2017-2018 MEDIA KIT
WE HAVE THE MEDIA FOR MODERN TIMES

If you thought of us in one way, think again. The Philadelphia Media Network can deliver your message to the people you want, in the way you want, like no other Philadelphia media company.

You want mass reach? No Problem. You want digital targeting? Gotcha. You want geo-tagged, demographically focused segment-targeted mobile with bells and whistles to boot? We’re all over it. It’s the power of a hammer and the precision of a scalpel, all delivered by the most-trusted media in one of America’s biggest markets.

Read on and see what we can do for you.
“Big Philly” reaches a larger audience than any other media property in the region.

Source: Scarborough, 2017 R1; Base: Philadelphia DMA.
Newspaper audience is based on combined 1-week reach for print properties and their websites; television based on early news 5pm-7pm cume; Greater Philadelphia Newspapers includes Bucks Co. Courier Times, Doylestown Intelligencer, Burlington Co. Times.
8.4MM UNDuplicated, LOYAL BRAND USERS

No other property provides the vast reach into the region across multiple platforms.

 Combined print and digital unduplicated audience, across each platform each month. May vary slightly month to month
Source: Scarborough 2017R1; Base: Philadelphia DMA; comScore Media Metrix & Mobile Metrix July 2017
PHILADELPHIA MEDIA NETWORK TOUCHPOINTS

PMN reaches consumers across multiple touchpoints
The Philadelphia Inquirer

The Philadelphia Inquirer dominates local suburban readership in PA and NJ
AVERAGE WEEKLY READERSHIP

The Inquirer is read by more than twice as many people as any other newspaper in the region.

Source: Scarborough R1 2017; Base: Philadelphia DMA.
Newspaper audience is based on the average weekly audience of the daily edition.
SUNDAY READERSHIP

More people read the Sunday Inquirer than all other Sunday newspapers combined.

Source: Scarborough R1 2017; Base: Philadelphia DMA.
Other Sunday newspapers include: Bucks Co. Courier Times; Burlington Co. Times; Camden Courier Post; Delaware Co. Times; The Intelligencer; Lansdale Reporter; Norristown Times Herald; South Jersey Times; Pottstown Mercury; West Chester Daily Local News.
SUBURBAN DAILY READERSHIP

The daily Inquirer’s readership dwarfs that of its closest competitors in the PA suburbs.

Source: Scarborough, 2017 R1; Base: PA suburban counties (Bucks, Chester, Delaware, Montgomery).
Newspaper audience is based on the average readership of the daily edition.
SUBURBAN SUNDAY READERSHIP

The Sunday Inquirer has nearly 4 times more readers than that of its closest competitor in the PA suburbs.

Source: Scarborough, 2017 R1; Base: PA suburban counties (Bucks, Chester, Delaware, Montgomery).
Newspaper audience is based on the average readership of the daily edition.
THE INQUIRER IS THE #1 MOST READ PAPER IN SOUTH JERSEY ON SUNDAYS

Source: Scarborough, 2017 R1; Base: South Jersey counties (Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Mercer, Salem). Overall Newspaper audience is based on the Daily & Sunday average week.
TOTAL BUYING POWER (IN BILLIONS)

Inquirer readers have enormous buying power - more than $73 billion

Source: Scarborough, 2017 R1; Base: Philadelphia DMA.
Newspaper audience is based on the average weekly audience of the daily edition.
THE PHILADELPHIA INQUIRER

The long-trusted voice of the region

<table>
<thead>
<tr>
<th>THE PHILADELPHIA INQUIRER</th>
<th>Daily</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Readship</td>
<td>466,105</td>
<td>968,597</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>377,433</td>
<td>768,998</td>
</tr>
<tr>
<td>New Jersey</td>
<td>81,748</td>
<td>189,813</td>
</tr>
<tr>
<td>Men</td>
<td>57%</td>
<td>50%</td>
</tr>
<tr>
<td>Women</td>
<td>43%</td>
<td>50%</td>
</tr>
<tr>
<td>Average Age</td>
<td>59</td>
<td>55</td>
</tr>
<tr>
<td>Average HHI</td>
<td>$92,500</td>
<td>$87,000</td>
</tr>
<tr>
<td>Married</td>
<td>62%</td>
<td>59%</td>
</tr>
<tr>
<td>Single/Widowed/Divorced/Separated</td>
<td>38%</td>
<td>42%</td>
</tr>
<tr>
<td>Own Home</td>
<td>81%</td>
<td>77%</td>
</tr>
<tr>
<td>College Graduate or More</td>
<td>39%</td>
<td>34%</td>
</tr>
<tr>
<td>Presence of Children: 1+</td>
<td>14%</td>
<td>26%</td>
</tr>
</tbody>
</table>

