



quadrant**ONE**  
Local Audience Insights. Premium, National Reach.

# media**kit**

Harness the Power of Q

The source for premium local audiences

# Overview of quadrantONE

## **Access Local Markets via One Platform**

Q from quadrantONE connects you to more than 300 national and local online news and information sources, all through a single platform interface.

## **Delivering Local Audiences on a National Scale**

Utilizing advanced targeting and analytics, Q delivers local audiences to advertisers on a national scale.

quadrantONE's reach across trusted news sites and our proprietary digital solutions enable us to provide deeper campaign insights and present actionable recommendations to clients to improve their results.

We are backed by some of the best, most respected, and trusted brands in the media industry. Our owner partners are Gannett Co., Inc., Hearst Corporation, The New York Times Company, and Tribune Company.



# Q: Go Local. Get Results.

## Access powerful local markets via one platform

From the dawn of mass-market advertising, national brand media has been purchased locally. Local is where our homes, families, schools, and stores are. It's where we decide to buy. And, whether it's online or bricks-and-mortar retail, it's where we close the sale.

Yet, with all the technological advances in media and media buying the last 20 years, one capability has eluded national advertisers – until now.

That is the ability to use **one platform** to access the most lucrative local DMAs. This platform can make multiple market buys or access the entire locally engaged audience, nationwide.

Even better, this same platform collects valuable feedback data to fine-tune and optimize local campaigns.

**It's called Q.** And it's available to you right now to boost the ROI of all your local online media buys.

### ■ quickSTATS

Q is about reaching 10s of millions of engaged consumers who are viewing billions of pages, through a single platform.

- 72 million uniques
- 2 billion page views
- 3.9 minutes avg. time spent

### Q is:

- **Nationwide** – 300-plus trusted local news source brands, spanning the country
- **Transparent** – our partners own 100% of the inventory. You know exactly what you buy.
- **Unified** – audience targeting, optimization and insights all through one platform
- **Coverage** – we're in every market in the US with a 35% national reach
- **Huge** – 75 million unique users per month
- **Delivering** – more than 2 billion page views per month

### Q readers are:

- **Hungry for information** – they need to know where to shop online and in stores
- **Engaged** – they're interested in their local economy and businesses
- **Involved** – they want to know about local politics, government, schools education
- **Active** – they're buying sporting event tickets, concert tickets, museum tickets
- **Seeking** – they look to local sources for restaurant reviews and openings
- **Passionate** – they follow hometown high school, college and professional sports teams
- **Upwardly Mobile** – they need locally relevant ideas for improving home, family, health

# Experts and technology to help you reach your audiences when and where it matters

## Q – Marketplaces

### Q-Select: Solutions for National advertisers with a desire to reach local audiences

This is our primary preferential market.

Q-Select clients have access to the wide range of **guaranteed inventory at negotiated CPMs** aimed at local audiences via the custom advertising solutions of quadrantONE.

### Q-Exchange: Automated, real-time access

This is our open after-market exchange for **non-guaranteed inventory** in a bidding environment.

Q-Exchange clients have automated, **real-time buying access** to structured local inventory.

Qualified clients may be eligible for participation in our private after-market exchange.



## Q – Tools

### Q-Optimizer: Where talent and technology meet

Our team of media and technology experts help you get the most from every media dollar. Insights and optimizations are customized for your specific campaign goals.

### Q-Insights: Insights = Action

Data without insights is, well, just numbers. Qualitative and quantitative insights from our team of analytics experts helps you act on your data. Q's vital insights help you take your campaigns farther, faster.

### Q-Effects: Measurements beyond the click

Click-through rates are great, but you need more to truly succeed. This tool helps you measure brand/message recall, reader engagement, and post-impression actions. Measure feedback pre-flight to test creative, or in-flight with real-time measurements to help fine tune for maximum success. Even measure post-flight for deeper quantitative measurements. Everything is aligned and executed according to your goals.

### Q-Compliant: Helping you ensure privacy

Online advertising's survival depends on assuring consumer privacy. We help you support privacy by partnering with Evidon® (formerly Better Advertising) to participate in the *Advertising Option Icon* self-regulatory initiative established by the Digital Advertising Alliance.

