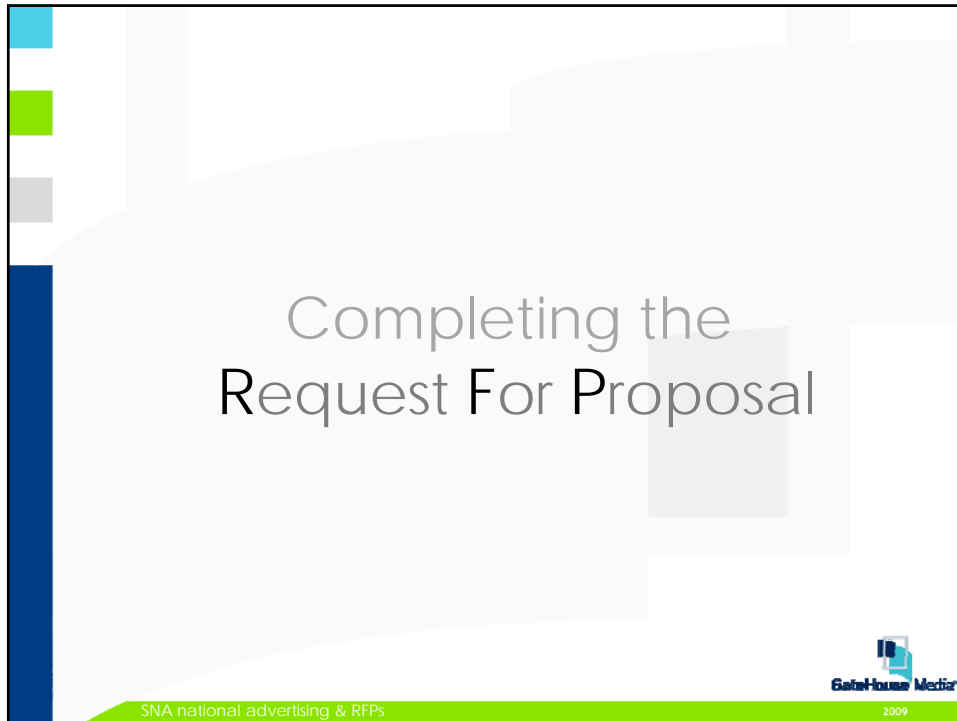


10 Things You Need to Know: Agencies Placing Online Advertising - Wendy Barnes



Completing the Request For Proposal

SNA national advertising & RFPs

GateHouse Media 2009

This slide features a decorative vertical bar on the left with four colored segments: light blue, lime green, grey, and dark blue. The background is white with faint, overlapping grey shapes. The title is centered in a large, grey, sans-serif font. The footer contains the text 'SNA national advertising & RFPs' on the left and the 'GateHouse Media 2009' logo on the right.



Review requested info right away

- Sufficient inventory to fulfill request
- CPM or budget offered
- Type of creative (ad sizes, rich media etc..)
- Make note of deadline
- Contact agency account manager with any questions

SNA national advertising & RFPs

GateHouse Media 2009

This slide features the same decorative vertical bar and background as the first slide. The title is centered in a large, grey, sans-serif font. Below the title is a bulleted list of five items. The footer contains the text 'SNA national advertising & RFPs' on the left and the 'GateHouse Media 2009' logo on the right.

10 Things You Need to Know: Agencies Placing Online Advertising - Wendy Barnes

Request for Proposal
Strategic Solutions > NASCAR

Date: 04/24/09
Advertiser: Strategic Solutions
Campaign: NASCAR

Primary Centro Contact: Jon Smith
Phone #: (212) 555-1234
Email: jsmith@agency.com

Primary Site Contact: Sally Jones
Phone #: (304) 555-4321
Email: sjones@newspaper.com

Placement

Requests for specific sections of site will bring a higher price from agencies & advertisers. Make sure you are able to target by sections requested.

ROS (run of site) campaigns are less expensive, but generally easier to set-up and deliver the requested impressions.

