target audience that views a message at least once (x) average number of times each individual sees the message. $\text{Reach (x) frequency} = \text{GRP}$
- Effective Reach (x) Frequency: The percent of a target audience that views a message 3 or more times (x) the average number of times each individual sees the message.
- Universe: The total potential audience. For example, A18-49 in the U.S. Note: Local and national universe numbers can not be combined.

BROADCAST

- Spot vs. Network (TV & Radio): Programming and advertising in Spot TV is aired by local station affiliates. Schedules purchased in spot broadcast will differ from market to market, allowing the planner to choose specific markets and tailor schedules to the strengths of each. Programming and advertising on a network level airs at the same time on a national level, and generally provides complete coverage of all markets.
- Cost-Per-Point = CPP (TV & Radio): The cost of delivering one rating point (one percent of the universe). It is a planning tool used to estimate the cost of campaigns/schedules and to compare efficiencies among various vehicles.
- Daypart: National networks and local stations segment the broadcast day into parts. Dayparts differ on a national and local basis, in that some segments are not offered on a national basis because local (oftentimes news) or syndicated programming is aired.
- Syndication: Original productions or repeats of network shows that are purchased by local station affiliates and aired in dayparts where network/national dayparts don't have programming.

NEWSPAPER

- Broadsheet: A standard page measuring 6 columns x 21" or 21.5" (11.5" x 21").
- Tabloid: A standard newsprint page measuring 5 columns x 11.5".
- Column Inch: An area that is 1.77" wide by 1" deep. This measurement is used to calculate the size and cost of an ad. The cost of the ad is determined by multiplying the number of column inches x the inches deep. A full page broadsheet ad would be calculated as 6 columns x 21" deep, or 126 inches.
- Spadea: A flap that is either 2 or 3 columns wide by 21 inches which lays on top of a section of the newspaper and usually carries advertising.
- Preprint: An insert printed in advance of the insertion date by an outside printer that will be inserted during a regular pressrun.
- ROP: Run of Press or Run of Paper: An ad running anywhere in the paper, rather than on a specific page. Typically, positioning is negotiated ahead of time (section, page number, right/left hand page, etc).

OOH

- D.E.C./ Traffic Count: Daily Effective Circulation, or traffic count, is the measure of how many people actually see a specific structure on a daily basis. This terminology has primarily shifted to impressions.
- Showing: Similar to other media, a showing is a measure of ratings. However, a showing is expressed in GRPs on a daily basis. For example a #25 showing is estimated to reach 25% of adults in a market each day.
- Bulletins: Structures generally placed along freeways and major thorough fares, these units are large and purchased either on a permanent basis (12-month minimums), or as a part of a rotary program (several boards that are rotated to new locations about every 60 days). The typical size is 14'x48', and the material is usually vinyl.
- Posters: Oftentimes referred to as 30-Sheets, these are smaller units usually located on secondary streets. They consist of 30 one-sheet posters, generally printed on paper, rather than vinyl. A market showing usually requires a higher quantity compared to a bulletin showing, because D.E.C.s are generally lower. A typical size is 12'x25'.

MAGAZINE

- Advertorial: A combination of advertising and editorial. In most cases, they are produced by the magazine.
- Ratebase: The guaranteed readership provided by the magazine. This is the number on which reps base their rates.
- Bleed: The choice most commonly used by advertisers, refers to the fact that the advertisement's color/content goes to the edge of the paper.
- P4CB / SP4CB: Full page, 4-color bleed / Spread, 4-color bleed.
- Perfect Bound Magazines: Magazines that secure pages by binding them in a solid block with an adhesive, rather than stitching them together (e.g., Vanity Fair, InStyle).
- Saddle-Stitched Magazines: Magazines that bind pages together using staples through the middle, rather than adhesive (e.g., People, Sports Illustrated).

DISPLAY

- Page Views: Measures the number of times a page has been accessed.
- Unique Visitor: A person who visits a site more than once within a specified period of time. Software that tracks and counts website traffic can distinguish between visitors who only visit the site once and unique visitors who return to the site. Measured by their unique IP addresses, unique visitors are counted only once no matter how many times they visit the site.
- Click Through: A click through is simply the number of times a person actually clicked on an advertisement.
- Click Through Rate (CTR): The average number of click throughs per hundred ad impressions, expressed as a percentage.
- Conversion Rate: The percentage of visitors who take a desired action (e.g., sign up, register, or purchase).
- Click Conversion: When a user clicks on an ad and immediately takes action.
- View Through Conversion: Occurs when a user converts to a desired action at a later time (usually within 30-90 days of viewing the ad).
- Rich media: Any ad that allows user interaction.