# National reach plus privatized inventory = a powerful combination

## Speak to consumers right where they live

Across the country, in every DMA, we all need local news sites for information about our day-to-day lives. Q's sites are the most trusted resources for news and information relevant to our lifestyles.

These sites provide readers with news, entertainment, and vital information about what's happening in their city, neighborhoods, and right outside their front doors.

### Q is transparent

You'll know whom you're reaching – when and where.

These are among your most desirable prospective and current customers. Among online users, local website visitors lead all others in engagement, action, and advertising trust. Q delivers this valuable audience on a national scale. We connect you to more than 300 credible, trusted sites across all key domestic markets.

- Our affiliate sites include: Chicago Tribune, Los Angeles Times, Denver Post, New York Daily News, Sacramento Bee, Seattle Times, San Diego Union Tribune, Houston Chronicle, San Francisco Gate, Philly.com, Pittsburgh Post Gazette, TBO.com and many, many more.
- For the full list of our online properties, visit the quadrantONE website: [www.quadrantONE.com](http://www.quadrantONE.com)

## Dedicated inventory makes every media dollar count

### The Power of Q is efficient

Q's centralized, proprietary platform approach enables greater efficiency in forecasting, implementation, reporting, and optimization.

We don't secure, buy, arbitrage or mark up inventory on behalf of our clients. Instead, we function like a massive – yet locally focused – publisher. The Q platform meets the needs of blue-chip national advertisers who need to go beyond traditional newspaper buys.

Another advantage: our dedicated inventory helps our sales team create custom, comprehensive campaign solutions that precisely suit your needs.

### What this dynamically different model means to you:

- Simplified Specs
- Fixed homepage units nationwide
- Cutting-edge rich media: sliding billboards, peelbacks, expandables
- quadrantONE proprietary rich media
- Advanced targeting capabilities
- Quick turnaround of inventory requests and optimizations
- One ad specification for each IAB size across all sites
- Guaranteed inventory or non-guaranteed RTB
- Execute nationally as a portal alternative or leverage for larger spot buys

# Advanced Targeting Capabilities

The Power of Q is on target – less guesswork, more results

With Q, advertisers eliminate guesswork and achieve their goals faster. Our local news sites offer a breadth of content spanning across all aspects of our readers’ day-to-day lives, with each attracting a uniquely engaged audience.

Unlike our competitors, quadrantONE’s Q controls the inventory under one technology umbrella. You can reach audiences in their most relevant environments and contexts. This centralized approach enables highly efficient targeting capabilities including:

## By Channel

- Content Type: News and Information, Broadcast, Entertainment, Sports, Lifestyle
- Medium Type: Traditional Display, Mobile, and Video

## By Geography

- DMA or Zip Codes (Example: Q users in Seattle, Boston, or Miami)
- Or target by geographic content with SRT (Site Regional Targeting). For example, pick all the Seattle-based sites, and reach more of your relevant audience, even when they are traveling.

## By Context\*

Q’s advanced technology places your ad with content most relevant to your brand and message. Want to appear next to articles about the Hurricanes hockey team? Q is savvy enough to detect the difference between double meanings like major weather events and hockey teams, delivering powerful impact to viewers. See “Contextual Targeting” (page 5) for more details.

## Retargeting

The Q platform intelligently delivers ads to potential customers based on their past engagements. Retarget and deliver ads to acquire new customers, or to existing customers for up-sell and retention. Use the data and technology to intelligently serve ads based on a customer’s relationship with your company.

## By Behavior\*

Target users across the platform based on behaviors that are attributable to you target audience. Q uses an anonymous system that tracks user behavior and places your ad in front of the right viewer. For example, if a user views a travel website three times in a rolling 14-day period, the user will fall into the “Traveler” behavioral and it likely to be receptive to a travel offer. See “Audience Behavioral Segments” (page 6) for more details.

## Custom Audience Profiles\*

Get your message in front of specific audiences who identify themselves with certain characteristics. Sourced from a Data Cloud, we not only connect advertisers to the exact target, but in their most relevant environment of local news and information. One example: executives working in businesses with more than 100 people. Reach them in the Business Section of their local newspaper website for the most impactful campaign.

\* These items are exclusive to Q: In-depth targeting capabilities to local sites are exclusively available through quadrantONE due to our dedicated inventory model and vast national reach. Cookie-based re-targeting, creative sequencing, and audience reach extension are also available.

