

MEDIA KIT

2025



100+ YEARS OF CLIENT STORYTELLING.



DATA-DRIVEN MARKETING.



LOCAL PRESENCE. NATIONAL REACH.

MLive Media Group

www.mlivemediagroup.com marketing@mlive.com 800.878.1400



Part of Advance Local - Midwest



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ABOUT US

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

We deliver integrated, multi-channel marketing programs customized to meet client needs through a comprehensive range of creative, digital, print, marketing, and analytics services. MLive Media Group supports the entire marketing process—from planning and strategy to creation, development, implementation, and campaign management. We serve clients across diverse industries including tourism, politics, education, financial, travel, gaming, entertainment, sports, retail, restaurants, non-profits, and municipal organizations.

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.





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. Advance Local is part of Advance, along with Condé Nast and American City Business Journals.

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

DETROIT

THE FLINT JOURNAL

THE GRAND RAPIDS PRESS



LANSING

KALAMAZOO GAZETTE

Muskegon Chronicle

The Saginaw News









c cleveland.com

THE PLAIN DEALER



NATIONAL























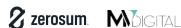












































OUR INDUSTRY BRANDS

MLive Media Group serves as the digital cornerstone of Advance Local's integrated ecosystem in the Midwest, while extending its influence through Advance's nationwide network. As the region's premier news and information platform, MLive.com amplifies the specialized capabilities of Advance Travel and Tourism, Advance Education, Advance Healthcare, and Advance Recruitment—creating a comprehensive media and marketing powerhouse with national coverage. This strategic alignment exemplifies our synergistic approach, where complementary divisions collaborate to deliver industryspecific solutions while leveraging MLive.com's extensive audience reach and Advance's rich firstparty data across extended networks. Together, this unified system provides unparalleled value to businesses and organizations seeking to connect with targeted communities locally or scale their message nationally, reflecting our commitment to making a meaningful impact across the diverse sectors we serve.



At Advance Education, we elevate student success through marketing campaigns as unique as you are. We craft customized enrollment campaigns for higher education institutions that promote student success while aligning with your institutional goals. Our approach incorporates the human element to build connections between you and your students.

www.advanceeducation.com



Advance Travel & Tourism is a destination marketing team within Advance Local. From local to regional, national or international, we bring the traveler to you. Let us connect you with 645 million engaged travelers.

advancetravelandtourism.com





At Advance Healthcare Marketing, we're experts in specialty practice marketing. With our unique insights into the local patient market, we can provide digital marketing solutions that will optimize your efforts.

www.advancehealthcaremarketing.com



Advance Recruitment can help your company create the best plan of action for your workplace and needs. We employ the most up-to-date recruitment processes in the industry. While we're local, we have a national reach. Advance Recruitment marketing specialists can help you create the talent recruitment strategy you need to staff your business in this challenging market.

www.advancerecruitment.com

MARKETING STRATEGISTS

MLive Media Group offers direct-buy media placements within our world class news and information website and 8 newspapers. 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.



Exceptional content, video and creative.



USING DATA TO YOUR ADVANTAGE

Make decisions based on data, not your gut.



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 15 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 execute tailored, client-specific media buys and provide strategic recommendations with complete transparency and integrity. While we primarily serve as strategic advisors for traditional and out-of-home (OOH) placements, we offer flexible engagement models. For clients who prefer consolidated management, we can serve as the primary vendor contact and facilitate pass-through billing with a management fee, streamlining your media operations and accountability.

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 an audience and produce immediate, qualified leads.

RECRUITMENT

- Find talent actively, passively and build your brand as an employer
- Move beyond the Job Boards to identify and attract the highest quality talent in your geographic area
- Reach a relevant audience now when they are primed to receive, remember and act on the message



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.

CREATIVE SERVICES

- Graphic Design
- Branding
- · Video Creation and Publishing

ONLINE DISPLAY ADVERTISING

- · Direct MLive.com/O&O Placement
- · Programmatic Ad-buy Management
- · Mobile Geo-fencing
- · Behavioral/Contextual Targeting
- · Video Advertising, OTT/CTV, Pre-roll, YouTube, Native



MARKET RESEARCH

- · Consumer Sentiment
- · Polls/Surveys

· Engagement Drivers

- · CRM Data Append
- · Persona Development

INNOVATIVE STRATEGIES

- · Influencer Marketing
- · DOOH/Digital Out-of-home

STREAMING AUDIO

- Spotify
- · iHeart Media



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 vears 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.



