MEDIA KIT

2023

100+ YEARS OF CLIENT STORYTELLING.

SMARTER MARKETING.

LOCAL PRESENCE. NATIONAL REACH.

MLive Media Group

www.mlivemediagroup.com

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 m LIVE

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

		Last 12 Mos Avg Uniques
2	freep.com	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

mlive.com — 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

MLIVE MEDIA GROUP — 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 — mLIVE — cleveland.com — lehighvalleylive.com — AL.com — MASS LIVE — nj.com — OREGONLIVE — PENN LIVE — silive.com — syracuse.com — NYup.com

mLIVE MEDIA GROUP

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.
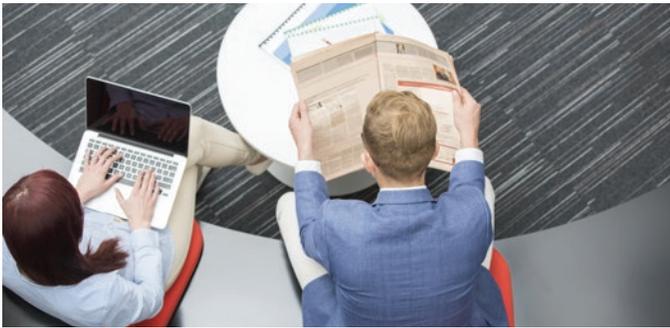
ADVERTISING ON MLIVE-OWNED MEDIA AND BEYOND

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:

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

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

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)

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.

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).

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.

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.

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

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.

WEB DEVELOPMENT

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

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.

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.

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

YOUR AD HERE

YOUR LOGO

YOUR CUSTOM CONTENT HERE

CONTENT MARKETING
- Sponsored Content
- Content Creation
- Content Strategy

YOUR CUSTOM EMAIL HERE

YOUR AD HERE

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

Google Partner — PREMIER 2022

bing — Authorized Reseller

Microsoft Partner — Digital Advertising

Meta Business Partner

YouTube

Snapchat

Linked in

TikTok

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

TECH STACK

Google Marketing Platform · Google Ads · Google Ad Manager · Display & Video 360 · LiveRamp · LOTAME · MOAT · PubMatic

comscore · PARSE.LY · dun & bradstreet · 1010DATA · EPSILON · NATIVO · Taboola

B2B Targets · semasio · KANTAR MEDIA · bluekai · Add This · EQUIFAX · experian · datalogix

acxiom · GfK MRI · NinthDecimal · grapeshot · crosspixel · MasterCard Advisors

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

169
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+

Sources: Google Analytics 2021, Comscore 2021, Lotame 2021

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	48,200	838,900
The Bay City Times	40,500	392,900
The Flint Journal	79,600	417,200
The Grand Rapids Press	203,100	760,000
Jackson Citizen Patriot	57,000	169,000
Kalamazoo Gazette	67,100	686,000
Muskegon Chronicle	50,400	673,300
The Saginaw News	44,400	393,000

PRINT SOLUTIONS

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

Sources: 2022 Nielsen-Scarborough, 2022 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 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

MB FB Reach: 1,387,533

IG Reach over 124,000

Unique Users: 10.2M

Content Views: 14.2M

Printed Publication Reaches 635,500 Homes Weekly

12 Elite Partnerships (20+ to date)

CONTACT

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HLaurencelle@mlive.com

www.mlive.com/michigansbest

MICHIGAN'S BEST PRODUCTS

MI BEST VLOG

MI BEST SPOTLIGHT

MI BEST DAY

MI BEST IMPRESSIONS

SWEEPSTAKES WIN

MADE IN MICHIGAN

ELITE PARTNER

Added Value & Best Promotion!

**MI BEST PRINT**

MI BEST ARTICLE

MI BEST GUIDE

PODCAST

MI BEST WEEKEND

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 Sections

Michigan's Best Sponsored Content on MLive.com
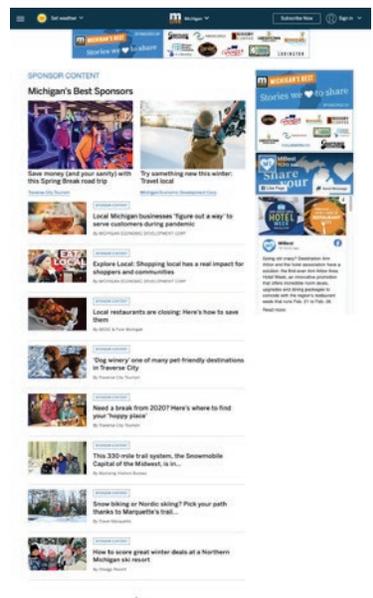
Printed Publication

Vlog Video

Sponsored Article
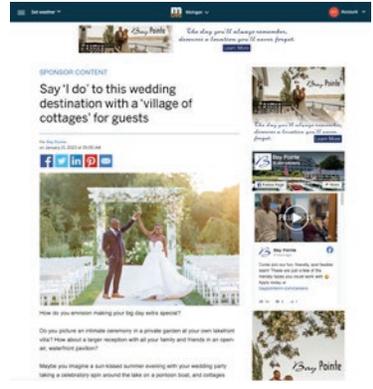
Vlog Video

Elite Sponsor Cobranded Ad

Made in Michigan Video

Spotlight Video

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 realty 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/