# Contextual Targeting

## Your bull's eye looks like a Q.

Context – it makes reader engagement more engaging. And, when it comes to context, no other medium delivers like the 300-plus news and information sites participating in quadrantONE. From baseball to business, computers to cream sauces, politics to movies, if you want to keep it in context, you'll hit the mark here.

Categories	Description	Underlying Audience
<b>Lifestyles &amp; Living</b>	For lifestyle related products and/or services, you can contextually target people who tend to read more lifestyle/general news content..	Skews Female, HHI \$50k+, avid reader of lifestyle related content.
<b>Business &amp; Finance</b>	Whether you seek business owners, or the financial gatekeeper for personal finances, you can contextually target people who tend to read business and financial news content.	Skews Male, HHI \$100k+, avid reader of business & finance content
<b>Sports</b>	For sports related products, health services, and general wellness products and services, you can contextually target people who tend to read the sports content.	Skews Male, HHI 50k+, avid reader of sports related content
<b>Entertainment</b>	For entertainment companies, restaurants, travel and leisure products and services, you can contextually target people who tend to read entertainment content.	Gender neutral, HHI \$50k+, avid reader of entertainment related content
<b>Auto Lovers</b>	Car dealers, auctions, and car shows can contextually target people who are avid readers of auto content.	Skews Male, HHI \$75k+, avid reader of auto related content.
<b>Technology Lovers</b>	Telecommunications providers and technology companies can contextually targeting people who are avid readers of technology content.	Skews Male, HHI \$100k+, avid reader of technology related content
<b>Politically-Minded</b>	Not-for-profits and products* and cause related services can contextually target consumers of political news.	Skews Male, HHI \$75k+, avid reader of politically related content

# Audience Behavioral Segments

Your segment is waiting to hear from you.

From the frugal to the fashionistas, fans to fitness, techies to travelers and much more – you’ll reach them through Q.

Segment	Description	Attributes
<b>Well-to-Do</b>	High net worth individuals, indulge in their passions, purchase luxury products, and participate in high-end activities.	HHI \$100k+; executive level employment; purchasers of luxury goods; high-end hobbies
<b>Auto Minded</b>	Auto purchase intenders who research automobiles before purchasing.	Do auto research; auto enthusiasts; in-market for an automobile
<b>Frankly Frugal</b>	Budget conscious, primary shopper in the household. Comparison shop, clip coupons, seek the best value.	Primary shopper, clip coupons, comparison shop, shop at large discount retailers
<b>Tech Chief</b>	Influencers and/or technology decision makers for workplace solutions.	Business owners, IT decision makers, C-level executives
<b>Sports Zealot</b>	Die hard sports fans, intensely loyal. Tailgate, and wear sport paraphernalia. Hyper-active consumers of sports news.	Sports enthusiasts; go to games; tail gate; purchase sports team related merchandise
<b>Fabulously Fit</b>	Healthy living / healthy lifestyle. They are seekers of wellness information, activities, and dietary knowledge.	Health conscious; exercise regularly; healthy eaters
<b>Go Green</b>	Purchasers of environmentally safe products. Actively seek "green" info for both health and the social reasons.	Purchase green products; buy organic; recycle, green home improvements; socially conscious
<b>CHO (Chief Household Officer) AKA Mom</b>	Leader of the household, takes pride in taking care of her family - shopping, cooking, managing household finances.	Household decision-maker & influencer; taking care of her family is a top priority; multi-tasker
<b>Dwellers</b>	Home is their sanctuary. It is the place where they entertain and relax. Actively engaged in making it a place of comfort.	Active in decorating, home improvements; aesthetics are important. Like entertaining,
<b>Techthusiast</b>	Gadget lovers, early adopters of new products. Influence others with their purchase decisions. Tech savvy.	Early adopters; gadget lovers; tech leaders and influencers.
<b>Nature Bound</b>	Lovers of the great outdoors. Hikers, joggers, campers, rock climbers. Engage in all types of outdoor activities.	Adventure seekers who enjoy outdoor activities; athletically inclined.
<b>Entergagers</b>	Engage in all things entertainment. Foodies, movie goers, concert goers, gamers, social junkies, and music lovers.	Hyper-active users of the Internet for entertainment information. Read and write reviews, social media engagers, dine out.
<b>Glamster</b>	Fashionistas who follow and set fashion trends among their peers. Buy high-end, but appreciate bargain finds as well. Shopping is a hobby.	Frequent shoppers at high-end retail stores, trendsetters and followers; fashion conscious and fashion forward
<b>Travel Gnomes</b>	They enjoy the thrill of travel. Independently plan trips. Frequently extend business trips for pleasure. Dreaming about their next location in the midst of current trip.	Frequent travellers; make their own travel plans; comparison shop flights and/or hotels; they participate in travel reward programs
<b>Homescaper</b>	DIYer's. They watch home improvement shows. Plan/execute their home improvements. They have dreams of being a general contractor or "flipper" in another life.	DIYer's; home owners; frequent home improvement stores