Source: Scarborough, 2017 R1; Base: Philadelphia DMA.
Newspaper audience is based on the average issue audience.
THE INQUIRER: IMPACTFUL ADVERTISING OPPORTUNITIES

FRONT PAGE STRIP AD
Gain maximum exposure with a full-color power strip ad along the bottom of the front section page.

FRONT PAGE POPPERS
Custom adhesive ads placed on the front page of the paper. Sturdy enough to be carried in a wallet. Great for coupon offers and as teasers to refer readers to clients campaigns within the paper.

FRONT PAGE JEWELBOX
Unique ad position at the bottom of the front page.
THE INQUIRER:
IMPACTFUL ADVERTISING OPPORTUNITIES

**SPADEAS**

High-impact ad: front flat and the back outside page. Can be produced in b/w & 4c. Available in Main News and Travel.

**DOUBLE TRUCK**

Two half-page ads conjoined on two facing pages to create one large ad with content above.

**UNIQUE AD POSITIONS**

**POLYBAGS**

Store your advertisements in this customized bag to easily catch the interest of potential customers. Must be full-run to qualify.
DAILY NEWS

The Daily News is Philadelphia’s heartbeat - an unapologetic daily dose of the issues, personalities and passions that animate our city.
AVERAGE WEEKLY READERSHIP

The Daily News is the second-largest newspaper in the region

Source: Scarborough, 2017 R1; Base: Philadelphia DMA.
Newspaper audience is based on the average weekly audience of the daily edition
AVERAGE DAY ISSUE READERSHIP

The Daily News is the most read paper in Philadelphia DMA

Source: Scarborough, 2017 R1; Base: Philadelphia DMA. Newspaper audience is based on the average issue.
TOTAL BUYING POWER (IN BILLIONS)

Daily News readers command over $37 billion in buying power

Source: Scarborough, 2017 R1; Base: Philadelphia DMA.
Newspaper audience is based on the average weekly audience of the daily edition.
Non-daily publication audience is based on average issue of publication.
THE DAILY NEWS

Philadelphia’s heartbeat with the attitude that makes this city unique

<table>
<thead>
<tr>
<th>DAILY NEWS</th>
<th>Daily</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Readership</td>
<td>264,542</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>237,064</td>
</tr>
<tr>
<td>New Jersey</td>
<td>23,587</td>
</tr>
<tr>
<td>Men</td>
<td>61%</td>
</tr>
<tr>
<td>Women</td>
<td>39%</td>
</tr>
<tr>
<td>Average Age</td>
<td>53</td>
</tr>
<tr>
<td>Average HHI</td>
<td>$67,431</td>
</tr>
<tr>
<td>Married</td>
<td>28%</td>
</tr>
<tr>
<td>Single/Widowed/Divorced/Separated</td>
<td>72%</td>
</tr>
<tr>
<td>Own Home</td>
<td>62%</td>
</tr>
<tr>
<td>College Graduate or More</td>
<td>18%</td>
</tr>
<tr>
<td>Presence of Children: 1+</td>
<td>26%</td>
</tr>
</tbody>
</table>

Source: Scarborough, 2017 R1; Base: Philadelphia DMA. Newspaper audience is based on the average issue audience.
DAILY NEWS: IMPACTFUL ADVERTISING OPPORTUNITIES

FRONT PAGE STRIP AD
Gain maximum exposure with a full-color strip ad along the bottom of the front page.

POPPER/STOPPER
Prominent front page placement on the Daily News! Great for coupon offers and as teasers to refer readers to clients campaigns within the paper.

POPPER: A custom, removable adhesive ad (front page only)
STOPPER: A custom ad integrated in the cover design (front and back pages)

POP-UP
Be seen on every page with a new feature extending your message above the page.

PRE-PRINTS
Along with your daily dose of issues, personalities and passions, the Daily News will provide readers on Thursdays with various local and national pre-prints filled with retail savings, coupons and more.