Other special requests:
Day parting - delivered specific time of day
Take over ads - campaign is only advertiser on site or page
Expandable ads - Ad is delivered in standard ad size and expands to a larger size when rolled over by cursor

Site	Placement	Size	Start Date	End Date	Cost Type*	Total
newspaper.com	NASCAR	300x250	5/18/08	6/1/08	CPM	\$300.00
newspaper.com	NASCAR	728x90	5/18/08	6/1/08	CPM	\$300.00
newspaper.com	NASCAR	160x600	5/18/08	6/1/08	CPM	\$300.00
newspaper.com	ROS	728x90	5/18/08	6/1/08	CPM	\$800.00
newspaper.com	NASCAR	300x250	9/7/08	9/21/08	CPM	\$300.00
newspaper.com	NASCAR	728x90	9/7/08	9/21/08	CPM	\$300.00
newspaper.com	NASCAR	160x600	9/7/08	9/21/08	CPM	\$300.00
newspaper.com	ROS	728x90	5/18/08	6/1/08	CPM	\$800.00
TOTAL:						\$3,560.00

*Cost Types include: CPM, Flat Rate, Ad Sell Value, Package

SNA national advertising & RFPs 2009

Request for Proposal
Strategic Solutions > NASCAR

Date: 04/24/09
Advertiser: Strategic Solutions
Campaign: NASCAR

Primary Centro Contact: Jon Smith
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Primary Site Contact: Sally Jones
Phone #: (304) 555-4321
Email: sjones@newspaper.com

Size

IAB Standards
Internet Advertising Board
<http://iab.net>

Universal Ad package

728x90 leader board
300x250 medium rectangle
160x600 wide skyscraper
180x150 rectangle

Many agencies will only accept ads "above the fold"

Site	Placement	Size	Start Date	End Date	Cost Type*	Total
newspaper.com	NASCAR	300x250	5/18/08	6/1/08	CPM	\$300.00
newspaper.com	NASCAR	728x90	5/18/08	6/1/08	CPM	\$300.00
newspaper.com	NASCAR	160x600	5/18/08	6/1/08	CPM	\$300.00
newspaper.com	ROS	728x90	5/18/08	6/1/08	CPM	\$800.00
newspaper.com	NASCAR	300x250	9/7/08	9/21/08	CPM	\$300.00
newspaper.com	NASCAR	728x90	9/7/08	9/21/08	CPM	\$300.00
newspaper.com	NASCAR	160x600	9/7/08	9/21/08	CPM	\$300.00
newspaper.com	ROS	728x90	5/18/08	6/1/08	CPM	\$800.00
TOTAL:						\$3,560.00

*Cost Types include: CPM, Flat Rate, Ad Sell Value, Package

SNA national advertising & RFPs 2009

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Request for Proposal
Strategic Solutions > NASCAR

Date: 04/24/09
Advertiser: Strategic Solutions
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Primary Site Contact: Jon Smith
Phone #: (212) 555-1234
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Primary Site Contact: Sally Jones
Phone #: (304) 555-4321
Email: sjones@newspaper.com

Start & End Dates

Set up ads right away for later start dates to insure inventory will be available

Site	Placement	Size	Start Date	End Date	Cost Type	Total			
newspaper.com	NASCAR	300x250	5/18/09	6/1/09	CPM	\$300.00			
newspaper.com	NASCAR	728x90	5/18/09	6/1/09	CPM	\$300.00			
newspaper.com	NASCAR	160x600	5/18/09	6/1/09	CPM	\$300.00			
newspaper.com	ROS	728x90	5/18/09	6/1/09	CPM	\$800.00			
newspaper.com	NASCAR	300x250	9/7/09	9/21/09	CPM	\$300.00			
newspaper.com	NASCAR	728x90	9/7/09	9/21/09	CPM	\$300.00			
newspaper.com	NASCAR	160x600	9/7/09	9/21/09	CPM	\$300.00			
newspaper.com	ROS	728x90	9/7/09	9/21/09	CPM	\$800.00			
					500,000	20%	100,000	\$8.00	\$800.00
					#DIV/0!			\$-	\$-
TOTAL:							370,000	\$9.62	\$3,560.00

*Cost Types include: CPM, Flat Rate, Added Value, Package

GaleHouse Media
2009

SNA national advertising & RFPs

Request for Proposal
Strategic Solutions > NASCAR

Pricing Models

CPM is still the most common, but you may also see CPC, CPL and several others.