# Custom Solutions

## Maximize your message

quadrantONE delivers custom brand solutions that will get your message in front of your target audience with high-impact display ads and customized sponsorship solutions. These include:

### Custom Sponsorships

Unique consumer engagements have positive impact on brand awareness metrics and brand engagement. In conjunction with a digital display campaign, we can integrate customized advertising solutions to penetrate local markets with impactful messaging and brand engagements to extend your brand message. Once your custom solution has been conceptualized, your messages are delivered through high impact/rich media units with the most impactful impression amongst your target audience.

### High Impact / Rich Media Units

- Day blocks
- Peelbacks
- Sliding Billboards
- Interstitials

### Mobile and Video

Connecting with consumers at all media touch points is an integral part of a digital campaign. We weave your message throughout all relevant touchpoints and we help you deploy highly effective creative solutions for mobile users and online video.

## FAQs

### What is the value of using quadrantONE?

From Q, our single, easy-to-access platform quadrantONE delivers highly engaged audiences across more than 300 local news and information sites nationwide. We are the industry's first privatized premium audience platform and exchange for local media. Q also provides vital – often real-time – data to help you evaluate results and adjust your campaigns as they run..

### Where do you get your inventory?

The inventory is funneled into Q. Because our inventory is privatized we offer multiple access points to our clients to secure that inventory in a guaranteed or non-guaranteed environment.

### Where did you come up with the name quadrantONE?

It's a name inspired by a sweet spot on a 2x2 chart – “Quadrant 1” is the upper right corner.

With “audience quality” on one axis and “national reach” on the other, it's the high point on both. Like the local main intersection in your hometown, that's where we are: quadrantONE.

### What does “Q” mean?

In academic circles, and many other areas, Q literally means “source.”

Q is what sets quadrantONE apart. It's your source to access highly desirable local audiences nationwide from a single point. All while informing buyers with the data they need to provide the clearest picture of the *true audience behind the data*.

### How do you obtain your audience profiles?

We partner with Collective and we leverage the AMP audience data cloud to target key audiences for campaigns. In the cloud is data from 15+ data providers, as well as our own proprietary data, which we utilize for targeting and analytics.

### Why should we even consider your platform?

A key reason is that we're a 100% transparent vehicle for accessing premium, affluent audiences and audience analytics – on a nationwide scale – from one platform. Our comprehensive data feedback systems provides deeper campaign insights and presents accurate and actionable recommendations for our advertisers.

### Are you national or local?

We provide national advertisers with the ability to deploy local campaigns on a nationwide scale. Our local partners provide high-impact placements across the top 25+ DMAs and help us use our audience profiles to reach your campaign goals.

### Are you limited to just the sites on your affiliate list?

Yes, we don't buy or recommend local sites on behalf of advertisers. We strategically partner with local sites that offer high-quality audiences and extend the national reach of the Q platform.

### Do you have pre-roll video?

Yes, we offer pre-roll video opportunities within certain partners' sites.

### Can you run rich media across all of these different publishers' sites?

Yes, we can run rich media across the platform.

### As a network, how much transparency can you provide?

We are 100% transparent. We tend not to view ourselves as a network. We are more like a “super-publisher.” As a result, we own *100% of our inventory* and we have direct relationships with all of our publisher partners. You know what you're buying, every time.

### Are you just “local newspaper.com” sites across the country?

No, we're more than that. We have relationships with local newspaper, broadcast, and information sites.