WRAP
Gain maximum visibility with a full-color wrap of the front page.
Philly.com is the premier online media property in the region.
NATIONAL

With more than 6.2 million users, Philly.com is the region’s most popular media website.

Source: comScore Media Metrix: multi-platform May - July 2017
Digital First Media bought Journal Register Company
Philly.com has a larger local audience than other top media sites in our region.

Source: comScore Media Metric desktop only, May - Jul 2017; Base: Philadelphia DMA.
Digital First Media bought Journal Register Company.
PHILLY.COM TOTAL MINUTES (IN MILLIONS)

Total time spent by desktop and mobile visitors on Philly.com is greater than other sites in the region.

Source: comScore Media Metrix: multi-platform May - July 2017
Digital First Media bought Journal Register Company
PHILLY.COM TOTAL BUYING POWER (IN BILLIONS)

Philly.com users command $110 billion in buying power (National)

Source: Scarborough 2017 R1; Base: Philadelphia DMA
* This includes: Allaroundphilly.com, delcotimes.com, thereporteronline.com, timesherald.com, pottsmag.com, dailylocal.com
PHILLY.COM

Award-winning news and commentary by leaders in every field

Unique Visitors (Avg. Month)  6.2MM
Page Views (Avg. Month)  43MM
Men  52%
Women  48%
Average Age  42
Average HHI  $102,212
Married  54%
Single/Widowed/Divorced/Separated  46%
Own Home  71%
College Graduate or More  51%
Presence of Children: 1+  39%

PHILLY.COM MOBILE

The mobile space is exploding with smartphones in every pocket and tablets on the horizon

Philly.com’s new responsive design keeps you connected to our audience who are on the go, whether they access our news from a smartphone, tablet, or desktop device.

<table>
<thead>
<tr>
<th>Total Mobile Unique Visitors</th>
<th>5.1MM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Views</td>
<td>25MM</td>
</tr>
<tr>
<td>HHI under $75,000</td>
<td>43%</td>
</tr>
<tr>
<td>HHI $75,000+</td>
<td>57%</td>
</tr>
<tr>
<td>Women</td>
<td>61%</td>
</tr>
<tr>
<td>Men</td>
<td>39%</td>
</tr>
<tr>
<td>Age under 35</td>
<td>42%</td>
</tr>
<tr>
<td>Age over 35</td>
<td>58%</td>
</tr>
</tbody>
</table>

Source: comScore Mobile Metrix, July 2017; browser access only.
PHILLY.COM ADVERTISING OPPORTUNITIES OVERVIEW

Standard IAB, High Impact, and Sponsorships

Standard IAB:
- **Leaderboard**: 728 x 90 unit displayed in Philly.com header and footer positions on all pages, as well as in-content positions on channel front pages.
- **Medium Rectangle**: 300 x 250 unit displayed in right rail, above and below the fold. Also serves as in-content unit on article level pages.
- **Half Page**: 300 x 600 ad unit in right rail, above the fold on all pages.
- **Mobile Leaderboard**: 320 x 50 ad unit available for targeting smartphone devices

High Impact:
- **Homepage Takeover**: Surround-sound quality with use of roadblocks and canvas-style wallpaper, creating high impact and visibility.
- **Super Leaderboard**: 970 x 90 ad unit displayed beneath the Philly.com navigation bar, above the fold.
- **IAB Rising Star Ad Units**: Portrait/Filmstrip/Billboard/Pushdown.
- **Interstitials**: Full-screen experiences available across any device.
- **Floating Ad Unit**: Custom built with eye-catching animation featuring video or interactive interstitial elements

Sponsorships:
- **Channel Sponsorship**: Specific channel sponsorships in an exclusive manner – 100% SOV.
- **Custom Sponsorships**: Available upon request.
Advertisers have the opportunity to own a 1-day high impact roadblock on Philly.com.

Homepage Roadblock pricing is scalable based on number of ad positions utilized, device targeting, and desired geo-targeting.

