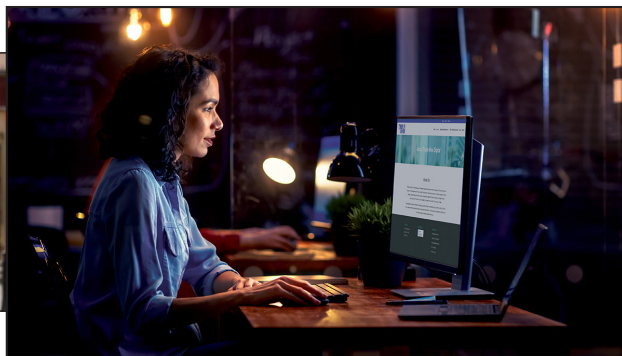


## Simple. Authentic. Unique.



### OUR PROMISE TO YOU:

Triple-Nine Digital is a full-service marketing advocacy firm powered by technology and grounded with foundational marketing. Our promise is to support you, your business, and your team, along with helping you feel more confident in your marketing efforts.

We want to save you from the stress of not knowing where your marketing dollars are going and what your advertising is doing for you. With fully transparent reporting and consistent evaluation meetings, we want to be held accountable for helping your business succeed.

### OUR TEAM VALUES ARE BASED ON:

- ◆ Teamwork
- ◆ Community Involvement
- ◆ Continuing Education
- ◆ Innovation
- ◆ Creativity

### OUR WORKFLOW & PROCESS:

- ◆ Evaluation of Business and Marketing Goals
- ◆ Current Brand, Marketing and Advertising Assessment
- ◆ Competition Analysis
- ◆ Initial Marketing Suggestions with Growth Plan
- ◆ Constant Evaluation and Adjustment based on Results

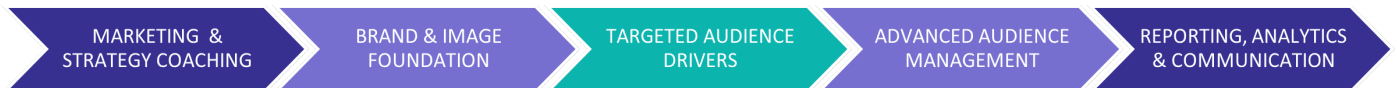


## OUR OBJECTIVE:

Our objective is to help you tell your story in an authentic and unique way while also teaching you to use a variety of media to give your business a platform to stand on. We partner with the best local and national teams to give you trusted quality without sacrificing your budget.

We want to showcase your business and our initial tasks will include researching, organizing, listening, and learning. We want to learn all about your marketing and business goals, your business history, your motivations, and the reason why you love your business and love what you do every day. We will then work with you to come up with a marketing strategy that best fits your business goals and brand theme & style. Telling your story to the right people at the right time can be a very delicate task, but when you're ready, we'll be here to help guide you on your marketing journey!

## TRIPLE-NINE DIGITAL METHODOLOGY



**MARKETING & STRATEGY COACHING:** We are here to help take the stress out of your marketing efforts. We will help you organize your goals, objectives, and marketing resources including your team members who can bring in valuable ideas to help grow your business.

**BRAND & IMAGE FOUNDATION:** Your first impression makes all the difference so, before we start driving more traffic, we will evaluate if your brand really showcases your style, differentiators, and the topics that mean the most to your audience.

**TARGETED AUDIENCE DRIVERS:** Once you have your image identified; it is important to remember that people are not necessarily going to find you by accident. You need to give fate a little push to put yourself in front of customers at the right moment.

**ADVANCED AUDIENCE MANAGEMENT:** While driving new clients to your business is always important, it is equally important to remember the value of those you already have. Retention programs make your customers feel valued and keep them coming back.

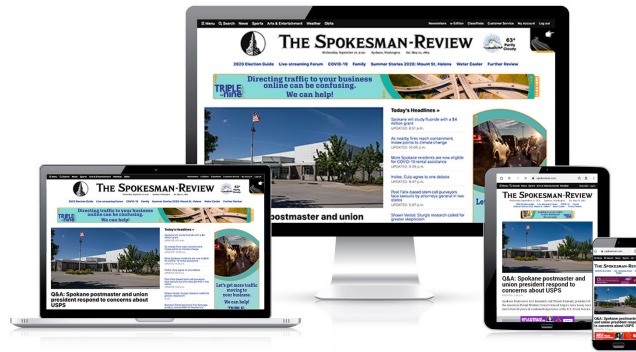
**REPORTING, ANALYTICS, & COMMUNICATION:** As part of our promise to you, we do not sign clients into contracts unless requested. Our goal is to be transparent with your results through reporting and analytics, and to be readily available for communication to brainstorm and work through challenges.



**TRIPLE  
-nine** *Digital*  
**THE SPOKESMAN-REVIEW**

## MARKETING SHOULD BE A STRESS-FREE PATH TO ACHIEVING YOUR BUSINESS GOALS.

Marketing & business management services. Connecting businesses & consumers through positive relationships and solid marketing strategies.



### GET FOUND ONLINE

Ensure the information about your business is correct and consistent across all local online directories.

**Business Listings**

### ENGAGE WITH CUSTOMERS

A solid social media presence allows customers to interact with your brand on a more personal level.

