MEDIA KIT

2024

100+ YEARS OF CLIENT STORYTELLING.

SMARTER MARKETING.

LOCAL PRESENCE. NATIONAL REACH.

MLive Media Group

www.mlivemediagroup.com
marketing@mlive.com
800.878.1400

ADVANCE LOCAL

Part of Advance Local - Midwest

2024.0516

Table Of Contents

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, retail, restaurants, non-profits, municipal and more.

MLive Media Group is the sister company to MLive, comprising 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.

#1

mLIVE

MICHIGAN'S MOST READ NEWS SITE.

MLive.com	**8,267,772**
freep.com	5,620,547
detroitnews.com	3,411,755

COMSCORE: 12/2023 12 MONTH AVE, UNIQUE VISITORS - NATIONAL TRENDS FOR TOP MICHIGAN-BASED MEDIA WEBSITES

PART OF A GLOBAL COMPANY

MLive Media Group (MMG) is a division of Advance Local, a leading national media company comprising 18 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.

- 9th largest publisher in the nation
- Network of 12 local media groups – each of them holds the #1 position in their market
- 160+ 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 — mlive.com · THE ANN ARBOR NEWS · THE BAY CITY TIMES · DETROIT mlive.com · THE FLINT JOURNAL · THE GRAND RAPIDS PRESS · JACKSON CITIZEN PATRIOT · LANSING mlive.com · 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 · ACBJ · LEADERS GROUP · THE IRONMAN GROUP

ADVANCE HEALTHCARE · ADVANCE EDUCATION · ADVANCE LOCAL EVENTS · ADVANCE RECRUITMENT · ADVANCE TRAVEL & TOURISM destination marketers

HEADLINE Group · HOOT interactive · reckon · CLOUD THEORY · zerosum · SEARCH OPTICS Intelligent Retail

mLIVE · cleveland.com · AL.com · gulflive.com · R · lehighvalleylive.com · LONESTAR LIVE

MASS LIVE · nj.com · OREGONLIVE · PENN LIVE · 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.
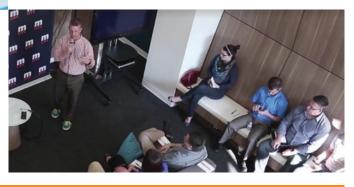
YOUR BRAND STORY TOLD VISUALLY
Exceptional content and creative.

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:

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 15% 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.
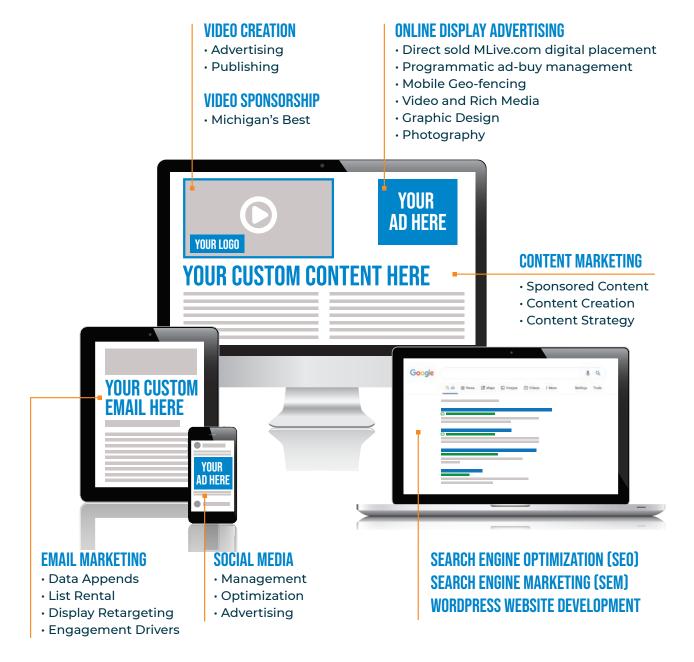
ENGAGEMENT DRIVERS

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.

23	**18**	**24M**	**52M**	**#1**
NEWSPAPERS AND MAGAZINES	NEWS & INFORMATION WEBSITES	SOCIAL MEDIA FOLLOWERS	PEOPLE REACHED PER MONTH	COMSCORE RANKED LOCAL NEWS PUBLISHER BRAND

PREFERRED PARTNERS

Google Partner — PREMIER 2024

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 · VISTAR MEDIA · LOTAME · MOAT · PubMatic

comscore · PARSE.LY · dun & bradstreet · recruitology · EPSILON · NATIVO · Taboola Content You May Like.

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

acxiom · LiveRamp · GfK 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:

- 83 Michigan Press Association awards (2023)
- 55 Associated Press awards (2022)
- 25 Michigan Press Photographers Association awards, including sixed year for placement in Photographer of the Year. (2023)

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

2,584,600
TOTAL BRAND AUDIENCE OF PRINT & ONLINE PRODUCTS

2,248,000
30 DAY IN-MARKET UNIQUE MLIVE.COM VISITORS

RANKS #1
IN THE STATE AND 4 OF 5 DMAS

163
PRESS AWARDS

Sources: 2023 Nielsen-Scarborough, 2023 Comscore

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

58% OF ADULTS AGED 18 TO 34 READ A NEWSPAPER.

