

## National Advertisers: What to Expect When the Campaign Goes Live

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## Screen Shots

- Expect to send a screen shot (tearsheet) of the ad running on your site, after the campaign goes live.
- The screen shot is typically due to the campaign Account Manager one to seven days after the start date.



# 10 Things You Need to Know: Agencies Placing Online Advertising - Courtney Chojnacki

## Screenshot Sample

The screenshot shows the homepage of 'The Daily Item' website. At the top, there is a navigation bar with links for 'Home', 'Sports', 'Obituaries', 'Life', 'Photos', 'Entertainment', 'Homeschools', 'Classrooms', 'Puzzles', 'Real Estate', 'Classifieds', and 'Premium Pages'. Below this is a large banner for 'The Daily Item' with the tagline 'LIVE DELIVERED DIGITALLY'. The main content area is divided into several sections: 'Careers' with a search bar and 'Employers Login'; 'Featured Content from Monster' with a list of job tips; 'Coast to Coast: Around the Corner' with a 'Find your perfect car' search; and 'Find a business' with a search bar. On the right side, there is a vertical sidebar with a '1-800-KIDS-101' advertisement, a 'Color "Boomer"!' advertisement, and a 'Free Coupons! PRINT AND SAVE!' advertisement. A light blue arrow points to the '1-800-KIDS-101' advertisement.

## 3rd Party Ad Tags & Over Delivery

- Clients utilize an Online Agency to create the ad tag.
- The client contracts with the Online Agency to run and track so many impressions.
- If the client over delivers, they get charged an over-delivery charge by the Online Agency. If the client gets charged, you get charged.
- Charge could be a CPM or a percentage of the invoice amount, that you owe back to the client. (Subtracted from the final invoice)
- The goal is to pace at 100% delivery the entire length of the campaign to avoid fees.

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### Traffic Reports

- During the length of an active campaign, you should expect to see weekly Traffic Reports that will alert you to how well the campaign is pacing.
- Slow down or speed up the campaign delivery based on these reports.

Site	Placement	Size	Start Date	End Date	Contract IMPS	Delivered IMPS	Pace %
EagleTribune.com	Grocery, Community, Food, News, ROS (zip code targeted to selected DMAs)	300x250	4/26/09	12/31/09	178,571	31,840	80.40%

Sample Traffic Report



### Make Goods

- If you have under-delivered a campaign, always ask your Campaign Account Manager if you can run a make good.
- You can schedule the make good to run the amount of under-delivered impressions.
- The customer is happy and you can invoice 100% of the campaign.



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## Invoicing

- At the end of each month, the invoice amount of each campaign needs to be based on their 3rd party server numbers.
- If you deliver 100% of the contracted impressions, you can bill for 100% of the contracted impressions.
- If you over-deliver, you can still only bill for the contracted impressions.

Placement	Size	Start Date	Actual Start	End Date	Contract IMPS	Target IMPS	Delivered IMPS
Homepage, News, Entertainment, Sports, ROS	300x250	06/18/07	06/18/07	06/30/07	60,000	60,000	71,183
Homepage, News, Entertainment, Sports, ROS	728x90	06/18/07	06/18/07	06/30/07	90,000	90,000	94,201
Homepage, News, Entertainment, Sports, ROS-RM	300x250	06/18/07	06/18/07	06/30/07	20,000	20,000	32,034
Homepage, News, Entertainment, Sports, ROS-RM	728x90	06/18/07	06/18/07	06/30/07	30,000	30,000	31,449
					200,000	200,000	228,867

Final Traffic Report Sample



## Invoicing

- If a campaign under-delivered, you can only invoice the number of actual impressions delivered.
- Example:
  - Campaign contracted to run 100,000 Imps.
  - Campaign only delivered 85,000 Imps per 3rd party traffic report.
  - Invoice the 85,000 Imps only.



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### On the Invoice

- Include the following on your invoice:
  - Accounts Receivable Pay To information, including any contact name and address.
  - Campaign Name, Campaign Number (if applicable) Flight Start and End Dates, Sections ran, and Ad Sizes.
  - Number of Billable Impressions and NET CPM.
  - Grand Total Dollar Amount at bottom.
  - Net 30 Days.



### Getting National Advertisers



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### Website

- Get IAB compliant.
- Have the following ad sizes available above the scroll line:
  - 728x90
  - 300x250
  - 160x600
- Have only one of each size to a page



### National Remnant Ad Networks

- Utilize the remnant networks for unsold inventory.
- You can make money for every impression each month just by setting up a few networks.
- Advertising.com, BlueLithium, etc.



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### Online National Media Kit

- Have a professional piece created that shares the best points about your website. (Email and printed pieces.)
- Tell the Agency what makes you unique and let them know what sponsorship opportunities you have available.
- Create HTML emails that tell your story in one snapshot, to get their attention.
- Online Sample including Video:
  - [www.cnhiinteractive.com](http://www.cnhiinteractive.com)



### HTML Email Blast Sample

The image shows a sample HTML email blast for CNHI Interactive. The email has a blue header with the CNHI logo and a yellow banner that says "Meet with us during the NAA conference in Las Vegas!". Below this, there is contact information for Jack Robb and Courtney Chojnacki. The main body of the email features a map of the United States with a red circle over the Northeast region labeled "YOUR ADS". To the right of the map, there is a list of "Current Operations" including "Print Publications" and "Internet Web Sites". At the bottom, there is a yellow banner that says "ONE BUY + ONE RATE + ONE ORDER + ONE CONTACT" and a section for "OUR PARTNERS" with logos for Zillow.com, AutoScout24, and Agency.com.

**cnhiinteractive**

**Meet with us during the NAA conference in Las Vegas!**

CONTACT  
Jack Robb, Vice President of Revenue @ 205-298-7123  
Courtney Chojnacki, Online Sales Vice President @ 405-474-1898  
to Schedule your 30 minute presentation.

**CNHI has targeted strategies for your clients.**  
Many of which already use our newspapers!

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**151 Location Market Areas**

**CNHI Current Operations**

**Print Publications**

- 89 Daily Newspapers – 1,027,450 circulation
- 46 Non-daily Newspapers – 156,215 circulation
- 45 Shopper Products – 632,207 circulation
- 55 Total Market Coverage Products
- 728,201 circulation
- Numerous Specialty Publications

**Internet Web Sites**

- Over 60 Million Monthly Impressions
- Over 6 Million Monthly Unique Visitors
- 510,000 Daily Unique Visitors

**ONE BUY + ONE RATE + ONE ORDER + ONE CONTACT**

OUR PARTNERS

Zillow.com AutoScout24 cnhi monster Agency.com



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### Site Specific Ad Networks

- Centro, MansiMedia, Town News, etc.
- State Newspaper Associations.
- If your newspaper(s) is/are not in their database, they can't use you. Email them a spreadsheet with your newspaper name, url, monthly page views, monthly uniques, etc.
- Google search to find national networks and call them. Introduce yourself. They are more than happy to make a new partnership.
- Be prepared to visit them to present in person or webinar your presentation.



Thank You!

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