**Social Media Management**

### GENERATE MORE TRAFFIC

Put your message in front of the people most likely to become customers and reach them on the platforms and devices they use every day with targeted advertising.

**Google Ads, Direct Email, Targeted Display, Video & Social Media Advertising**

### MAKE A LASTING IMPRESSION

Establish trust and credibility with a responsive and secure website that is current and informative.

**Website Development & Maintenance**

### BUILD YOUR REPUTATION

Quickly and easily ask for and respond to online reviews to show potential customers that strong customer service is important to your business.

**Full & Self-Service Reputation Management**

### REACH THE LARGEST LOCAL ONLINE AUDIENCE

*The Spokesman-Review* has the largest local online reach of any Inland Northwest media website with over 4.5 million pageviews and 1/4 million unique visitors monthly.

**Run of Site, Premium Placement, Sponsorship, and Cannabis Advertising**



**YOUR LOCAL DIGITAL RESOURCE**

509.459.5237 • info@triple9digital.com • FREE Brand and Competitive Analysis at www.triple9digital.com



## TARGETED ADVERTISING

Using targeted display, video and social media advertising, we put your message in front of the people most likely to become customers and reach them on the platforms and devices they use every day.

## GOOGLE ADS

Increase online traffic and visibility of your business with Google Ads and be on top of search results at the moment customers are searching for your products and services.

## DISPLAY ADVERTISING

*The Spokesman-Review* has the largest local online reach of any Inland Northwest media website. We offer multiple display and premium placement options available to match your campaign and budget.

## NATIVE ADVERTISING

Native advertising connects brands with engaged audiences by planting branded content directly into editorial streams. Simply, it is paid advertising made to look like news content or articles on media sites like Yahoo!, MSN, or our very own Spokesman-Review.

## CANNABIS

*EVERCANNABIS* is an informative guide to the legal cannabis industry throughout Washington and beyond. We also offer digital advertising and business solutions for the challenging cannabis industry.

## DIRECT EMAIL MARKETING

Powerful, cost effective program to promote products, services and events by delivering ads to targeted email lists.

**Targeted. Measurable. Interactive.**

## TEXT MARKETING

100% opt-in program that provides subscribers updates on products, services, specials and events your business provides.

## BUSINESS LISTINGS

The information listed about your business online is critical to your company's success. We'll help you get your listings on track with manual data registration with up to 50 directories.

## WEBSITE SERVICES

Your website is your number one marketing asset. As the foundation of your online brand, this is where you will drive all of your marketing efforts. We offer responsive, secure website design and monthly maintenance services.

## SOCIAL MEDIA MANAGEMENT

Social Media Management goes beyond just posting updates to your company's social media profiles. It also includes engaging with your audience and looking for new opportunities to increase reach and visibility.

## REPUTATION MANAGEMENT

Acknowledging and responding to both positive and negative reviews shows potential customers that customer service is important to your business. We provide full and self-service options to stay on top of what is being said about your brand online.

## AND MORE...

We also offer additional services and resources to meet your specific digital needs and budget. Let us help you take the stress out of online marketing.



**TRIPLE**  
**nine**  
THE SPOKESMAN-REVIEW

# ADVERTISING SPECIFICATIONS

The Spokesman-Review has the largest local online reach of any Inland Northwest media website. We offer multiple display, premium placement and sponsorship options.

**SPOKESMAN.COM** gets over 5 Million pageviews and 1.5 million unique visitors monthly.  
--Google Analytics

**SPOKESMAN.COM MOBILE** has nearly 1.1 million sessions, is visited by more than 728,000 users, and those users rack up over 1.8 million pageviews each month.  
--Google Analytics

## DESKTOP PREMIUM PLACEMENTS

### SUPER LEADERBOARD - HOME PAGE

15,000 Impressions/Day\* ♦ \$375/day or \$325/2+days

Positioned at the top of the home page and is responsive to the reader's screen size.

### DESKTOP BIG AD - HOME PAGE

15,000 Impressions/Day\* ♦ \$450/day or \$400/2+ days

Loads in next to headlines.

### DASHBOARD - RUN OF SITE

30,000 Impressions/Day\* ♦ \$360/day

Runs on the home page and throughout the site.

### ANCHOR - RUN OF SITE

40,000 Impressions/Day\* ♦ \$720/day or \$670/2+ days

Positioned at the bottom of every page and sticks with the scroll.

### RIGHT RAIL - RUN OF SITE

300,000 Impressions/Month\* ♦ \$120/day or \$3,060/month

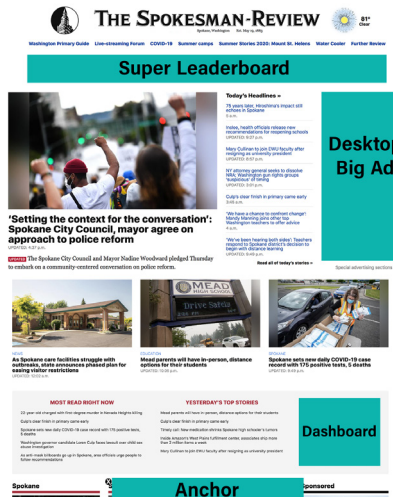
Runs on all pages EXCEPT home page and is exclusive to 1 advertiser. Screen size limitations.