# quadrantONE Ad Specs

Creative Size	Rich Media File Size	Polite File Size (Add't load)	Expansion Dimensions	Expansion Direction	Animation Time	Looping
728x90	40K	75K	728x315	down	10 seconds	3 loops
300x250	40K	75K	560x300	left	10 seconds	3 loops
160x600	40K	75K	460x600	left	10 seconds	3 loops
300x600	40K	75K	460x600	left	10 seconds	3 loops

## In-Unit Expandable Units (inside Standard Units):

### User Initiated Expand

- Expansion allowed on mouse over or click
- Expansion hotspots cannot exceed 50% of total ad space
- Audio: user initiated only
- Video: host or user initiated
- A visible close button is required on all expanded panels
- Maximum 5 Panels

### Auto Expand Sponsorship Unit

- Expansion on page load after polite download
- Expansion hotspots cannot exceed 50% of total ad space
- Audio: user initiated only
- Video: host or user initiated
- A visible close button is required on all expanded panels
- Maximum 5 Panels
- Auto expand must be frequency capped at 1 per User per Day
- Contingent upon Affiliate Reservation

## In-Unit Audio/Video Specifications

- Audio is user initiated on mouse click
- A visible mute button is required
- Video can be either host or user initiated and must include play/pause/stop buttons

## In-Unit Flash Units

- Frames per Second (FPS) must not exceed 18
- Publish Flash ads as Flash 9 and up and provide default GIF/JPEG
- CPU Usage: avoid weighty mathematical computations and large FPS that will tax a user's CPU

## In-Unit Synched Ads

- Synched ads run in tandem with one another on a single page view. They are subject to the file restrictions found above under Standard Ad Units.

# Custom Placements – Out-of-Unit Rich Media

## Floating Ads

- Max File size 40k
- Maximum 10 seconds display time
- User initiated Audio
- Host Initiated
- Dimensions: 300x300
- Visible Close Button
- Creative cannot pause over any content, ad or functionality for more than one second
- Creative must retract into a permanent in-page ad unit
- Contingent upon Affiliate Reservation

## Slider Units (Pushdown) – Auto Expanding

Auto Expanding Slider Units expand upon page load after a polite download These units are frequency capped at one per user per day

- Dimensions: Maximum Expanded and Collapsed Width: 940 pixels
- Maximum Expanded Height: 300 pixels
- Maximum Collapsed Height: 30 pixels
- Maximum File Size: 100KB
- Maximum Expand Time: 7 seconds (auto or user-initiated)
- Maximum Movie Animation: 20 frames per second
- Supported Media Types: Images, Macromedia MX Video and Flash Version 8+
- Special Requirements: Creative must include a visible “collapse” or “close ad” button
- Contingent upon Affiliate Reservation

## Slider Units (Pushdown) – Expanding Upon User Initiation

User Initiated Expandable Slider Units expand upon user click These units can run without any frequency cap

- Dimensions: Maximum Expanded and Collapsed Width: 940 pixels
- Maximum Expanded Height: 300 pixels
- Maximum Collapsed Height: 30 pixels
- Maximum File Size: 100KB
- Maximum Expand Time: 7 seconds (auto or user-initiated)
- Maximum Movie Animation: 20 frames per second
- Supported Media Types: Images, Macromedia MX Video and Flash Version 8+
- Special Requirements: Creative must include a visible “collapse” or “close ad” button
- Contingent upon Affiliate Reservation

# Custom Placements – Out-of-Unit Rich Media

## Peel Backs – Auto Expanding

- Auto Expanding Peel Back Units expand upon page load after a polite download
- These units are frequency capped at one per user per day
- The ad can be expanded again by user mouse over and collapsed by clicking on the close button
- The Peel Back tab displays on the upper right portion of the screen
- Contingent upon Affiliate Reservation

### Creative Specifications:

#### Logo Dimensions:

Width:	100 pixels
Height:	30 pixels
File Size:	20K
Media Types:	Static gif/jpg/flash

#### Ad Dimensions:

Width:	800 pixels
Height:	600 pixels
File Size:	70K
Media Type:	gif/jpg/flash
Audio:	User Initiated
Video:	Polite download
Media Types:	Macromedia/Adobe Flash version 10 or below