PUBLICATIONS



INFORMATION WEBSITES



FOLLOWERS



PER MONTH



COMSCORE **RANKED LOCAL NEWS PUBLISHER BRAND**

PREFERRED PARTNERS











IS AMONG THE **TOP 3%**

OF GOOGLE **PARTNERS IN THE** COUNTRY













TECH STACK

























































MOST READ NEWS SITE



MLive.com, Michigan's number one news and **information site** – 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)
- 52 Associated Press awards (2023)
- 25 Michigan Press Photographers Association awards, including sixth year for placement in Photographer of the Year. (2023)

DIGITAL SOLUTIONS

- Digital Display Ads (on MLive.com and across our Programmatic network)
- Rich Media
- Geo, Contextual, Behavior, Location-based Targeting
- Re-messaging
- Sponsored Articles
- Video Production and Promotion (YouTube. Pre-roll, OTT, In-Story)
- Social Media
- DOOH
- Influencer Marketing
- **Email Marketing**
- Special platforms for: job listings, auto listings, obituaries, celebrations and for sale ads.

Key MLive Metrics:





SOCIAL MEDIA FOLLOWERS



SUBSCRIBERS



PRESS AWARDS



ARE BETWEEN

20-59



ARE

FEMALE

MAIF



Sources: 2024 Comscore, 2025 SailThru, 2024 Acxiom

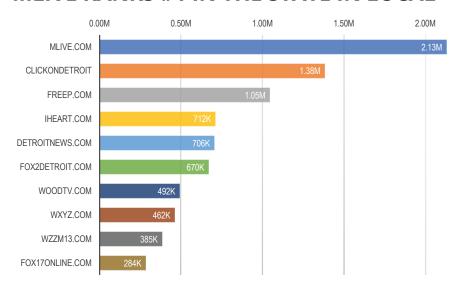


MOST READ NEWS SITE

MLive.com is ranked #1 in the state of Michigan and #1 in the state nationally:



MLIVE RANKS #1 IN THE STATE IN LOCAL



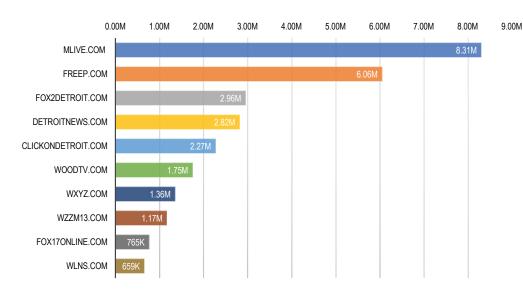
UNIOUE **VISITORS AVG. MICHIGAN**

2.50M



Source: 2024 Comscore, 12 months average, Unique Visitors - Michigan DMAs Combined

MLIVE RANKS #1 IN THE STATE IN NATIONAL





Source: 2024 Comscore, 12 months average, Unique Visitors - National totals of Michigan-based media websites





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



Spotlight Video and Article



Made in Michigan Watch our Made In Michigan Series on Facebook



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

2,000,000 TikTok Video Views in 2024

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**



NEWSLETTER SUBSCRIBERS

Deep Local Reach: Newsletters, Breaking News Alerts and Apps

NEWSLETTERS, APPS OFFER BROAD SUBJECTS FROM LOCAL TO STATEWIDE

More than **830,000** have signed up for statewide newsletters and more than **90,000** have signed up for locally-centric ones. **Open rates often are higher than 50%** – considered strong within the industry.

News and sports apps, including teams like **Michigan Wolverines** and **Detroit Lions**, reach more than **160K users per month**, who on average consume than **7M views**.