Agency RFP

Evaluate ease of delivery and tracking before accepting

Primary Site Contact: Sally Jones
Phone #: (304) 555-4321
Email: sjones@newspaper.com

Secondary Site Contact: Ann Brown
Phone #: (304) 555-6789
Email: abrown@newspaper.com

Site	Placement	Size	Start Date	End Date	Cost Type	Total Inventory	SOV %	Proposed Impressions	CPM	Total
newspaper.com	NASCAR	300x250	5/18/08	6/1/08	CPM	100,000	25%	25,000	\$12.00	\$300.00
newspaper.com	NASCAR	728x90	5/18/08	6/1/08	CPM	100,000	25%	25,000	\$12.00	\$300.00
newspaper.com	NASCAR	160x600	5/18/08	6/1/08	CPM	100,000	25%	25,000	\$12.00	\$300.00
newspaper.com	ROS	728x90	5/18/08	6/1/08	CPM	500,000	20%	100,000	\$8.00	\$800.00
newspaper.com	NASCAR	300x250	9/7/08	9/21/08	CPM	100,000	25%	25,000	\$12.00	\$300.00
newspaper.com	NASCAR	728x90	9/7/08	9/21/08	CPM	100,000	25%	25,000	\$12.00	\$300.00
newspaper.com	NASCAR	160x600	9/7/08	9/21/08	CPM	100,000	25%	25,000	\$12.00	\$300.00
newspaper.com	ROS	728x90	5/18/08	6/1/08	CPM	500,000	20%	100,000	\$8.00	\$800.00
					#DIV/0!				\$-	\$-
TOTAL:							370,000	\$9.62	\$3,560.00	

*Cost Types include: CPM, Flat Rate, Added Value, Package

GaleHouse Media
2009

SNA national advertising & RFPs

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Total Inventory

Make conservative estimates regarding available inventory

Agency RFP

Request Strategy: NASCAR

Primary Site Contact: Jon Smith
 Phone #: (212) 555-1234
 Email: jsmith@agency.com

Primary Site Contact: Sally Jones
 Phone #: (304) 555-4321
 Email: sjones@newspaper.com

Secondary Site Contact: Ann Brown
 Phone #: (304) 555-6789
 Email: abrown@newspaper.com

Newspaper.com						Total Inventory	SOV %	Proposed Impressions	CPM	Total
Site	Placement	Size	Start Date	End Date	Cost Type*					
newspaper.com	NASCAR	300x250	5/18/08	6/1/08	CPM	100,000	25%	25,000	\$12.00	\$300.00
newspaper.com	NASCAR	728x90	5/18/08	6/1/08	CPM	100,000	25%	25,000	\$12.00	\$300.00
newspaper.com	NASCAR	160x600	5/18/08	6/1/08	CPM	100,000	25%	25,000	\$12.00	\$300.00
newspaper.com	ROS	728x90	5/18/08	6/1/08	CPM	500,000	20%	100,000	\$8.00	\$800.00
newspaper.com	NASCAR	300x250	9/7/08	9/21/08	CPM	100,000	25%	25,000	\$12.00	\$300.00
newspaper.com	NASCAR	728x90	9/7/08	9/21/08	CPM	100,000	25%	25,000	\$12.00	\$300.00
newspaper.com	NASCAR	160x600	9/7/08	9/21/08	CPM	100,000	25%	25,000	\$12.00	\$300.00
newspaper.com	ROS	728x90	5/18/08	6/1/08	CPM	500,000	20%	100,000	\$8.00	\$800.00
						-	#DIV/0!			\$-
						TOTAL:		370,000	\$9.62	\$3,560.00

*Cost Types include: CPM, Flat Rate, Ad-ID, Video, Package

SNA national advertising & RFPs

2009

SOV Share of Voice

Percent of total inventory proposed for campaign

Agency RFP

Request Strategy: NASCAR

Primary Site Contact: Jon Smith
 Phone #: (212) 555-1234
 Email: jsmith@agency.com