1. **FULL HOMEPAGE TAKEOVER:**
   - Includes all 9 ad units plus skin

2. **PREMIER HOMEPAGE ROADBLOCK:**
   - Includes 5 ad units plus skin

3. **ENHANCED HOMEPAGE ROADBLOCK:**
   - Includes 2 ad units plus skin
   - (shown at left)

4. **STANDARD HOMEPAGE ROADBLOCK:**
   - Includes 2 ad units
1. FULL HOMEPAGE TAKEOVER

Make a high-impact statement with our full homepage takeover

**Ad Units - will include 9 ad units plus wallpaper:**

- IAB 1 (970 x 250, 970 x 90, or 728 x 90)
- IAB 2 (300 x 250, 300 x 600, or 300 x 1050)
- IAB 3 (728 x 90)
- IAB 4 (300 x 250)
- IAB 5 (728 x 90)
- IAB 6 (728 x 90)
- IAB 7 (300 x 250)
- IAB 8 (728 x 90)
- IAB 9 (970 x 250, 970 x 90, or 728 x 90)

**Wallpaper (see spec page)**

**Mobile can be included for an additional charge - will include 9 ad units:**

- IAB 1 (320 x 50)
- IAB 2 (300 x 250)
- IAB 3 (320 x 50)
- IAB 4 (300 x 250)
- IAB 5 (320 x 50)
- IAB 6 (320 x 50)
- IAB 7 (300 x 250)
- IAB 8 (320 x 50)
- IAB 9 (320 x 50)

**Rate:**

- Desktop Only
  - National: $19,600
  - Philly DMA: $9,800
- Cross-Device
  - National: $23,000
  - Philly DMA: $11,800
2. PREMIER HOMEPAGE ROADBLOCK

Make a high-impact statement with our premier homepage roadblock.

**Ad Units – will include 5 ad units plus wallpaper:**
- IAB 1 (970 x 250, 970 x 90, or 728 x 90)
- IAB 2 (300 x 250, 300 x 600, or 300 x 1050)
- IAB 3 (728 x 90)
- IAB 4 (300 x 250)
- IAB 5 (728 x 90)
- Wallpaper (see spec page)

**Mobile can be included for an additional charge – will include 5 ad units:**
- IAB 1 (320 x 50)
- IAB 2 (300 x 250)
- IAB 3 (320 x 50)
- IAB 4 (300 x 250)
- IAB 5 (320 x 50)

**Rate:**
- Desktop Only
  - National: $17,600
  - Philly DMA: $8,800
- Cross-Device
  - National: $21,000
  - Philly DMA: $10,000
3. ENHANCED HOMEPAGE ROADBLOCK

Make a statement with our enhanced homepage roadblock

Ad Units - will include 2 ad units plus wallpaper:
- IAB 1 (970 x 250, 970 x 90, or 728 x 90)
- IAB 2 (300 x 250, 300 x 600, or 300 x 1050)
- Wallpaper (see spec page)

Mobile can be included for an additional charge - will include 2 ad units:
- IAB 1 (320 x 50)
- IAB 2 (300 x 250)

Rate:
- Desktop Only
  - $13,000 (National)
  - $6,000 (Philly DMA only)
- Cross-Device
  - $15,000 (National)
  - $7,000 (Philly DMA only)
4. STANDARD HOMEPAGE ROADBLOCK

Make a statement with our standard homepage roadblock.

**Ad Units - will include 2 ad units plus wallpaper:**
- IAB 1 (970 x 250, 970 x 90, or 728 x 90)
- IAB 2 (300 x 250, 300 x 600, or 300 x 1050)

**Mobile can be included for an additional charge - will include 2 ad units:**
- IAB 1 (320 x 50)
- IAB 2 (300 x 250)

**Rate:**
- Desktop Only
  - Cross-Device: $9,500
  - National: $8,000
  - Philly DMA only: $5,750
- Cross-Device
  - National: $5,000
  - Philly DMA only: $5,750
RISING STAR AD UNITS

Rich media ads provide for an engaging experience

Rising Star Ad Units are brand-friendly ad units built to maximize impact on the desktop and beyond. IAB studies have shown Rising Star Ads produce high ad recall, higher interaction rate, and higher brand lift.
HOMEPAGE WEEKEND PLANNER

Our weekend planner can drive users to your promotions/events

This content position is integrated into the homepage of Philly.com across all devices!

Every Thursday 4pm through Sunday 4am, Philly.com promotes different activities for users to do that weekend.

Integration:
- Images: 350 x 230
- Transparent Logo
- Text: 30 – 40 characters
- Click-Thru URL

This ad unit typically yields over 1 million page views per weekend!
With over half of the Philly.com audience accessing the site through mobile devices, the Mobile Wrapper allows advertisers the opportunity to create a high-impact ad experience on either smartphone or tablet.

