

# National Reach with Local Relevancy

63 million unique users

Over 1.5 billion page views per month

Total transparency of our sites  
Coverage in every DMA in the US

One-stop shopping, one I.O. & one invoice

## Trusted Content

500+ of the best,  
most widely read and  
respected local websites,  
owned by Tribune,  
Gannett, Hearst,  
New York Times  
and more!



## Targeting Capabilities

**Channel:** News & Information, Broadcast, Entertainment, Sports, Lifestyle,  
Video, Mobile

**Advanced Targeting:** Behavioral, Contextual, Explicit Demographic

**Re-Targeting. Frequency capping**

**Section:** News, Sports, Entertainment, Business, Travel, Lifestyle, Weather



## Dedicated Inventory

Controlled Premium inventory

Section-front, above the fold exposure

Fixed homepage units nationwide

Rich media: sliding billboards, peelbacks, expendables, expandable  
full page spread, dynamic mapping unit, interactive video overlay

Quick turnaround of inventory requests & optimizations

One ad specification for each IAB size across all sites

**No markup on CPM**