Primary Site Contact: Sally Jones
 Phone #: (304) 555-4321
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Newspaper.com						Total Inventory	SOV %	Proposed Impressions	CPM	Total
Site	Placement	Size	Start Date	End Date	Cost Type*					
newspaper.com	NASCAR	300x250	5/18/08	6/1/08	CPM	100,000	25%	25,000	\$12.00	\$300.00
newspaper.com	NASCAR	728x90	5/18/08	6/1/08	CPM	100,000	25%	25,000	\$12.00	\$300.00
newspaper.com	NASCAR	160x600	5/18/08	6/1/08	CPM	100,000	25%	25,000	\$12.00	\$300.00
newspaper.com	logo	5/18/08	6/1/08	CPM	100,000	10%	10,000	\$8.00	\$80.00	
newspaper.com	ROS	728x90	5/18/08	6/1/08	CPM	500,000	20%	100,000	\$8.00	\$800.00
newspaper.com	NASCAR	300x250	9/7/08	9/21/08	CPM	100,000	25%	25,000	\$12.00	\$300.00
newspaper.com	NASCAR	728x90	9/7/08	9/21/08	CPM	100,000	25%	25,000	\$12.00	\$300.00
newspaper.com	NASCAR	160x600	9/7/08	9/21/08	CPM	100,000	25%	25,000	\$12.00	\$300.00
newspaper.com	NASCAR	logo	9/7/08	9/21/08	CPM	100,000	10%	10,000	\$8.00	\$80.00
newspaper.com	ROS	728x90	5/18/08	6/1/08	CPM	500,000	20%	100,000	\$8.00	\$800.00
						-				\$-
						TOTAL:		370,000	\$9.62	\$3,560.00

*Cost Types include: CPM, Flat Rate, Ad-ID, Video, Package

SNA national advertising & RFPs

2009

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Agency RFP

Proposed Impressions


Third party tags will be included in creative provided by the agency and there can be as much as 15% discrepancy. Deliver between 15-20% more impressions than promised.

Request for Proposal

Secondary Site Contact: Ann Brown
Phone #: (304) 556-6789
Email: abrown@newspaper.com

End Date	Cost Type*	Total Inventory	SOV %	Proposed Impressions	CPM	Total
6/1/08	CPM	100,000	25%	25,000	\$12.00	\$300.00
6/1/08	CPM	100,000	25%	25,000	\$12.00	\$300.00
6/1/08	CPM	100,000	25%	25,000	\$12.00	\$300.00
6/1/08	CPM	100,000	10%	10,000	\$8.00	\$80.00
6/1/08	CPM	500,000	20%	100,000	\$8.00	\$800.00
9/21/08	CPM	100,000	25%	25,000	\$12.00	\$300.00
9/21/08	CPM	100,000	25%	25,000	\$12.00	\$300.00
9/21/08	CPM	100,000	25%	25,000	\$12.00	\$300.00
9/21/08	CPM	100,000	10%	10,000	\$8.00	\$80.00
6/1/08	CPM	500,000	20%	100,000	\$8.00	\$800.00
				#DIV/0!	-	\$-
TOTAL:				370,000	\$9.62	\$3,560.00

*Cost Types include: CPM, Flat Rate, AdSell Value, Package



2009

Agency RFP

Pricing Guidelines

Pricing can range from \$1 CPM for remnant to more than \$25 CPM based on ad types, targeting and available inventory.


Make note of whether proposed budget or CPM are net or gross

Request for Proposal

Secondary Site Contact: Ann Brown
Phone #: (304) 556-6789
Email: abrown@newspaper.com

End Date	Cost Type*	Total Inventory	SOV %	Proposed Impressions	CPM*	Total
6/1/08	CPM	100,000	25%	25,000	\$12.00	\$300.00
6/1/08	CPM	100,000	25%	25,000	\$12.00	\$300.00
6/1/08	CPM	100,000	25%	25,000	\$12.00	\$300.00
6/1/08	CPM	100,000	10%	10,000	\$8.00	\$80.00
6/1/08	CPM	500,000	20%	100,000	\$8.00	\$800.00
9/21/08	CPM	100,000	25%	25,000	\$12.00	\$300.00
9/21/08	CPM	100,000	25%	25,000	\$12.00	\$300.00
9/21/08	CPM	100,000	25%	25,000	\$12.00	\$300.00
9/21/08	CPM	100,000	10%	10,000	\$8.00	\$80.00
6/1/08	CPM	500,000	20%	100,000	\$8.00	\$800.00
				#DIV/0!	-	\$-
TOTAL:				370,000		\$3,560.00

*Cost Types include: CPM, Flat Rate, AdSell Value, Package



2009

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The Insertion Order

- Turn in RFP before deadline
- Confirm receipt with agency
- If approved, they will submit an I/O with offer
- Review to confirm ability to deliver
- Contact agency account manager with any questions
- Sign and return I/O to agency
- File for billing when campaign is completed
- Proof of delivery will be compared with 3rd party tag from agency



SNA national advertising & RFPs

2009

Thank you

Wendy Barnes
Director of Interactive Advertising
wbarnes@gatehousemedia.com
540-845-3606



SNA national advertising & RFPs

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