This multi-unit opportunity is available as a sponsorship (fixed on a specific channel) or rotational for a specific flight period.
MOBILE SOLUTIONS

Dynamic mobile solutions

Philly.com offers numerous, dynamic mobile ad units with innovative design and customizable features for both smartphones and tablets.

These ad units are interactive formats that are respectful of the reader experience while also encouraging engagement with the advertiser.

Ad units include:
- Ticker
- Windowplay
- Hyperplay
- Switch
- Elevator
- Carousel
- Hyperscroller
- Window
- Pull
- Video
- Mailbox
- Mainstage
- Feature
- Stack
- Catalog
- Postcard

Frame displays 3 different images that swap out as the user scrolls.
This CPM-priced ad unit allows advertisers the opportunity to draw the attention of readers with a highly interactive ad unit that “floats” on the screen.

Users can interact with the logo/image by clicking and dragging across the screen. Additional interactive options include the following:

- Entry Animation of Logo/Image
- Automatic Text Link or 300 x 250 Pop-Up
- Full Screen Interstitial with video and social integration (shown in example)
- Interactive Interstitial in center of screen
Philly.com offers **Full-Screen Interstitials** across all device sizes. This ad opportunity is perfect for brand or product launches with a high visual impact objective.

Full-screen ads cover the content of a page while it is loading, allowing the advertiser to capture the attention of the user with a visually engaging creative. Users must “x” out of the ad or wait 15 seconds to view desired content.

Interstitials can either be static, rich media, or video ads.
TARGETING METHODS

Deliver your message to your desired audience

**AUDIENCE:** Target users by demo and other segments including auto intender, sports fans, parents, travel enthusiasts, gamblers, etc.

**BEHAVIORAL:** Pinpoint users based on their online behavior (i.e. those that visited the Health section but are somewhere else on the site).

**GEO-TARGETING:** Pinpointing users within a desired location – down to the ZIP code.

**DAY-PART TARGETING:** Reach users during the time of day/week they will be most receptive to your message.

**DEVICE TARGETING:** Target users by device (desktop, tablet, smartphone).
Reach targeted consumers at home, at work and on mobile devices with **Targeted Email Blasts**. These consumers have opted-in to receive offers from companies like yours! Emails are sent “from” our trusted and loyal brand name positioning your campaign for more success.

**Sample Selects:**
- Age
- Behavior
- Career
- Family
- Finance
- Gender
- Geographical
- Presence of Child
- Housing
- Income
- Lifestyle
- Ethnicity / Race
- Sports
- Vehicles & Transportation
Digital Replica Sponsorships

Every morning, Philly.com sends a notification email to our Digital Replica subscribers (approx. 82k email addresses) alerting readers when the replica edition has been released for viewing. It highlights the top stories of the day and showcases the front page of the Philadelphia Inquirer. Advertisers can sponsor this notification email by owning the two ad positions on the page with exclusive, 100% SOV (example on left). This email yields an average open rate of 23% and an average read rate of 15%.

Subscriber Bonus Email Offers

Advertisers have the opportunity to offer our loyal subscribers an exclusive Subscriber Bonus. This bonus includes a standalone email creative with 100% SOV and can be sent to 33k subscribers per week. The average open rate is approximately 12% (example on right).
ALIGN YOURSELF WITH SPECIFIC PHILLY.COM CONTENT

Newsletter sponsorships are an effective way to put your message in front of potential customers.

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**Newsletters:**
- This Morning’s Headlines
- Daily Sports Preview
- Eagles Newsletter
- Phillies Newsletter
- Business Update (M-F)
- Lifestyle (Wednesday)
- Health (Thursday)
- Dining In & Out (Thursday)
- Things to Do (Thursday)
Philly.com has numerous **native advertising opportunities** available to help advertisers penetrate the Philadelphia market:

- Premium Long Format Articles
- Standard Articles
- Photo Essays
- Interactive Quizzes
- Custom Video Series
- Info-graphics
- Interactive Maps
- Contests, Sweepstakes, Giveaways

Native content allows advertisers to create awareness while also boosting brand equity by delivering content that our readers want.

Native content can be promoted by a variety of elements including integrated content widgets, fixed ad units, and promotional text links on both desktop and mobile.
PMN EVENTS OPPORTUNITIES
Showcase your business by sponsoring PMN Events

Sponsor a PMN Event and engage and connect face-to-face with our readership of 8.1 million people each month.