EIGHT LOCAL NEWSPAPERS

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.

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	39,800	944,400
The Bay City Times	16,900	407,100
The Flint Journal	82,400	428,900
The Grand Rapids Press	146,400	690,300
Jackson Citizen Patriot	43,800	174,600
Kalamazoo Gazette	21,900	613,900
Muskegon Chronicle	26,000	630,200
The Saginaw News	33,400	421,400

PRINT SOLUTIONS

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

Sources: 2023 Nielsen-Scarborough, 2023 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.

In addition to printed inserts, we also offer:

ECIRC DIGITIZED PRE-PRINT ADS

- Delivers a digital preprint experience in a large-space format within our first-party local news audience
- Geo targeted with same options as digital display advertising (DMA, MSA, County)
- Example: https://advanceglobal.app.jivox.com/studio/preview.php?adId=219393&unitType=inbanner&bUnitId=2200&versionId=0&jvxVer=2

Setup & Performance:
- Wide and large visibility; plus high engagement with average CTR performance of .46%
- Current best practice for retail: targeted geography around stores, wide age range, keeping it broad in general to reach and influence the masses of category shoppers

Expanded Rectangle:
- Added format to scale-up with:

  a) Enhanced reach on MLive.com with the exploding interstitial experience

  b) Network reach with dynamic product display ads
- Dynamic rec component is scalable through networks for virtually unlimited consumer reach
- Full suite of behavioral targeting options to drive niche/dept marketshare (ex: foodies, wine, events)

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

Telling Michigan's Best Stories

Michigan is a colorful place to live, work, shop and play. Michigan's Best offers options to amplify the voices of Michigan, celebrate the great news of our State, and showcase the experience of living here.

Follow along as we travel to find and tell stories about Michigan's Best adventures, foods, events, nature, innovations, businesses, and communities.

Join us as we explore Michigan to find the best our state has to offer:
- MLive.com/MichigansBest
- Facebook.com/MLiveMIBest
- Youtube.com/@MLiveMiBest

Vlog Video

Made in Michigan
Watch our Made In Michigan Series on Facebook

Spotlight Video and Article

Sponsored Article

STATS

Cross-Platform Social Activity

10,450,815 Meta Impressions (across platforms)

401,919 Meta Engagement (across platforms)

3.8% Engagement Rate (ave. display ads is around 0.35%)

1,507,487 Meta Video Views 61% increase

MLive.com/ MichigansBest

468,892 Unique Users

500,974 Content Views

12 Elite Partnerships (32 to date)

TACTICS

- Video
- Sponsored Articles
- Social Media
- Podcasts
- Sweepstakes
- Digital Impressions
- Content Impressions

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...

"We have worked together for 9+ years, and the relationship has grown to the point that they are an essential part of our entire marketing and advertising plan. Bright, intelligent, quick on their feet and true to their word. It is the perfect mix that makes up a strong successful relationship.

– Tim Hygh, Executive Director, Mackinac Island Convention and Visitors Bureau

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, RETAIL, RESTAURANTS, NON-PROFITS, AND MORE.

2024 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
April 29 - In Person

In its 5th year, the MLive Women's Summit takes place in Grand Rapids connecting and inspiring hundreds of women.

HIGHER EDUCATION MARKETING WEBINAR
May 21 - Virtual

Tailored for higher education marketers, our experts delve into winning strategies, tactics, and share a real-life example, that will revolutionize the attendees' approach to attracting new students.

A GUIDE TO MEDICARE
October 22 - Virtual

This virtual community event covers the 2025 Medicare landscape. Medicare experts will guide 800+ attendees through the difficult process, with live Q&A and panel sessions.

TOP NURSES AWARDS
November 14 - In Person

In its 2nd year, this event honors and celebrates Michigan's nurses who go above and beyond to keep our communities well cared for.

ADVANCELOCAL
EVENTS

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
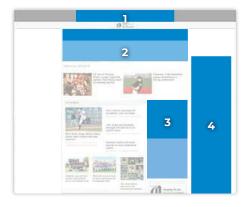
Will click to external destination
Served on DFP

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)

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 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.

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.

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 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
or reach out to your sales executive for specific information.**
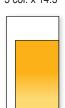
PRINT SPECIFICATIONS
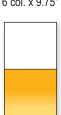
RETAIL AD SIZES (6 COLUMN)
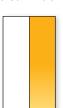
Full
6 col. x 19.5"
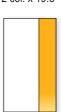
Junior Page
5 col. x 14.5"

Half H
6 col. x 9.75"

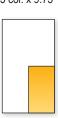**Half V**
3 Col. x 19.5"

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
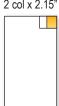6 col. x 2.5"

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"
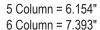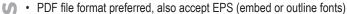
3 Column = 3.676"
4 Column = 4.915"

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

mLIVE MEDIA GROUP

Additional information can be found on www.mlivemediagroup.com or reach out to your sales executive for specific information.