### WEATHER PAGE

700 Impressions/Week\* ♦ \$130/week

Super Leaderboard. Available ONLY with Weather Package print bundle.

\*Impressions noted are averages based on past performance and are not guaranteed during specific campaigns.



## HOME PAGE TAKEOVER

100,000 Impressions/Day\* ♦ \$1,500/day or \$1,400/2+ days

Includes home page only placements of Super Leader, Dashboard, Desktop Big Ad, Anchor and 728x90 (3).

**Home Page Takeover - Political** ♦ \$1,800/day or \$1,700/2+ days

Requires pre-approval of web-ready creatives (all sizes) prior to reservation. All ads must comply with standard political advertising guidelines.



**YOUR LOCAL DIGITAL RESOURCE**

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## e-EDITION PLACEMENTS

### SKYSCRAPER - RUN OF SITE

20,000 Impressions/Day\* ♦ \$240/day

Runs on all pages and is exclusive to 1 advertiser.  
Desktop only. Screen limitations apply.

### e-EDITION TAKEOVER

100,000 Impressions/Day\* ♦ \$1,500/day or  
\$1,400/2+days

Includes e-Edition run of site placement of the  
Skyscraper, In-story 728x90s (Desktop)/320x250  
(Mobile) and the in-story 300x250s.

## MOBILE PLACEMENTS

### MOBILE HEADER- RUN OF SITE

230,000 Impressions/Month per advertiser\* ♦  
\$1,610/30 days

Above the fold and rotates up to 4 advertisers.

### MOBILE BIG AD - RUN OF SITE

185,000 Impressions/Month\* ♦ \$1,295/30 days  
Largest ad unit throughout the site and rotates up to  
7 advertisers.

### MOBILE ANCHOR

850,000 Impressions/Month\* ♦ \$5,950/30 days  
Exclusive to 1 advertiser.

### MOBILE APP BANNER / ANCHOR (320/50)

139,000 Impressions/Month\* ♦ \$973/30 days  
Not available to Financial Institutions

### MOBILE APP BIG AD (300x250)

360,000 Impressions/Month\* ♦ \$2,520/30 days  
Not available to Financial Institutions

\*Impressions noted are averages based on  
past performance and are not guaranteed  
during specific campaigns.

## AD SPECIFICATIONS

100kb max file size

### ANIMATION:

Max 3 loops

Max length 15 seconds

### HIGH RESOLUTION ADS:

Standard and high-resolution creatives are needed for  
each ad size as noted below

### MOBILE ADS:

Big Ad: 300x250 (600x500 Hi-Res)

Anchor: 320x50 (640x100 Hi-Res)

Header: 320x50 (6040x100 Hi-Res)

### eEDITION ADS:

Skyscraper: 160x600 (320x1200 Hi-Res)

In-Story Top (Desktop): 728x90 (1456x180 Hi-Res)

In-Story Top (Mobile): 320x250 (640x500 Hi-Res)

In-Story: 300x250 (600x500 Hi-Res)

### DESKTOP ADS:

Super Leaderboard: 1280x100 (2560x200 Hi-Res),  
970x90 (1940x180 Hi-Res), 728x90 (1456x180 Hi-Res)

Leaderboard ROS: 728x90 (1456x180 Hi-Res)

Home Page Big Ad: 300x600 (600x1200 Hi-Res)

Dashboard: 300x250 (600x500 Hi-Res)

Right Rail ROS: 100x525 (200x1050 Hi-Res)

Anchor ROS: 728x90 (1456x180 Hi-Res)

### WEATHER PAGE ADS:

Super Leaderboard: 1280x100 (2560x200 Hi-Res),  
970x90 (1940x180 Hi-Res), 728x90 (1456x180 Hi-Res)

### HTML5 ADS:

Created with Adobe Animate

We host or client hosts

Flash ads not accepted



## Native Advertising / Sponsored Content Guidelines

### DIGITAL ARTICLES:

- ◆ Homepage placement
  - Includes 1 Facebook share on S-R business page per sponsored week
- ◆ Mixed in with Content
- ◆ Labeled Sponsor
- ◆ Image and headline
- ◆ Rotates with up to 5 other stories
- ◆ Available as a 1-week or 2-week sponsorships
  - Includes 1 post on S-R Facebook page per week
- ◆ Clicks through to an article page
- ◆ Will rotate through listed stories then placed in local archive.
- ◆ Articles should be a maximum of 700 words and a minimum of 200 words. The ideal length is around the 500 to 600-word range. Over 700 words additional charge applies.
- ◆ Articles should include no more than 5 links. Links must be applicable to the article. Links will open as a new window/tab.
- ◆ 40-45 characters for headline is recommended. 60 characters maximum.
- ◆ The advertiser statement at the bottom of the page must be no more than 40 words and cannot list an offer, mention competitors or make false statements. The advertiser's name will hyperlink to the advertiser's web page (this does not count as one of the 5 hyperlinks).
- ◆ Content subject to review and approval prior to scheduling run dates.
- ◆ Content may not be an article previously run as news/ editorial content.
- ◆ The following information may be included in the Advertiser Info area:
  - ◆ Advertiser name
  - ◆ Phone number
  - ◆ Address
  - ◆ Website
  - ◆ **Logos will not be included**

### IMAGES:

- ◆ Images: Each article includes at least one (1) image, and up to eight (8) images.
  - ◆ Each image must be a minimum files size of 1 MB, 100 dpi or higher.
  - ◆ The main image that will appear on the story page should be 300X600 pixels.
  - ◆ The "tease" image that will appear on the Spokesman.com homepage above the headline should be;
    - ◆ If rasterized (JPG or PNG) 2500 x 1405 pixels.
    - ◆ If vector (SVG) 1142 x 642 pixels.
  - ◆ Images must support the article.
  - ◆ JPGs are recommended for the story page.