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

OVERLAY

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

OVERLAY

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

OVERLAY

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
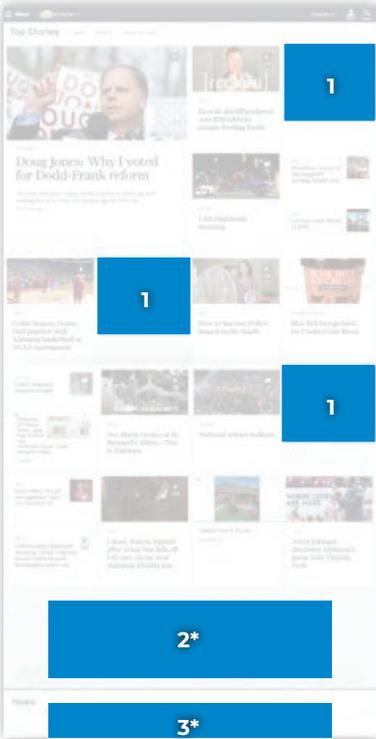
Units Included:

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
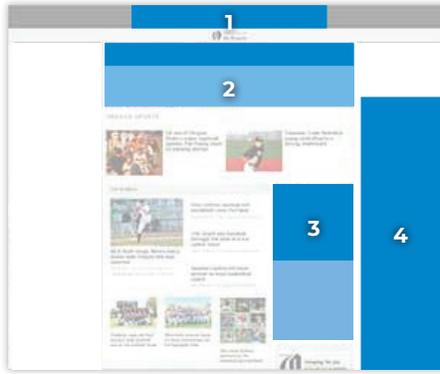
Units Included:

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 Nativo; these ads appear on the Sponsored Content article page*
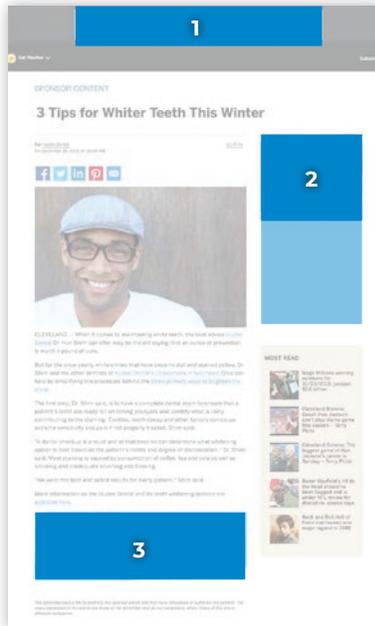
Units Included:

All Units Optional

1 | Leaderboard

2 | Rectangle, or Half Page*

3 | CTA Footer

*Desktop only; built if requested

Homepage Roadblock
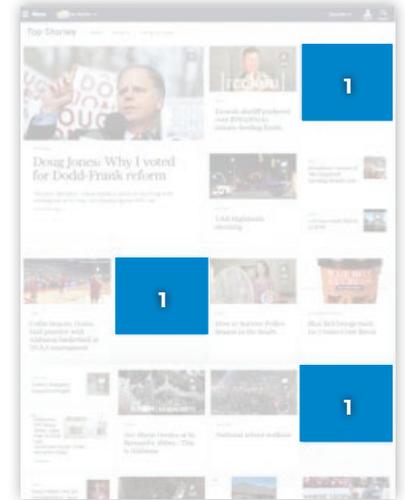
Units Included:

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.
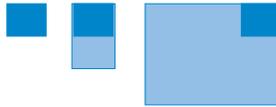
Mobile Adhesion | 🏠 🖼️

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
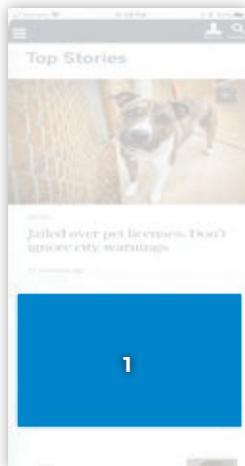
Units Included:

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

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🏠 **HOMEPAGE**   🖼️ **INTERIOR PAGE**   ➡️ **EXTENDED REACH**

PRINT SPECIFICATIONS

RETAIL AD SIZES (6 COLUMN)

Full
6 col. x 19.5"
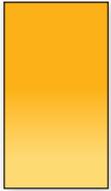
Junior Page
5 col. x 14.5"
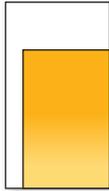
Half H
6 col. x 9.75"

Half V
3 Col. x 19.5"

Tower
2 col. x 19.5"

Quarter H
6 Col. x 4.75"

Quarter V
3 col. x 9.75"
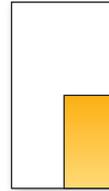
Landscape
4 col. x 4.75"
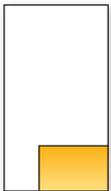
Strip
6 col. x 2.5"

Eighth
3 col. x 4.75"

Small Portrait
2 col. x 4.75"

Business Card
2 col. x 2.5"

Skybox*
(Main Front)
2 col x 2.15"

Mini
1 col. x 2.5"
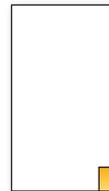
COLUMN WIDTHS:

1 Column = 1.562"
2 Column = 3.224"

3 Column = 4.886"
4 Column = 6.548"

5 Column = 8.210"
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)

Full
8 col. x 19.5"

Half H
8 col. x 9.75"

Half V
4 col. x 19.5"

Quarter H
8 col. x 4.75"

Quarter V
4 col. x 9.75"

Strip
8 col. x 2.5"

Eighth
4 col. x 4.75"

Sixteenth V
2 col. x 4.75"

Sixteenth H
3 col. x 3.25"

COLUMN WIDTHS:

1 Column = 1.198"
2 Column = 2.437"

3 Column = 3.676"
4 Column = 4.915"

5 Column = 6.154"
6 Column = 7.393"

7 Column = 8.632"
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 or reach out to your sales executive for specific information.