



# MEDIA KIT

2023



100+ YEARS OF CLIENT STORYTELLING.



SMARTER MARKETING.



LOCAL PRESENCE. NATIONAL REACH.

**MLive Media Group**

[www.mlivemediagroup.com](http://www.mlivemediagroup.com)

[marketing@mlive.com](mailto:marketing@mlive.com)

800.878.1400



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# ABOUT US

## MLive Media Group offers state-of-the-art marketing solutions.

Our team consists of the sharpest minds in media. Focused on delivering integrated, multi-channel marketing programs in all shapes and sizes that are tailored to meet customer needs, the team uses a sophisticated suite of creative, digital, print, marketing, analytics, and other services. From planning and strategy, creation and development, to implementation and campaign management, MLive Media Group is involved in all aspects of the marketing process. We deliver these campaigns for thousands of clients in almost all industries including tourism, politics, education, financial, travel, gaming, entertainment, sports, automotive, retail, restaurants, non-profits, municipal and more.

MLive Media Group is the sister company to MLive, eight publications and Michigan's number one news and information site MLive.com. For almost 200 years our journalists have provided the residents of Michigan with locally relevant news, sports and entertainment coverage. Whether investigating crucial stories or finding the best that Michigan has to offer, we strive to be both an observer and advocate for our local communities.

### UVs News/Information Media Sites – Top MI

**#1** 

Last 12 Months Average Uniques **8,622,877**

**2** **freep.com** Last 12 Mos Avg Uniques **7,197,103**

**3** **fox2detroit.com** **4,158,204**

*Comscore Data, December 2022*



# PART OF A GLOBAL COMPANY

MLive Media Group (MMG) is a division of Advance Local, a leading national media company comprising 15 news and information websites that rank #1 among local media in their respective markets and 9th largest news organization nationally. Advance Local is part of Advance, along with Condé Nast and American City Business Journals. Our national in-house marketing agency is known as Advance 360.

- 9th largest publisher in the nation
- Network of nine local media groups – each of them holds the #1 position in their market
- 175+ awards for journalism and photojournalism excellence

## National Connections with Extensive Reach

**WE HAVE A STRONG FOUNDATION LOCALLY WITH TRUSTED BRANDS AND TEAMS WHO ARE EMBEDDED IN THE HEART OF THE COMMUNITIES THEY SERVE.**

### LOCAL



THE ANN ARBOR NEWS THE BAY CITY TIMES THE FLINT JOURNAL THE GRAND RAPIDS PRESS

JACKSON CITIZEN PATRIOT KALAMAZOO GAZETTE Muskegon Chronicle The Saginaw News

### REGIONAL



ADVANCE OHIO

cleveland.com

THE PLAIN DEALER

SUN NEWS

### NATIONAL

CONDÉ NAST

POP  
made in seattle

ADVANCE  
LOCAL

turnitin

Stage  
ENTERTAINMENT

THE  
IRONMAN  
GROUP

LEADERS GROUP

1010DATA

ACBJ

ADVANCE\_360

zerosum

aduna

HOOT  
interactive

HEADLINE  
Group



cleveland.com

lehighvalleylive.com

AL.com

MASS LIVE

nj.com

OREGONLIVE



silive.com

syracuse.com

NYup.com





# MARKETING STRATEGISTS

MLive Media Group offers direct-buy media placements within our newspapers and world class news and information website. But our relationship with our clients goes well beyond ad placement. We generate content for social media campaigns. We target audiences using unparalleled targeting technologies. We provide insights into the data you may already collect, and help you to create actionable marketing efforts based on what that data tells you.

**WE TIE EVERY MARKETING ACTION TO A MEASURABLE GOAL FOR YOUR BUSINESS, AND REPORT ON PROGRESS REGULARLY.**



## **ADVERTISING ON MLIVE-OWNED MEDIA AND BEYOND**

The advertising world is filled with choices. We can help you determine what you really need.

## **YOUR BRAND STORY TOLD VISUALLY**

Exceptional content and creative.



## **USING DATA TO YOUR ADVANTAGE**

Make decisions based on data, not your gut.

## **MARKETING CONSULTATION: MAKING YOUR OWN TEAM BETTER**

Not every business needs a marketing agency.



# FULL SERVICE CAPABILITIES

**MLIVE MEDIA GROUP IS A FULL SERVICE AGENCY OFFERING:**

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## MARKETING STRATEGY, RESEARCH & CAMPAIGN MANAGEMENT

- Understand the business through the consumer's eyes, their path to decision. (White-board meetings, Basecamp, Collaborative planning sessions)
- Use our extensive proprietary 1st & 3rd party data set to establish Interest & Intent
- With the understanding that the only constant is change, we utilize regular meetings, predetermined benchmarks and regular communication to anticipate and embrace change situations

---

## DATA – CONSUMER INTEREST & INTENT

- Reach a relevant audience at the moment when they are primed to receive, remember and act on the message
- Extensive 1st party data representing approximately half of the US population through our affiliated 12 local media group properties and national affiliates
- 3rd party data available through our many technology partners