### VIDEO:

- ◆ If having video as part of your native advertising:
  - ◆ Video must pertain to the article.
  - ◆ Video must follow the same best practices that the article is subject to.
  - ◆ Video must be hosted on YouTube by client.
  - ◆ Unless there are specific requests for positioning a video elsewhere, videos are typically embedded at the end of each piece.
  - ◆ An image must still be supplied.



## Native Advertising / Sponsored Content Guidelines (cont)

### PRINT ARTICLES:

- ◆ The ad is typically designed to resemble a news story and can include a headline, body text, image, client name, contact information and logo. Fonts used are like a news story.
- ◆ These stories require the words 'Paid Advertisement' at the top of the ad. Word count can vary depending on what other elements are requested.
- ◆ A good article will typically be at least a quarter-page. A quarter-page ad (4.875" w X 10.5" h) with one photo has a maximum word count of 576. If more images or a larger primary image is requested, the maximum word count can drop by at least 100. Our design team can help you with assembling the materials.

### YAHOO!/MSN TARGETING:

- ◆ We can target users in the News Feed on Yahoo! and MSN via a link to our article on spokesman.com.
  - ◆ Link Headline max 50 characters
  - ◆ Link Body max 150 characters
  - ◆ Image 1200x627px
- ◆ All digital article content rules above apply.

### NATIONAL ARTICLES:

- ◆ All Digital Article standards apply plus the following:
  - ◆ 1 week per article.
  - ◆ Frequency discounts unavailable.
  - ◆ Removed from rotation after 1 week and placed in archive.
  - ◆ Maximum of 2 National articles per week.
  - ◆ Not available in print program - Digital only.

#### ◆ **Deadline:**

A minimum of 15 days in advance of when the advertiser needs to have it for approval.

### SUBMISSIONS:

- ◆ Send all assets (copy, images and/or video) to your Spokesman-Review Sales Executive and/or Triple-Nine Digital Sales Strategist and include the following:
  - ◆ Contact information, including advertiser name, company URL, address and phone number
  - ◆ Photo or video link (advertiser is responsible for the rights to use the photo or video)
- ◆ All stories are subject to minor editing by The Spokesman-Review/Triple-Nine Digital Marketing staff for proper grammar, punctuation, and news style. Online articles also may receive additional edits for SEO purposes.
- ◆ If major editing is required, The Spokesman-Review/Triple-Nine Digital will communicate with the client.
- ◆ If requested, The Spokesman-Review/Triple-Nine Digital will provide a print ad proof or a screen shot prior to publication, and provide adjustments as needed to text, photos or design.
- ◆ Content must abide by all standards of content and be approved prior to reservation.

#### Sponsored



**This toxic vegetable is the No. 1 danger in your diet**

More sponsored stories:

Do you need an 'RFID-blocking' vest?

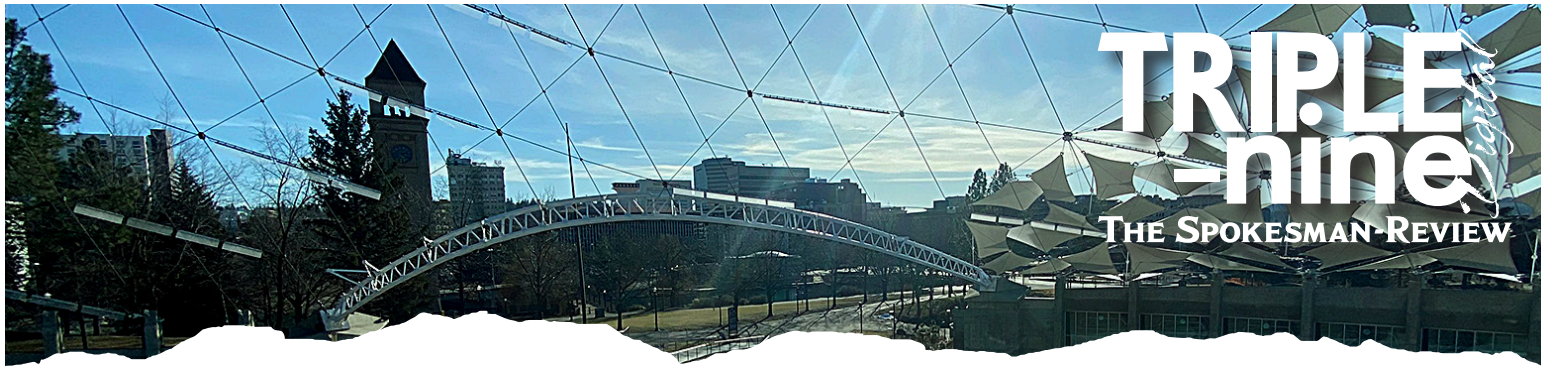
AI technologies fuel Xfinity customer support platforms

What you should know about your parents' money

Bridging the digital divide: Internet resources for low-income veterans in Spokane

Organize your finances and simplify your life





## PREMIUM NEWSLETTER SPONSORSHIPS

### Morning Review

**150,000 WEEKLY DISTRIBUTION \*     \$1,800/WEEK | 2+ WEEKS \$1750/WEEK**  
A daily review of the most important stories to get your morning started.  
Distributed daily at 6 a.m.