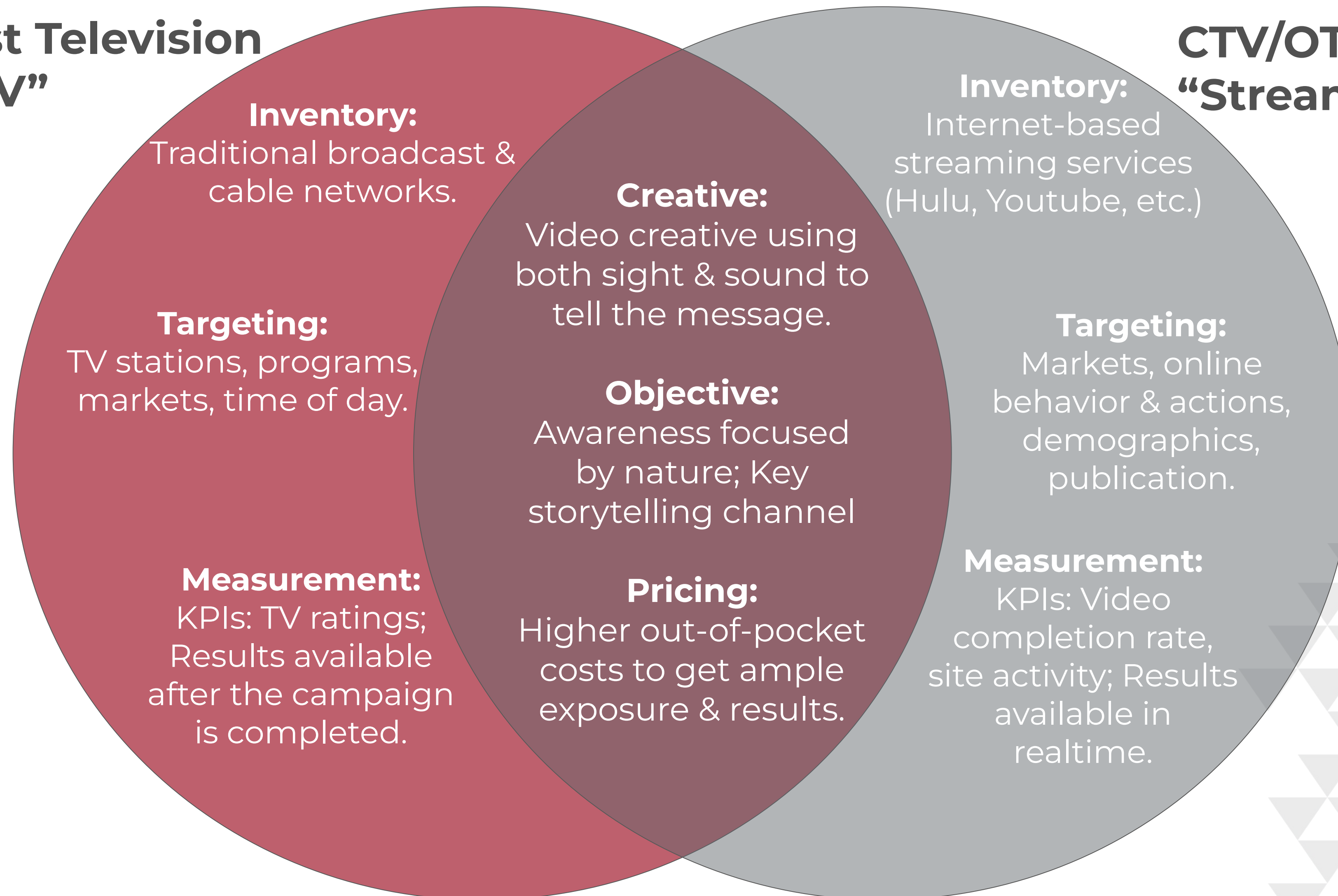
PROGRAMMATIC

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Broadcast Television vs CTV/OLV

Broadcast Television “Linear TV”

CTV/OTT “Streaming Video”



Traditional Radio vs Streaming Audio

Traditional Radio

Inventory:

Traditional radio stations (ex: KOSI, KYGO)

Targeting:

Stations, markets, time of day, programs (ex: news, weather)

Measurement:

KPIs: Ratings; Results available after the campaign is completed.

Creative:

Audio spot (15s, 30s, 60s)

Objective:

Awareness focused; Ability to reach people where visual media can't.

Pricing:

Typically a lower price for both production & impressions (compared to video).

Streaming Audio

Inventory:

Ad-supported streaming platforms (ex: Pandora, Spotify, Soundcloud)

Targeting:

Markets, online behavior & actions, demographics, publication.

Measurement:

KPIs: Impressions, site activity; Results available in realtime.