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## DIGITAL MEDIA

- Using insights forged from our proprietary 1st and 3rd party data, we craft campaigns that provide an effective actionable roadmap to the intended results.
- SEO, SEM & AdWords, Targeting & Retargeting (IP, Geo, Behavioral, etc.)
- Mobile Marketing & Location-based Services

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## BRANDING

- Stakeholder focus groups and trainings
- Brand research and strategy
- Audits to determine all impacted touch points, media, etc.
- Collaborative development
- Renaming consultation and facilitation
- Style Guides – logos, iconography, font and palette determinations
- Communication plans (internal, external)

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## CREATIVE DEVELOPMENT & EXECUTION

An in-house creative team of 40+ people with skills ranging from visionary/brand identity specialists to videography and photography specialists to traditional content creators to fulfillment designers.

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## CONTENT MARKETING

Telling relevant and engaging stories that matter to your customer and you, using any effective channel and medium (photo slideshows, video, podcasts, infographics, sponsored articles, website copy, social media posts and more).

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## SOCIAL MEDIA MARKETING

With paid placements we utilize only the channels that make sense for your brand + the campaign + KPIs. We take the content to where your target audience is, with the understanding that this is an amplification tool, not a standalone piece.



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## GOAL DEVELOPMENT, REPORTING & OPTIMIZATION

Our investment in enhanced reporting technologies enables us to better analyze performance – we monitor via custom-built operational tracking systems (Advance Analytics - Performance Reporting Dashboards). Statuses and learnings are communicated consistently in a predetermined pace and utilized to optimize individual messages, creative, media and campaigns. Many are also Google Analytics and Google Ads certified, enabling us to monitor campaign performance from the client side.

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## STRATEGIC SYMBIOTIC PARTNERSHIPS

Extending the services and capabilities we utilize internally and are able to offer our clients, we work with several partners:

- Developing Partner Programs between our Client and their Membership or Partner Businesses
- App development to track end-user experiences in retail inside specific geographies
- Perk/Incentive Programs for Target Audiences

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## TRADITIONAL MEDIA PLACEMENT, MANAGEMENT & BUYING

We have the ability to perform client based, dedicated media buys, and make recommendations with integrity. Typically, we function as the strategists and provide recommendations for traditional placements and OOH, but do not act as billing entity and media contact. In cases where our clients prefer we are the main contact to these vendors and offer a pass-through billing service, a service fee of 10% is added.

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## WEB DEVELOPMENT

- Custom/template sites
- Responsive Site Builds
- Custom/purchased CMS
- SSL/HTTPS secure connections
- Hosting & maintenance options
- Content creation
- Reporting

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## SEARCH ENGINE OPTIMIZATION

SEO is not just about keywords or rankings. It's about Organic traffic and optimizing the varied solutions that work in congress to achieve it. SEO is about getting in front of the right people and gaining qualified leads that convert. Our SEO campaigns focus on getting more of the right people to your website and to your business.

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## SEARCH ENGINE MARKETING

No matter the size of business, we provide stellar paid search services. Our process is simple. We identify your objectives and outline goals, then build a campaign to achieve those goals. Campaigns are managed individually, to provide a custom solution and ensure timely optimization. Our team reports monthly on performance.

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## ENGAGEMENT DRIVERS

Trivia, inter-active polling, quizzes, sweepstakes and brackets all offer intensive engagements with the promise of a prize. These solutions are effective and manageable and bring a high rate of return. These solutions combine email, display, bounce-back messaging, and lead generation to activate and audience and produce immediate, qualified leads.

# DIGITAL SOLUTIONS

**Target exactly who you need to reach,  
on the device in their hand right now.**

We connect brands to people through world-class advertising solutions,  
local expertise and premium brands.

## VIDEO CREATION

- Advertising
- Publishing

## VIDEO SPONSORSHIP

- Michigan's Best

## ONLINE DISPLAY ADVERTISING

- Direct sold MLive.com digital placement
- Programmatic ad-buy management
- Mobile Geo-fencing
- Video and Rich Media
- Graphic Design
- Photography

## CONTENT MARKETING

- Sponsored Content
- Content Creation
- Content Strategy

## EMAIL MARKETING

- Data Appends
- List Rental
- Display Retargeting
- Engagement Drivers

## SOCIAL MEDIA

- Management
- Optimization
- Advertising

## SEARCH ENGINE OPTIMIZATION (SEO) SEARCH ENGINE MARKETING (SEM) WORDPRESS WEBSITE DEVELOPMENT



# POWERFUL TECH STACK

A powerful and sophisticated tech stack is necessary to fuel the science behind an effective audience targeting strategy. The benefit of these relationships is not only for establishing an effective audience targeting strategy, but for providing the most detailed and advanced reporting, so that we can communicate the effectiveness of your campaign.

MLive Media Group is certified in Premier Google Ads for Search, Google Analytics Certified, Google Tag Manager Certified, Google Ads Display, Google Video Advertising, and YouTube Advertising. In addition, Advance has been awarded the Microsoft Digital Advertising Partner of the Year for three years and is a Meta Business Partner. The Advance Local family of companies is a Google Premier Partner status, and is among the top 3% of Google Partners in the country.