### Sports

**14,000+ WEEKLY DISTRIBUTION\*     \$175/WEEK | 2+ WEEKS \$150/WEEK**  
Our daily sports roundup of the most important local sports news.  
Distributed daily at 9 a.m.

### Spokane7

**2,800+ WEEKLY DISTRIBUTION\*     \$175/WEEK | 2+ WEEKS \$150/WEEK**  
Our latest stories from Spokane7. Events and entertainment in our area. Art and culture, movies, music, family and kids, outdoors and recreation.  
Distributed every Thursday afternoon.

### eEdition

**140,000+ WEEKLY DISTRIBUTION\*     \$1,680/WEEK | 2+ WEEKS \$1,630/WEEK**  
Announces availability of the eEdition online.  
Distributed to subscribers daily by 9 a.m.

### Cougs

**1,700+ WEEKLY DISTRIBUTION\*     \$175/WEEK | 2+ WEEKS \$150/WEEK**  
WSU football news before every game and full recap after the game.  
Distributed on game days.

### Zags

**4,200+ WEEKLY DISTRIBUTION\*     \$175/WEEK | 2+ WEEKS \$150/WEEK**  
Gonzaga basketball news before every game and full recap after the game.  
Distributed on game days.

### Newsletter Takeover

**166,800+ WEEKLY DISTRIBUTION\*     \$2,000/WEEK | 2+ WEEKS \$1,950/WEEK**  
Includes sponsorship of the Morning Review, Sports, Spokane7 and newsletters.

\*Distribution numbers noted are averages based on active subscriptions and are not guaranteed during specific campaigns.

**Weekly Sponsorships**

**Daily Distribution**

**Subscription Viewership**

**728x90 Top of Page Placement**

**Performance Reporting**



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# NATIVE ADVERTISING

Native advertising connects brands with engaged audiences by planting branded content directly into editorial streams. Simply, it is paid advertising made to look like news content or articles on media sites like Yahoo!, MSN or our very own *Spokesman-Review*.

## SPOKESMAN.COM NATIVE

- ◆ Homepage placement
- ◆ Image and headline displayed
- ◆ Labeled Sponsor
- ◆ Rotates with up to 4 other stories
- ◆ 1 and 2 week pricing options
- ◆ Story rotation for 6 months

## SPECIFICATIONS

- ◆ Maximum of 700 words /Minimum of 200 words. 500 to 600-words ideal.
- ◆ Articles should include no more than 5 links. Links must be applicable to the article.
- ◆ Headline limited to 60 characters maximum.
- ◆ Each article includes at least one (1) image, and up to eight (8) images.
- ◆ Images must support the article.
- ◆ Video may be included.

### Sponsored



**This toxic vegetable is the No. 1 danger in your diet**

More sponsored stories:

Do you need an 'RFID-blocking' vest?

AI technologies fuel Xfinity customer support platforms

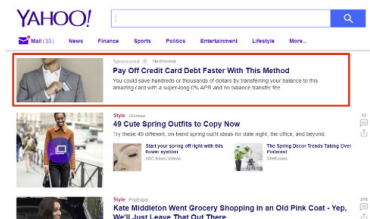
What you should know about your parents' money

Bridging the digital divide: Internet resources for low-income veterans in Spokane

Organize your finances and simplify your life

## MSN, YAHOO! AND GOOGLE NATIVE:

- ◆ Ad placement within articles.
- ◆ Target users by gender, age, geography and interests and topics.
- ◆ Pricing based on Cost per Click to match your budget.





## Native Advertising / Sponsored Content Guidelines

### DIGITAL ARTICLES:

- ◆ Homepage placement
- ◆ Mixed in with Content
- ◆ Labeled Sponsor
- ◆ Image and headline
- ◆ Rotates with up to 5 other stories
- ◆ Available as a 1-week or 2-week sponsorships  
-Includes 1 post on S-R Facebook page per week
- ◆ Clicks through to an article page
- ◆ Will rotate through listed stories then placed in local archive.
- ◆ Articles should be a maximum of 700 words and a minimum of 200 words. The ideal length is around the 500 to 600-word range. Over 700 words additional charge applies.
- ◆ Articles should include no more than 5 links. Links must be applicable to the article. Links will open as a new window/tab.
- ◆ 40-45 characters for headline is recommended. 60 characters maximum.
- ◆ The advertiser statement at the bottom of the page must be no more than 40 words and cannot list an offer, mention competitors or make false statements. The advertiser's name will hyperlink to the advertiser's web page (this does not count as one of the 5 hyperlinks).
- ◆ The following information may be included in the Advertiser Info area:
  - ◆ Advertiser name
  - ◆ Phone number
  - ◆ Address
  - ◆ Website
  - ◆ **Logos will not be included**