TOP STATEWIDE NEWSLETTERS	CADENCE	LIST SIZE	OPEN RATE
Letter from the Editor (no ads)	Thursdays	222,468	49.3%
Sunday Morning Edition	Weekly, Sunday	206,338	53.2%
Today's Top Stories	Weekdays	149,085	55.0%
Morning Briefing	Weekdays	143,872	49.5%
Breaking News	As New Breaks	45,042	64.1%
Before You Drive Up North	Weekly, Thurs	20,656	62.2%
Lovable Michigan (Subscriber-Only)	Weekly, Thurs	16,235	57.1%
A RANGE OF TOP LOCAL NEWSLETTERS	CADENCE	LIST SIZE	OPEN RATE
Ann Arbor News Alerts	Varies	10,250	66.0%
Hello, Grand Rapids	Weekly, Fri	5,762	60.6%
3@3 Jackson	Daily	2,065	60.9%
Obituaries - Flint	3X/Week	1,420	60.4%
High Schools Sports - Saginaw / Bay City	Tues Through Sat	1,403	57.4%

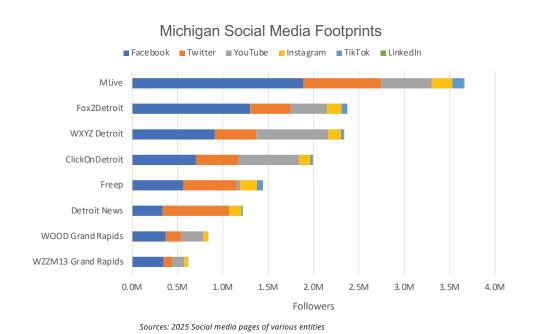




MLive's Dominant Social Media Ecosystem

IT'S THE LARGEST AMONG LOCAL MEDIA COMPANIES

With more than 3.6M followers to key social media platforms - ranging from Facebook to TikTok - MLive features both statewide and local accounts, including more than 800K to our core communities more than 300K followers to sports from high school to pro and college.





FOLLOWERS

806ĸ **IN LOCAL FOLLOWERS. INCLUDING** 212K IN GRAND **RAPIDS AND** 190K IN **ANN ARBOR**

> 314_K **SPORTS FOLLOWERS**



SPEAKERS



Inspire and Empower Your Audience

MLive Media Group's marketing experts bring unparalleled insights and proven strategies to the stage. Whether it's unlocking audience engagement, navigating digital transformation, or creating measurable impact, our speakers deliver practical knowledge through engaging and dynamic presentations. Elevate your event with thought leaders who inspire action and drive results.

FFATURED SPFAKERS



ERIC HULTGREN Director of Marketing, Midwest

FOCUS AREAS:

- · Digital Marketing & **Brand Strategy**
- · Tech & Culture Communication
- · Brand Building
- Content Creation & Strategy
- · Media Analysis & Programming



ANNE DRUMMOND Chief Strategist, Mid-

FOCUS AREAS:

- Better Communication, Better Results
- · You Are Worthy; You Needn't Prove It
- · Discipline Makes All the Difference
- · Measure What Matters



For more information: www.mlivemediagroup.com/solutions/speakers/

FEATURED SPEAKERS



HOLLY LAURENCELLE

Travel Sr. Sales Manager, Midwest

FOCUS AREAS:

- Crafting Content Strategies That Drive Engagement
- Understanding the Four Stages of Travel to Influence Buyer Decisions
- Unlocking the Power of Key Events in GA4 for Stakeholder Reporting
- Harnessing Location Data Platforms to Elevate Marketing Campaigns



RYAN WINFIELDDigital Strategy Director

FOCUS AREAS:

- Digital Marketing Strategy
- KPIs And Effective Marketing Measurement
- · Al's Effects On Digital Marketing
- · B2B Marketing Strategy
- · Mobile Geolocation Services



ANGELA RODRIGUEZ Travel Account Executive

FOCUS AREAS:

- Branding Strategies That Drive Travel Engagement
- Building Effective Digital Media Campaigns for the Travel Industry
- Navigating the Travel Consideration Cycle: Marketing Tactics for Success
- Leveraging Strong Relationships to Build Winning Campaigns



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 wellrounded marketing campaign, print advertising (especially when positioned alongside trusted news content) can make for a healthy mix.

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.

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.

PRINT SOLUTIONS

- In-Paper Advertising
- Inserts Preprints
- Inserts Print & Deliver
- **High Impact Print** Advertising

EIGHT LOCAL NEWSPAPERS





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







- Tony Sebright, Director of Sales and Marketing, Sebright Products/Bright Technologies



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**

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 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

Advance is one of my favorite companies to work with on our Marketing strategy. The quality of their work and the responsiveness of their staff makes working with them an absolute pleasure. Whenever we have had unexpected changes to our strategy, their ability to act quickly and pivot marketing tactics has contributed greatly to our success. I highly recommend working with them, you will not be disappointed!