**26**

NEWSPAPERS  
AND  
MAGAZINES



**15**

NEWS &  
INFORMATION  
WEBSITES



**21M**

SOCIAL MEDIA  
FOLLOWERS



**52M**

PEOPLE REACHED  
PER MONTH

**#1**

COMSCORE  
RANKED  
LOCAL NEWS  
PUBLISHER  
BRAND

## PREFERRED PARTNERS



Microsoft Partner  
Digital Advertising



**ADVANCE  
LOCAL**

IS AMONG THE  
**TOP 3%**  
OF GOOGLE  
PARTNERS IN THE  
COUNTRY

## TECH STACK



**MLive, with eight publications and Michigan's number one news and information site MLive.com** – for almost 200 years our journalists have provided the residents of Michigan with locally relevant news, sports and entertainment coverage. Whether investigating crucial stories or finding the best that Michigan has to offer, we strive to be both an observer and advocate for our local communities.

## BENEFITS

Allows you to capture users that are more engaged with content that matters, making MLive.com the ideal local audience for your campaign.

Keeps your brand across multiple devices, on local news that our community is consuming most.

Award-winning news means compelling content with a loyal and engaged audience:

- 91 Michigan Press Association awards (announced March 2022)
- 55 Associated Press awards (announced Apr 2022)
- 23 Michigan Press Photographers Association awards, including fifth year for Photographer of the Year.

## DIGITAL SOLUTIONS

- Digital Display Ads
- Rich Media
- Geo, Contextual and Behavioral Targeting
- Re-Messaging
- Sponsored Articles
- Video
- Social Media
- Special platforms for: job listings, auto listings, obituaries, celebrations and for sale ads.

## KEY METRICS



### 90%

COMBINED REACH  
TO ALL MICHIGAN  
ADULTS



5,800,000+  
STATEWIDE  
VISITORS



12,500,000  
ACTIVE  
UNIQUES



28,550,513  
2021 AVERAGE  
TOTAL OF ALL  
SESSIONS



175  
PRESS  
AWARDS

## AUDIENCE PROFILE



65%  
USE MOBILE



35%  
USE  
DESKTOP



59%  
ARE  
BETWEEN  
25-54



48%  
ARE  
FEMALE



52%  
ARE  
MALE



40%  
HAVE  
HOUSEHOLD  
INCOME \$75K+

# PRINT SOLUTIONS

## We own Michigan's News

Our journalists report Michigan's News, in communities across our Great Lakes State. Advertise alongside these well-read news articles, and reach your audience using print. As part of a well-rounded marketing campaign, print advertising (especially when positioned alongside trusted news content) can make for a healthy mix.



**69% OF CONSUMERS  
PAY MORE ATTENTION TO  
ADS FROM SOURCES THEY  
KNOW AND TRUST**



**78% RETENTION RATE  
WHEN PRINT IS USED  
AMONG A 3+ CHANNEL  
CAMPAIGN**



**635,500 READERS  
WEEKLY GAIN INFLUENCE  
WITH THE MLIVE AUDIENCE**

### EIGHT LOCAL NEWSPAPERS



### MICHIGAN'S BEST



# PRINT ADVERTISING

## Advertising in Print Reaches an Engaged Audience

We have all sorts of options for print ads that appear in our paper and subscribers can access daily digital editions for all eight newspapers (exact replicas of the printed paper), as well as online at MLive.com. After all, we have been providing Michigan's trusted, consistent and award-winning news and information content for 180+ years. Our newspapers reach an engaged audience that give newspapers their attention and actively consume content. It's the ideal environment for advertising to influence brand choice and direct response.

At MLive, we focus on creating compelling advertising and messaging for our advertisers, as well as making sure clients understand the value of our dedicated audience. As a result, MLive Media Group has cultivated a long list of satisfied and trusting clients using our newspapers for their messages.

### PUBLISH DAYS

**The Bay City Times, The Flint Journal, and The Saginaw News** are published every Tuesday, Thursday, Friday and Sunday. **The Grand Rapids Press, Jackson Citizen Patriot, Kalamazoo Gazette, and Muskegon Chronicle** are published every Tuesday, Thursday and Sunday. **The Ann Arbor News** is published every Thursday and Sunday.

Expanded distribution coverage is available to non-subscribers each Sunday in **Michigan's Best**.

NEWSPAPER/DMA	READ THE PAPER AT LEAST 1X WEEK	TOTAL PRINT & MLIVE.COM REACH AT LEAST 1X WEEK PER LOCAL DMA
The Ann Arbor News	41,052	838,200
The Bay City Times	47,300	403,200
The Flint Journal	88,000	437,500
The Grand Rapids Press	195,000	750,700
Jackson Citizen Patriot	59,700	219,100
Kalamazoo Gazette	74,800	656,900
Muskegon Chronicle	55,300	633,200
The Saginaw News	52,000	410,700

### PRINT SOLUTIONS

- In-Paper Advertising
- Inserts - Preprints
- Inserts - Print & Deliver
- High Impact Print Advertising
- Special Interest Sections



Sources: 2021 Nielsen-Scarborough, 2021 Comscore



# INSERT ADVERTISING

MLive Media Group has an extensive reach to thousands of engaged readers in our eight newspapers with a variety of targeting options for free standing insert/preprint advertisers. We offer a wide variety of options to target your message, including geo-targeting to over 350 zip codes.