### IMAGES:

- ◆ Images: Each article includes at least one (1) image, and up to eight (8) images.
  - ◆ Each image must be a minimum files size of 1 MB, 100 dpi or higher.
  - ◆ The main image that will appear on the story page should be 300X600 pixels.
  - ◆ The "tease" image that will appear on the Spokesman.com homepage above the headline should be;
    - ◆ If rasterized (JPG or PNG) 2500 x 1405 pixels.
    - ◆ If vector (SVG) 1142 x 642 pixels.
  - ◆ Images must support the article.
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### VIDEO:

- ◆ If having video as part of your native advertising:
  - ◆ Video must pertain to the article.
  - ◆ Video must follow the same best practices that the article is subject to.
  - ◆ Video must be hosted on YouTube by client.
  - ◆ Unless there are specific requests for positioning a video elsewhere, videos are typically embedded at the end of each piece.
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## Native Advertising / Sponsored Content Guidelines (cont)

### PRINT ARTICLES:

- ◆ The ad is typically designed to resemble a news story and can include a headline, body text, image, client name, contact information and logo. Fonts used are like a news story.
- ◆ These stories require the words 'Paid Advertisement' at the top of the ad. Word count can vary depending on what other elements are requested.
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- ◆ We can target users in the News Feed on Yahoo! and MSN via a link to our article on spokesman.com.
  - ◆ Link Headline max 50 characters
  - ◆ Link Body max 150 characters
  - ◆ Image 1200x627px
- ◆ All digital article content rules above apply.

### NATIONAL ARTICLES:

- ◆ 1 week per article. Frequency discounts unavailable.
- ◆ National articles are removed after each week and are not placed in local archive.
- ◆ Maximum of 2 National articles per week.
- ◆ Not available in print program - Digital only.

#### ◆ **Deadline:**

A minimum of 15 days in advance of when the advertiser needs to have it for approval.

### SUBMISSIONS:

- ◆ Send all assets (copy, images and/or video) to your Spokesman-Review Sales Executive and/or Triple-Nine Digital Sales Strategist and include the following:
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- ◆ Content must abide by all standards of content and be approved prior to reservation.

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**This toxic vegetable is the No. 1 danger in your diet**

More sponsored stories:

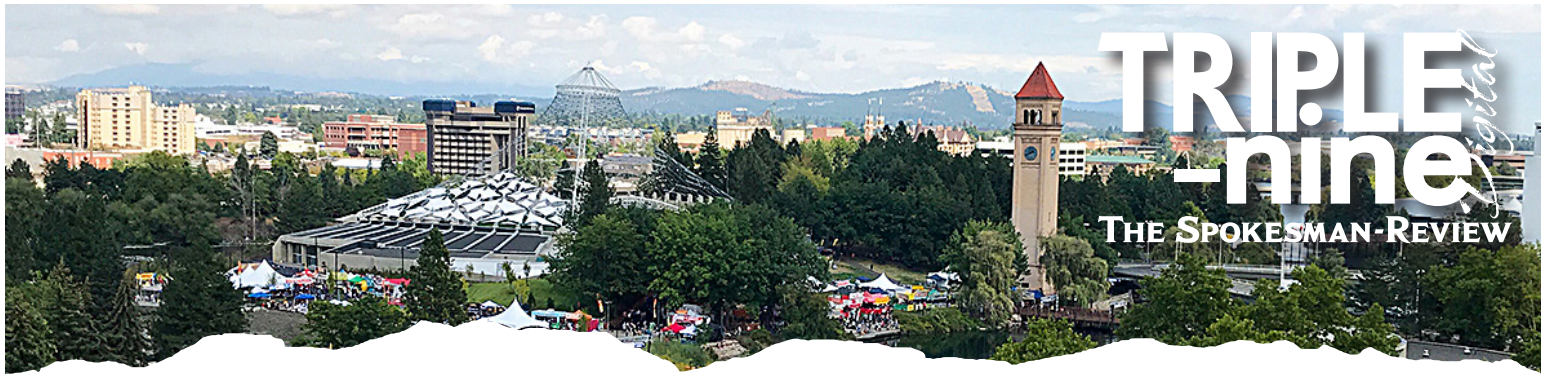
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Organize your finances and simplify your life



## TARGETED ADVERTISING

Targeted advertising is a way to make sure that your ads end up in front of the people most likely to become customers and reach them on the platforms and devices they use every day.

### TARGETED DISPLAY

Using targeted display, video, Gmail and social media advertising, we put your message in front of potential customers where and when they're looking for your services.

### GOOGLE ADS

Increase online traffic and visibility of your business with Google Ads and be on top of search results at the moment customers are searching for your products and services.

### NATIVE ADVERTISING

Native advertising connects brands with engaged audiences by planting branded content directly into editorial streams. Simply, it is paid advertising made to look like news content or articles on media sites like Yahoo! and MSN.