- Kelly Burns, Director of Graduate Studies, Saint Mary's College

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 11 years with Ryan Winfield and his team as our digital agency.

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

With the digital tactics we've seen implemented by Advance Travel & Tourism, Visit Mississippi's site traffic and social media interactions have skyrocketed. We wanted to tell our story and show the beauty of Mississippi to a wider audience, and the team at Advance were the ideal collaborators to achieve that goal. They've never failed to go above and beyond for Visit Mississippi.

- Laura Hipp, Former Marketing Director & Interim Executive Director, Mississippi **Development Authority**

As the CEO of Spectrum Autism Centers, I am thrilled to share our exceptional experience with MLive Media Group. Within just 30 days, their innovative digital marketing strategies helped us fill 30 critical positions for Behavior Technicians (BT) and Board Certified Behavior Analysts (BCBA). Their team's expertise in targeted advertising and data-driven approaches ensured we reached the right candidates efficiently. The results were beyond our expectations, significantly enhancing our ability to provide quality care to our clients. MLive Media Group's dedication and professionalism have made a profound impact on our organization.'

- Leasa Androl, CEO, Spectrum Autism **Centers**

OUR CLIENTS

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



















































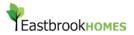




























DIGITAL SPECIFICATIONS

DESKTOP ADS

Leaderboard | **↑** □ →

Dimensions: 728x90 File Size: 60 kb Max

JPG, PNG, GIF, ad tags File Format: 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 GIF. HTML5. 15 sec max: IBV Animation:



Expandable sizes: 300x600 ad > 600x600 ad





Gmail Ad

Dimensions: 650 wide x 300-1000 high

800 kb Max File Size: File Format: JPG, PNG, GIF

Animation: None

This is a static unit that displays within Gmail.



Rectangle | **↑** ■

300x250 Dimensions: File Size: 60 kb Max

JPG, PNG, GIF, ad tags File Format: 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

JPG, PNG, GIF, ad tags File Format: 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

JPG, PNG, GIF, ad tags File Format: GIF, HTML5, 15 sec max; IBV Animation:

CTA Branded Footer | •

620 wide x up to 200 high Dimensions:

File Size: 60 kb Max JPG, PNG File Format: 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

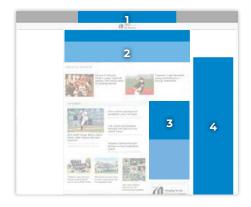


Units Included:

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:

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

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

MOBILE ADS

Leaderboard | ↑ 🔳

Dimensions: 728x90 File Size: 60 kb Max

File Format: JPG, PNG, GIF, ad tags GIF, HTML5, 15 sec max; IBV Animation:

Expandable sizes:

728x90 > 1024x768 (tablet only)



Native Display | 🔒 🔳

1200x628 (build size) Dimensions: 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.





Dimensions:

File Format:

Expandable sizes:

Animation:

File Size:



RRM and IBV available for mobile browser, and

Mobile Adhesion | 👚 🔳

Rectangle | **↑** ■

300x250 > 1024x768 (tablet only)

300x250 > 320x480 (mobile only)

extended reach mobile apps.

300x250

60 kb Max

JPG, PNG, GIF, ad tags

GIF, HTML5, 15 sec max; IBV

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 GIF, HTML5, 15 sec max; IBV Animation:

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 I CTA Footer
- 3 | Rectangle









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)

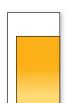
43 INCH PRESS SIZE

Column x Inches = Image Area

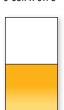
Full 6 col. x 19.5"



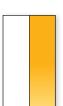
Junior Page 5 col. x 14.5"



Half H 6 col. x 9.75"



Half V 3 Col. x 19.5"



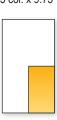
Tower 2 col. x 19.5"



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"



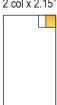
2 col. x 4.75"



Small Portrait 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" *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

Double Truck 20.628" Wide

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"



Ouarter H 8 col. x 4.75"



Ouarter V 4 col. x 9.75"



Strip 8 col. x 2.5"

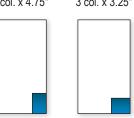




Eighth

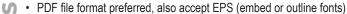


Sixteenth V Sixteenth H 3 col. x 3.25"



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"



- 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.

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