The weekly non-subscriber package (TMC) includes local grocery and shopping inserts that customers look forward to receiving – all in a welcoming design. The Michigan's Best publication highlights reasons to celebrate everything great about our state: Food, Entertainment, Adventures, Business and Technology. This publication provides advertisers the ability – when combined with newspaper coverage – to attain optimum household penetration within targeted zip code coverage areas and expanded, non-duplicated Sunday home distribution of 635,500 homes weekly.



**9 OUT OF 10**  
NEWSPAPER READERS TAKE  
SPECIFIC ACTIONS AFTER READING  
PRE-INSERT ADS. (INMA)



**70%**  
OF ADULTS AGED 18 AND  
OVER PREFER NEWSPAPER  
AS THE SOURCE OF COUPONS.  
(MANSIMEDIA)





# MICHIGAN'S BEST

## Michigan's Stories We Love to Share

Michigan's Best is a spot where foodies, travel lovers, indoor and outdoor adventurers, and anyone curious about life in Michigan can find uplifting stories that might help them plan their next adventure – or just put a smile on their face.

### BE PART OF THE MOVEMENT!

Getting involved in Michigan's Best means sharing your stories through platforms like MLive.com, video, social media, sponsored content, print and display. It means aligning your brand with highly sharable, entertaining and uplifting content via vlogs, sponsorships and other media. Our most committed partners will be aligned in the brand and marketing of Michigan's Best at a mass level. There are so many ways to be part of the movement.

### MICHIGAN'S BEST CONTENT

The content and articles that are part of Michigan's Best are stories by MLive.com journalists, and branded content from our advertising partners living side by side. Editorial content will originate on MLive.com and will be promoted through Michigan's Best.

### PROMOTING MICHIGAN'S BEST

Michigan's Best content is promoted using the power of the MLive Media Group. There's intensive advertising for the Michigan's Best brand living on MLive.com. Our stories are even more present in social media, creating awareness and audience through the posts, comments and shares of our audience.

### STATS



**MLive Social**  
Followers: 3M+



**MB FB Reach:**  
1,387,533



**Followers: 2,072**



**Unique Users: 5.5M**



**Content Views: 8M**



**Printed Publication**  
Reaches 635,500  
Homes Weekly



**6 Elite Partnerships**  
(20+ to date)





## MICHIGAN'S BEST PRODUCTS

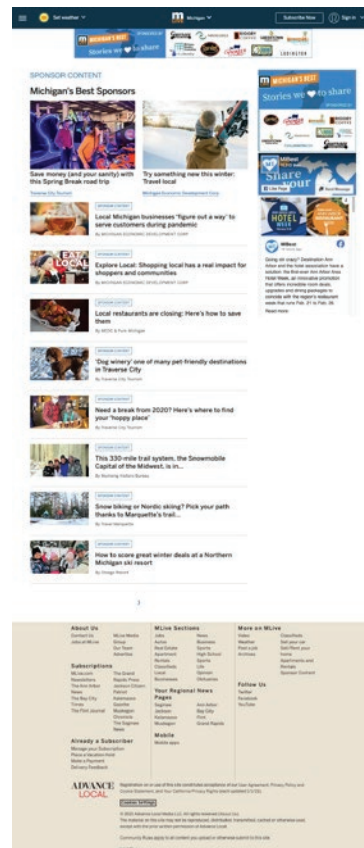


## TACTICS

- Brand Awareness
- Video
- Sponsored Article on MLive.com
- Social Media
- Podcasts
- Digital Impressions
- Content Impressions
- Sweepstakes/Lead Gen
- Print Ads in MI Best Publication
- Print Ads in 8 Statewide Newspapers
- Print Special Section/ Takeovers



Printed Publication



Michigan's Best Sponsored Content on MLive.com

## CONTACT

Discover how partnering with Michigan's Best can amplify your business:

**Jamie Dionne**  
**616-377-8728**  
**jdionne@mlive.com**

[www.mlive.com/michigansbest](http://www.mlive.com/michigansbest)



Printed Publication



Print Ad



# OUR CLIENTS RECEIVE

## Local, Personal Service

- Direct placement on Michigan's #1 news site, MLive.com
- Guaranteed Google ad network compliance
- Google Adwords certified experts
- Comprehensive digital reach capabilities
- Transparent reporting
- Ongoing optimization
- World's best data and technology partners
- Fair, custom quotes based on individual needs

“

*“...they [MLive Team] have shown through their customer service, that they are concerned with what's really best for our organization and have proven to be true partners in every sense of the word. I am grateful for our partnership now more than ever.”*

– Cori-Ann Cearley, Munising Visitors Bureau Pictured Rocks Inn and Suites



# TESTIMONIALS

## What our partners are saying...

A big thanks to our digital marketing team at MMG. Our hard work is paying off! [In response to Mackinac Island being named Number One Summer Destination by TripAdvisor in 2018]

– **Tim Hygh, Mackinac Island Tourism**

MLive brought to Grace's rebranding exactly what we had hoped. They accepted our initial data collection efforts and added to that body of data. They understand the dynamics brought by multiple layers of institutional stakeholders and helped us gain buy-in. The entire process had clear deliverables as well as a clear path to reach the end goal.