### EMAIL MARKETING

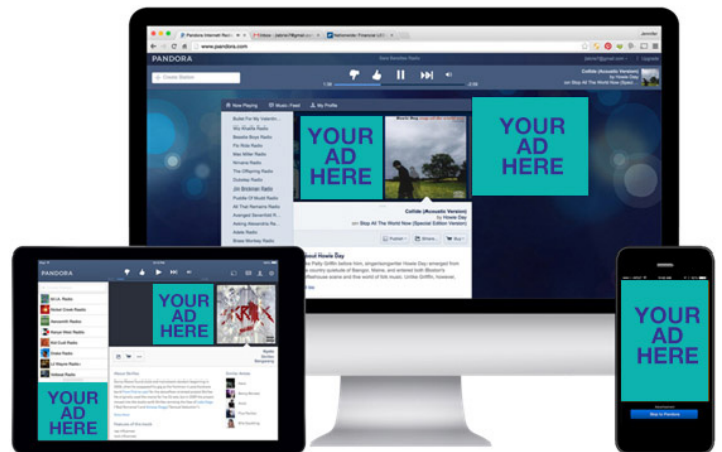
Powerful, cost effective program to promote products, services and events by delivering ads to targeted email lists. Targeted. Measurable. Interactive.

### WAZE APP

Targeted Pins and Searches in the WAZE app! Your ad appears in search results or when a driver is near your location.

### OTT / CTV STREAMING VIDEO

Connect your brand to audiences beyond search, social and display. Place your ad on channels such as Fox, CBS, NBC, A&E, CNN and more.



### TARGET YOUR AUDIENCE

- User and Geographic Demographics
- Site/Search Remarketing
- In Market Buyers
- Interest Targeting
- Mobile GeoFencing
- Devices & Apps



# EMAIL MARKETING

Moves the conversation about your business to a more personal environment — the inbox. Powerful, cost effective program to promote products, services and events by delivering ads to targeted email lists.

## Choose GEOGRAPHY



Target by state, county, city, zip code and even radius.

## Choose DEMOGRAPHICS



Target prospects based on demographics like age, income, gender and parental status.

## Choose BEHAVIOR



Target by interests and behaviors to deliver your message through hyper-targeted campaigns across multiple devices.

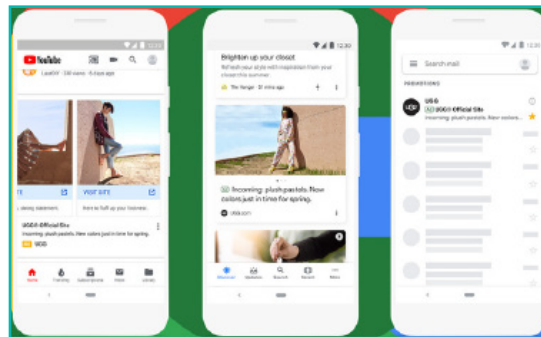
# TARGETED. MEASURABLE. SCALABLE.

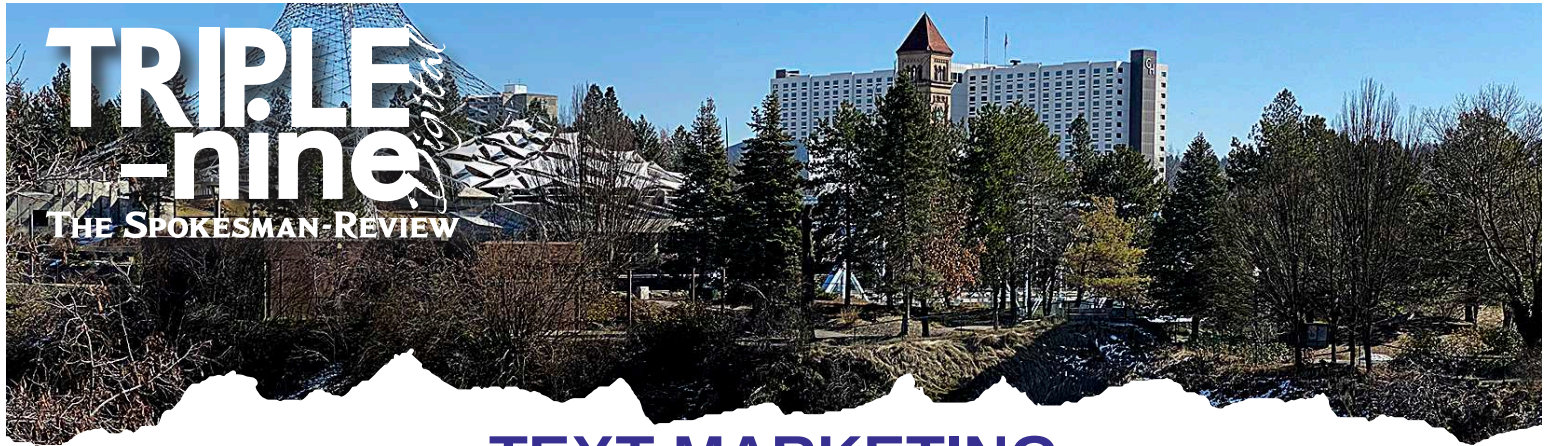
## Direct Email Marketing

- ◆ Creation of HTML formatted email template
- ◆ Fully vetted and opt in email database
- ◆ Targeted email distribution
- ◆ Detailed campaign performance analytics
- ◆ Quoted price based on distribution

## Google Discovery Advertising

- ◆ Appears on Google's News app, Gmail, and YouTube.
- ◆ Provides more opportunities to drive action from people who know your brand best.
- ◆ Help drive more interest from potential customers.
- ◆ Drive sales, newsletter signups, or more website visits.