## Peel Backs – Expanding Upon User Initiation

- User Initiated Peel Back Units expand upon user mouse over
- These units run at 100% share of voice and are not frequency capped
- The ad can be expanded again by user mouse over and collapsed by clicking on the close button
- The Peel Back tab displays on the upper right portion of the screen
- Contingent upon Affiliate Reservation

### Creative Specifications:

#### Logo Dimensions:

Width:	100 pixels
Height:	30 pixels
File Size:	20K
Media Types:	Static gif/jpg/flash

#### Ad Dimensions:

Width:	800 pixels
Height:	600 pixels
File Size:	70K
Media Type:	gif/jpg/flash
Audio:	User Initiated
Video:	Polite download
Media Types:	Macromedia/Adobe Flash version 10 or below

# Custom Placements – Out-of-Unit Rich Media

## Interstitial/Welcome Mat

- The Interstitial/Welcome Mat unit serves a fully-captivating commercial message prior to viewing page content
- This unit will display for a specified period of time and allow users to close the introductory message at any time
- The ad can be targeted to serve upon entry or exit of the homepage or any section front
- It is capped at 1 per user per day
- Contingent upon Affiliate Reservation

### Creative Specifications:

**Ad Dimensions:** Maximum Ad Width: 640 pixels  
Maximum Ad Height: 480 pixels

**Maximum File Size:** 80KB Initial Load – 160 KB  
Additional Polite Download

**Maximum Display Time:** 10 seconds

**Maximum Movie Animation:** 18 frames per second

**Audio:** User Initiated on Click

**Supported Media Types:** Images, Macromedia MX Video and Flash Version 9+

**Additional Info:** All timing, backgrounds and publisher logos are handled by quadrantONE

## Synched Ads with Out-of-Unit Interaction

- Synched ads run in tandem with one another on a single page view
- These units can interact with one another via a polite download using transparent expandable panes
- These units are subject to the file restrictions found above under Standard Ad Units
- Contingent upon Affiliate Reservation

## Other Rich Media Formats

### Pre Roll Video

- Pixel Dimensions: 320x240
- Animation: 15 seconds max .flv (4:3 Aspect Ratio).
- Submit .FLV file to the following specification
  - » Video length – sold as :15 units
  - » Frame rate – same as source or ½ of source (15 – 30 fps)
  - » Video Data Rate – 352kbps
  - » Audio Data Rate – 48kbps
  - » Total Data Rate – 400kbps
  - » Keyframe – every 30 – 60 frames (2 seconds)
  - » File format required – FLV, Flash 7
  - » It is recommended to crop to TV-Safe Area and de-interlace
  - » Video Ad is clickable, please supply a click-thru URL
  - » Video should not include a leader

# Custom Placements – Out-of-Unit Rich Media

## Mobile

Please submit all of the following sizes (Max file size 40K)

### Handset Display for Advertising Images

Handset	Approx Handset Screen Size (pixels)	Example Handsets	Ad Size (pixels)	Example Ad Size*
Apple iPhone	320x480	Apple iPhone	320x53	
X-Large	320x320	Palm Treo700p Nokia E70	300x50	
Large	240x320	Samsung MM-A900 LG VX-8500 Chocolate	216x36	
Medium	175x208	Motorola RAZR LG VX-8000	168x28	
Small	128x160	Motorola V195	120x20	

# quadrantONE Policies

## Ad Creative Policy:

- quadrantONE has final approval for all ads with respect to editorial/creative content
- quadrantONE reserves the right to remove an advertisement from its web sites at any time for any reason
- quadrantONE maintains a 5 business day turnaround time on all campaign requests

## Inclusion Policy:

quadrantONE affiliates may opt out of any format due to technical restriction or corporate policy.

Any changes to the inclusion list must be promptly communication to the quadrantONE affiliate team. [affiliates@quadrantONE.com]



# Harness the Power of Q

**We make it easy, just one number to call  
for all locations: 646.429.0814**

## **Chicago**

225 N. Michigan Avenue, Suite 1600  
Chicago, IL 60601  
Fax: 312.784.0380

## **New York**

6 East 32nd Street, 4th Fl  
New York, NY 10016  
Fax: 212.448.2965

**Dallas · Detroit · Los Angeles**

**[www.quadrantONE.com](http://www.quadrantONE.com)**