– **Brian Sherstad, Grace Christian University**

When we first began refreshing our brand identity we vetted a few local creative agencies for the project. We were impressed by the professionalism and strategic approach and we decided to jump into this crazy journey with their team leading the charge.

– **Steve Volkers, Steve Volkers Group**

Eric [of MLive] can introduce new ideas and make them a reality within the hour. As media is ever-changing in this fast-paced environment, Eric will inform his audience of current industry trends and how to implement those trends back in the office.

– **Anita Lindsay, Michigan Chamber of Commerce**

Our Planning Commissioners loved [the videos] and many want to visit these locations now. They're very impressed with the high-quality of work MLive is producing.

– **Jacob Maurer, Genesee County Metropolitan Planning Commission**

Our partnership with MLive is greatly valued on many levels. We feel confident in the strategies about our tourism product. Our account rep helps us fully understand our success analytics and makes necessary adjustments. We've worked with their creative staff on videos and blogs and feel the finished product is intriguing, professionally crafted and a true representation of our brand.

– **Christy Walcott, Gaylord Area Convention & Tourism Bureau**

We use MMG for all of our digital marketing...because of their expertise with Google Analytics reporting and analysis. MMG also offers the Visitor Bureau a wide scope of influence as one of the largest publishers in the US. This helps distribute our message regionally, and in the state of Michigan.

– **Scott Beal, Silver Lake Sand Dunes-Hart Visitors Bureau**

In a market that is very segmented it can be tough to get the attention of potential and existing customers. Eric [Hultgren, of MLive] helped us recognize the need to focus on making our customer "the hero" in our business scenarios for sustainable success.

– **Rick Vuyst, Flowerland**

The process for designing something as seemingly simple as a logo is somewhat magical. Looking at what we had before and looking at what we have now is an impressive difference. Our staff sees the difference and is excited and motivated to promote and expand the brand. We love the guidelines, it will be a valuable tool in our marketing going forward.

– **Teel Jewelers**

The MLive/Advance team has helped Kadant scale our digital strategy for the industries we serve. As our marketing efforts have begun shifting from inbound to more outbound and account-based marketing, they have listened and guided us with solutions that have exceeded our lead generation goals. I value the strong partnership that's grown the last six years with Ryan Winfield and his team as our digital agency.

– **Vicki Hunsberger, Director of Marketing, Kadant**

The family-owned dairy farm, MOO-ville Creamery, had one location with limited local distribution. Then it was named Michigan's Best Ice Cream Parlor by MLive. Today, owner Troy Westendorp said they produce 733% more ice cream and distribute to most of West Michigan. "We made 12,000 gallons in 2012 when we won the contest and now are making 100,000 [gallons] a year!" said Westendorp. The Nashville, Michigan based creamery has expanded to three locations and are known for their innovations, creative flavors and community focus, thanks to the support of Michigan's Best and MLive.

– **Troy Westendorp, MOO-ville Creamery**



# OUR CLIENTS

MLIVE MEDIA GROUP HAS WORKED FOR THOUSANDS OF CLIENTS IN MANY DIVERSE INDUSTRIES SUCH AS: TRAVEL & TOURISM, EDUCATION, HEALTHCARE, FINANCIAL, ENTERTAINMENT, B2B, REAL ESTATE, AUTOMOTIVE, RETAIL, RESTAURANTS, NON-PROFITS, AND MORE.



# 2023 CALENDAR OF EVENTS

There's always something happening in our community, and our journalism, programs and events reflect that. There are dozens of ways to activate our audience, either through participating in one or more of the initiatives listed here, or developing a customized print and digital campaign that elevates your brand and converts your key audiences.