PMN Events combine relevant premium content, unique experiences and emotional engagement to increase stronger customer relationships for your brand – in print, online, and in person.

PMN Events:
- Daily News Singles
- Readers’ Choice Awards
- Mad as Hell: Special Political Panel
- Healthy KidsFest
- Stellar Startups
- Fall Job Fair
- One Day University
- Top Workplaces Awards
- Live Life Love Conference
- Industry Icons Awards
OTHER ADVERTISING OPPORTUNITIES
EDITORIAL SPECIAL SECTIONS OPPORTUNITIES

Reach an engaged audience and advertise in our custom editorial content

- Craig Laban’s Dining Guides
- Broad Street Run
- Wedding Fashion
- Auto Show
- Eagles NFL Preview
- Holiday Gift Guide
- Fall Arts, Spring Arts Preview
MEDIALAB

Partner with MediaLab to elevate your branding

For Media Lab inquiries, please send an email to: MediaLabRequest@philly.com

Partner with MediaLab, our groundbreaking award-winning in-house creative group working directly with our advertising, marketing, circulation, and editorial teams.

From advice to complete creative development, MediaLab is here to help make your message shine in ways big and small.
INNOVATION INQ.
Developing visionary native advertising solutions for our customers
For native advertising inquiries, please send an email to: brandedcontent@philly.com

Sample of a reader-submitted art contest that was used to promote a company and garner in-store foot traffic.

Innovation Inq is Philadelphia Media Network’s in-house branded content creation lab that produces engaging stories and visuals for our customers.

Unlike most publications that focus solely on selling ad space, Innovation Inq works as a team with sales reps and advertisers to create unique, out-of-the-box marketing solutions that are tailored specifically for a particular client.

Sample of a digital special section containing only branded content articles around a specific theme (School’s in Session).

Innovation’s Inq’s branded content campaigns help build a company’s brand recognition, educates and informs readers and establishes trust and loyalty.

Strong branded content is NOT an advertorial, but a vehicle that influences consumers in a non-traditional way by subtly leveraging a brand’s message and reinforcing positive brand awareness around a company and its products.

By partnering with PMN, we guarantee high-quality stories that reflect the standards of our trusted news platform and innovative visual design and graphics created by our skilled in-house design team.

Campaign offerings include:
• Basic and long-form articles
• Contests
• Infographics
• Interactive maps
• Live events
• Quizzes
• Videos
Unlike traditional editorial content, you can either supply the content or work with our team to shape the content in order to meet your unique needs.

**Special Advertising Sections:**
- Bryn Mawr Day
- Devon Horse Show & Country Fair
- Fall Home Improvement Guide
- Festival of Homes
- Educational Outlook
- Gift Guide
- Living Well
- New Car Model Preview
- Readers' Choice
- Top Workplaces
- 55+ Living
- Collingswood Art Festival
- Career Fair Guide
- Christmas Village
PRE-PRINTS

Philadelphia Media Network offers pre-print distribution in the Philadelphia Inquirer, Daily News, and Shoppers Express, a select market coverage publication. Pre-print distribution varies by product and is available by ZIP code, sub-ZIP and ZIP code.

The Philadelphia Inquirer

The Philadelphia Inquirer offers pre-print distribution on Tuesday, Thursday, Friday and Sunday.

The Daily News

The Daily News provides pre-print distribution weekly on Thursday.
All bids are on an equal playing field for access to a quality audience within premium content.
PHILLY.COM PROGRAMMATIC

Flexible Deal Structures

**Preferred Deal**
Fixed price deal negotiated with one buyer per deal

**Private Auction**
Auction pricing with limited demand partners

**Within Open Auction**
Competes concurrently with the open auction while granting privileged insight to select buyers

Fixed

Auction

Auction

One Buyer

Few Buyers

Many Buyers
PHILLY.COM PROGRAMMATIC PARTNERS

- Supply Side Providers
  - OpenX
  - Google Ad Exchange

- Custom Packages
  - High Viewability
  - Sports
  - News
  - Entertainment
  - Business
  - Health

- Desktop & Mobile Creative Sizes
  - 728x90
  - 970x90
  - 970x250
  - 300x250 - Desktop & Mobile
  - 320x50 - Mobile
  - 300x600
  - 300x1050