## Events

For more information: [www.mlivemediagroup.com/events/](http://www.mlivemediagroup.com/events/)



### WOMEN'S SUMMIT

May 15 - In Person



### A GUIDE TO MEDICARE

October 24 - Virtual



### CANNABIS INSIGHTS

September 14 - In Person



### TOP NURSES

November 9 - In Person

## Special Sections

- **Midwest College Guide** - March 12
- **Medicare Open Enrollment Guide** - October
- **Top Nurses** - Date TBD
- **Seasons Greetings** - November 23

## Audience Activation/ Sweepstakes

- **Mother's Day Showcase** - April 24
- **Holiday Showcase** - December 4

# DIGITAL SPECIFICATIONS

## DESKTOP ADS

### Leaderboard |

Dimensions: 728x90  
File Size: 60 kb Max  
File Format: JPG, PNG, GIF, ad tags  
Animation: GIF, HTML5, 15 sec max; IBV



Expandable sizes: 728x90 ad > 728x270 ad



### Half Page |

Dimensions: 300x600  
File Size: 60 kb  
File Format: JPG, PNG, GIF, ad tags  
Animation: GIF, HTML5, 15 sec max; IBV



Expandable sizes: 300x600 ad > 600x600 ad



### Gmail Ad

Dimensions: 650 wide x 300-1000 high  
File Size: 800 kb Max  
File Format: JPG, PNG, GIF  
Animation: None  
This is a static unit that displays within Gmail.



### Rectangle |

Dimensions: 300x250  
File Size: 60 kb Max  
File Format: JPG, PNG, GIF, ad tags  
Animation: GIF, HTML5, 15 sec max; IBV  
RRM and IBV available for desktop



Expandable sizes: 300x250 ad > 600x250 ad



### Adhesion |

Dimensions: 970x90  
File Size: 60 kb Max  
File Format: JPG, GIF  
Animation: GIF, 15 sec max  
This unit remains visible at the bottom of the browser window at all times.



### Native Display |

Dimensions: 1200x628 (build size) - but will be displayed at smaller dimensions.  
File Size: 1200 kb Max  
File Format: JPG, PNG, no tags  
Animation: None

#### Other important needs/specs:

- Image CANNOT have prominently featured text or logos

#### Article headline (separate text)

- 90 characters MAX (best practice is to keep it closer to 50 characters). Spaces contribute to the character limit

#### Body text (separate text)

- 90 characters MAX. Spaces contribute to the character limit

**Advertiser name** as they would like it to appear on the ad [Advertiser Name]

- 25 characters MAX. Spaces contribute to the character limit

**Clickthru URL** for Headline/Thumbnail



### Portrait |

Dimensions: 300x1050  
File Size: 250 kb  
File Format: JPG, PNG, GIF, ad tags  
Animation: GIF, HTML5, 15 sec max; IBV  
Restrictions: GAM only (no extended reach. Desktop only, no Homepage).  
Appears on the right rail only.



### Billboard |

Dimensions: 970x250  
File Size: 150 kb Max  
File Format: JPG, PNG, GIF, ad tags  
Animation: GIF, HTML5, 15 sec max; IBV



### CTA Branded Footer |

Dimensions: 620 wide x up to 200 high  
File Size: 60 kb Max  
File Format: JPG, PNG  
Animation: None  
Must include a prominent call to action



### HOMEPAGE

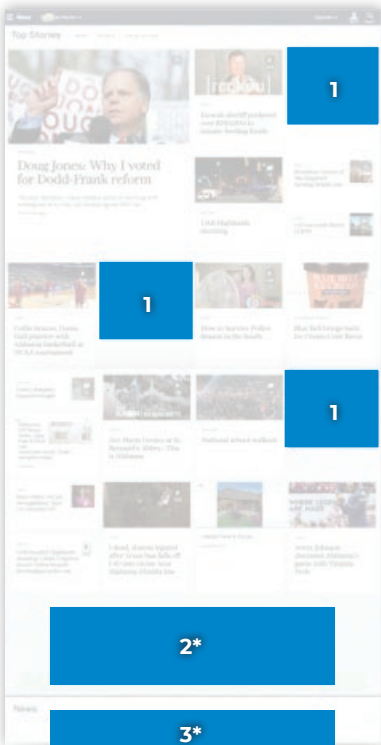
### INTERIOR PAGE

### EXTENDED REACH



# DESKTOP PRODUCTS

## Homepage Takeover



### Units Included:

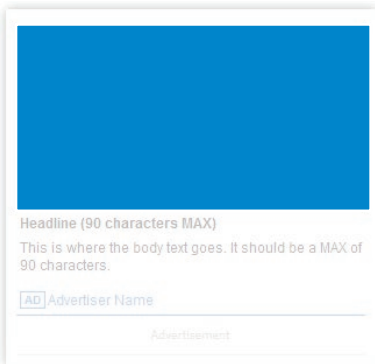
- 1 | Rectangle x3, or Native Display Click-Out + 2 rectangles
- 2 | Billboard
- 3 | Adhesion
- 4 | Leaderboard\*

\*For devices that can't fit a 970px width, the Leaderboard is served.

*Best practice: use a different layout for each rectangle. Instructions must indicate if the Native Display Click-Out is included.*

## Native Display Click-Out

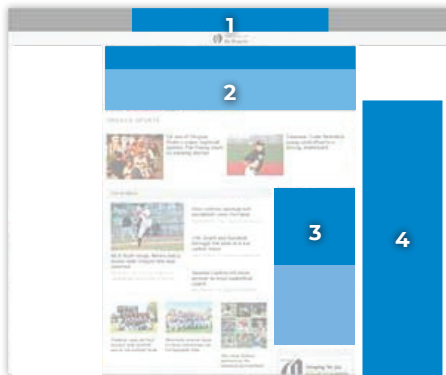
Will click to external destination  
Served on DFP



### Units Included:

- 1 | Native Display Ad

## Interior Page Takeover



### Units Included:

- 1 | Leaderboard
- 2 | Pushdown or Billboard
- 3 | Rectangle of Half Page
- 4 | Portrait

## Native Display Click-In

File Format: JPG, PNG, no tags

Animation: None

Served on Nativio; these ads appear on the Sponsored Content article page

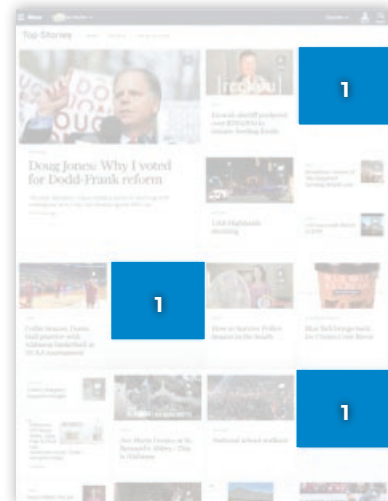


### Units Included:

- All Units Optional
- 1 | Leaderboard
- 2 | Rectangle, or Half Page\*
- 3 | CTA Footer

\*Desktop only; built if requested

## Homepage Roadblock



### Units Included:

- 1 | Rectangle and/or Native Display, x3
- Best practice: use a different layout for each rectangle*

## Interior Roadblock



### Units Included:

- 1 | Leaderboard
- 2 | Rectangle

## MOBILE ADS

### Leaderboard | 🏠 📱 ➡

Dimensions: 728x90  
 File Size: 60 kb Max  
 File Format: JPG, PNG, GIF, ad tags  
 Animation: GIF, HTML5, 15 sec max; IBV  
 Expandable sizes:  
 728x90 > 1024x768 (tablet only)



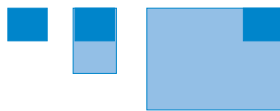
### Native Display | 🏠 📱

Dimensions: 1200x628 (build size)  
 File Size: 1200 kb Max  
 File Format: JPG, PNG, no tags  
 Animation: None  
 These ads are built at 1200x628, but will be displayed at smaller dimensions.



### Rectangle | 🏠 📱 ➡

Dimensions: 300x250  
 File Size: 60 kb Max  
 File Format: JPG, PNG, GIF, ad tags  
 Animation: GIF, HTML5, 15 sec max; IBV  
 Expandable sizes:  
 300x250 > 1024x768 (tablet only)  
 300x250 > 320x480 (mobile only)  
 RRM and IBV available for mobile browser, and extended reach mobile apps.



### Mobile Adhesion | 🏠 📱

Advance Local sites only  
 Dimensions: 320x50  
 File Size: 60 kb Max  
 File Format: JPG, PNG, no tags  
 Animation: GIF, 15 sec max



### Mobile Banner | 🏠 📱 ➡

Dimensions: 320x50  
 File Size: 60 kb Max  
 File Format: JPG, PNG, GIF, ad tags  
 Animation: GIF, HTML5, 15 sec max; IBV  
 Expands to:  
 320x50 > 320x480  
 RRM available for mobile browser, and extended reach mobile apps.



## MOBILE PRODUCTS

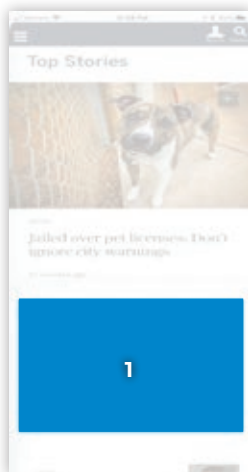
### Mobile Homepage Takeover



#### Units Included:

1 | Rectangle and/or Native Display, x4  
 2 | Mobile Adhesion  
 Best practice: use a different layout for each rectangle

### Mobile Homepage Roadblock



#### Units Included:

1 | Rectangle and/or Native Display, x3  
 Best practice: use a different layout for each rectangle

### Mobile Native Display Click-In



#### Units Included:

1 | Mobile Banner  
 2 | CTA Footer  
 3 | Rectangle

🏠 **HOMEPAGE**

📱 **INTERIOR PAGE**

➡ **EXTENDED REACH**



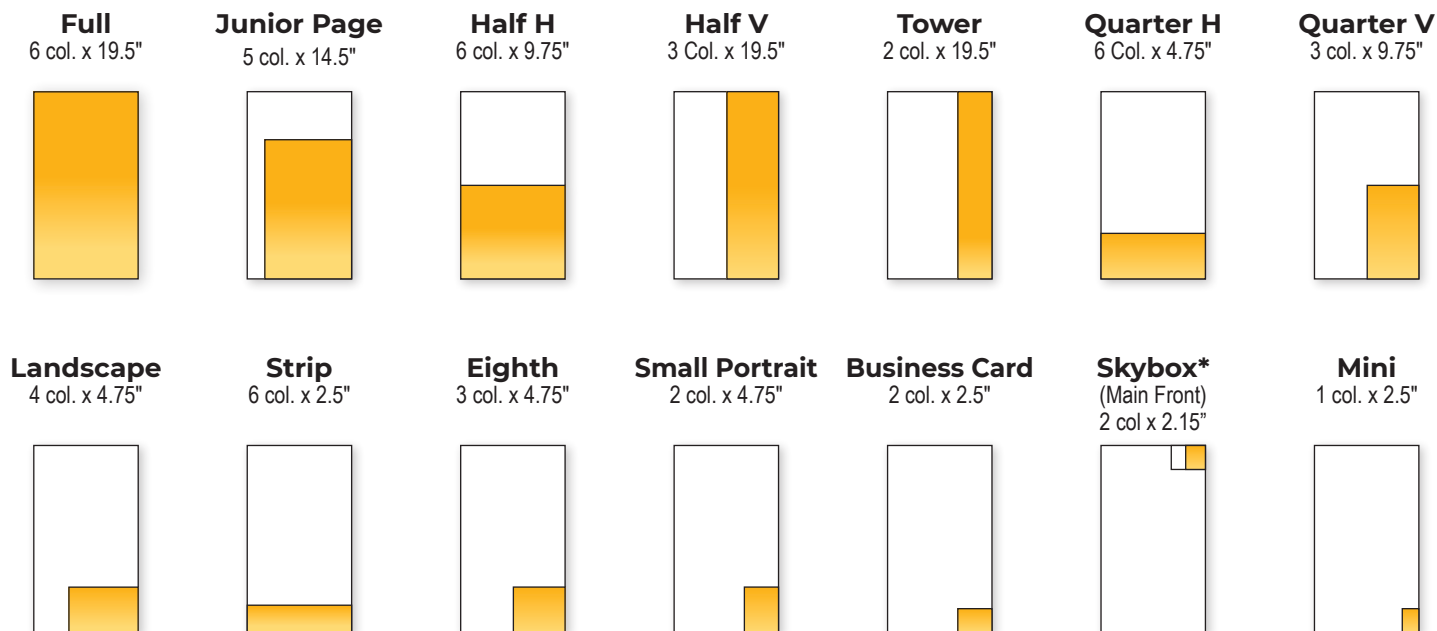
Additional information can be found on [www.mlivemediagroup.com](http://www.mlivemediagroup.com)  
 or reach out to your sales executive for specific information.

# PRINT SPECIFICATIONS

## RETAIL AD SIZES (6 COLUMN)

43 INCH PRESS SIZE

Column x Inches = Image Area



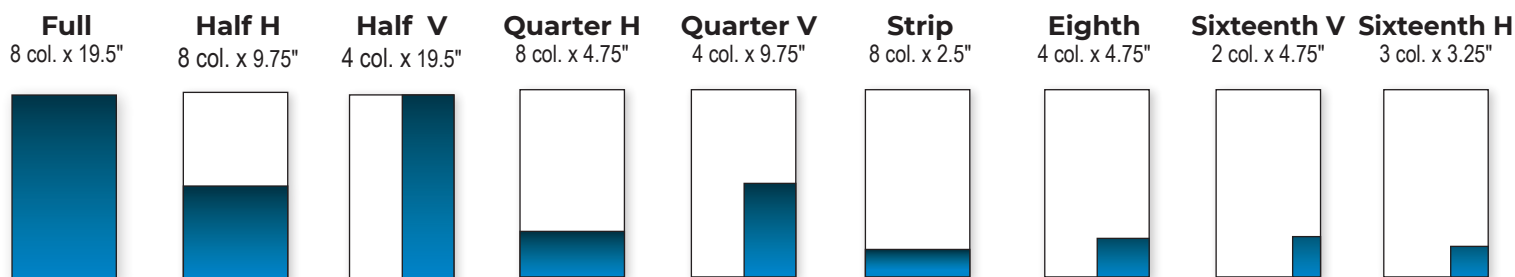
### COLUMN WIDTHS:

1 Column = 1.562"	3 Column = 4.886"	5 Column = 8.210"
2 Column = 3.224"	4 Column = 6.548"	6 Column = 9.872"

Double Truck 20.628" Wide

\*SKYBOX: Content/Creative must only be 2.2" x 2.15". Content/Creative MUST BE aligned to the right, leaving the left portion of the ad for transparency

## CLASSIFIED AD SIZES (8 COLUMN)



### COLUMN WIDTHS:

1 Column = 1.198"	3 Column = 3.676"	5 Column = 6.154"	7 Column = 8.632"
2 Column = 2.437"	4 Column = 4.915"	6 Column = 7.393"	8 Column = 9.871"

- NOTES**
- PDF file format preferred, also accept EPS (embed or outline fonts)
  - File profile and all imagery set to CMYK process colors
  - Ad size exactly matches the size noted above
  - No crop marks
  - DPI: 300 preferred



Additional information can be found on [www.mlivemediagroup.com](http://www.mlivemediagroup.com) or reach out to your sales executive for specific information.