## TEXT MARKETING

Cut through the clutter with Text Marketing and put your message directly in the pocket (or purse) of your customers.

### Powering Local Businesses to Mobile Success

#### TEXT MARKETING FEATURES

- ◆ 97% open rates
- ◆ Personal
- ◆ Permission-based (opt-in)
- ◆ Cost effective
- ◆ Immediate
- ◆ Highly targeted
- ◆ Time sensitive
- ◆ Environmentally friendly

#### HOW IT WORKS:

1. Choose your own custom keyword\* and promote it to your customers.
2. Customers subscribe to your campaign by texting the keyword to 313131.
3. Customers receive and redeem mobile offers.



**Give it a try!**  
Text the keyword: *ezpromos*  
to 313131



## VIDEO ADVERTISING

Target your customers with your existing video on platforms like YouTube, Facebook, streaming platforms and more.

Locate your ideal customer with targeting like location, demographics, interests, keywords, streaming channels, devices and more. Receive detailed reporting on how customers interact with your video.



### YouTube Pre-Roll and In-Search

- ◆ Pre-roll: video ad appears before selected video and has the option to skip after 5 seconds.
- ◆ In-Search: video ad appears in search results and as recommended video within YouTube.
- ◆ CPV pricing.

### OTT/CTV Streaming Video Platforms

- ◆ Over-the-Top (OTT) and Connected TV (CTV) devices, channels and apps.
- ◆ Video ad delivered within OTT/CTV channels.
- ◆ CPM pricing.

### Facebook/Instagram/Twitter/TicTok

- ◆ Standalone Video ads in the newsfeed.
- ◆ CPV pricing.

85%

of US internet users watch videos online.

46%

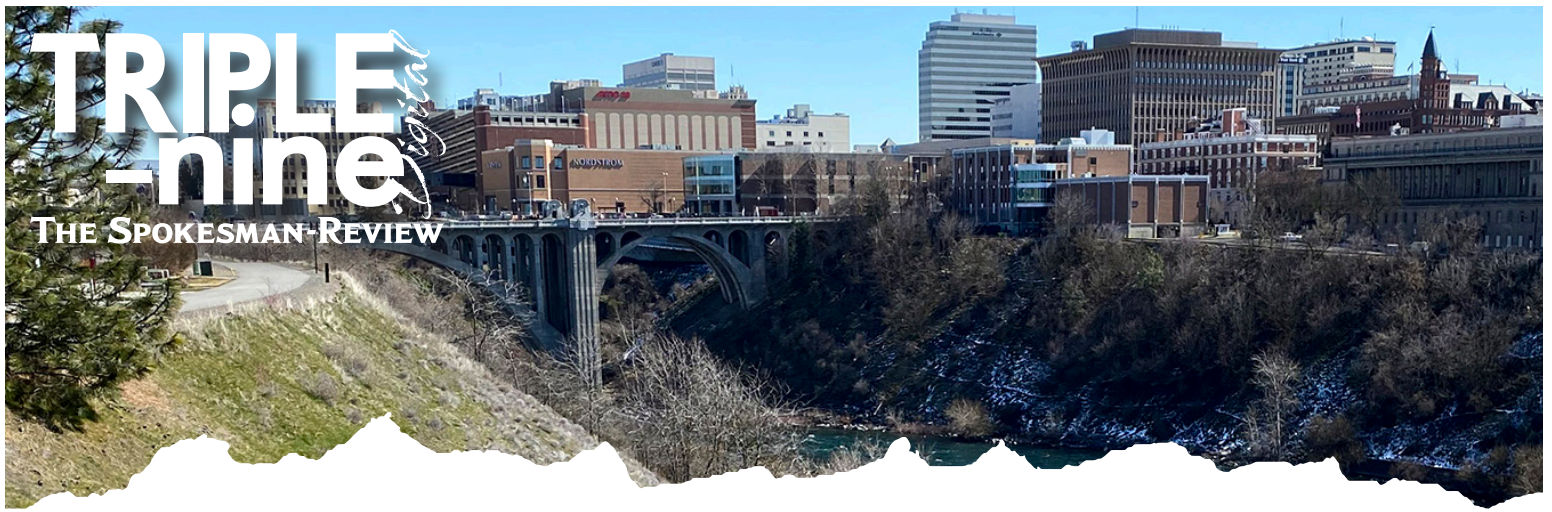
of users act after viewing a video ad.

95%

160% projected increase in CTV penetration by 2021

Video Display Advertising also available on Spokesman.com & Spokesman Mobile websites.





## Mobile Billboards

### LED Mobile Advertising Benefits

Instead of a standing billboard, our mobile advertising truck will be traveling through the main streets of Spokane, during some of the busiest times of the day.

This allows more people to see your business advertisement.

- ◆ The screens are eye-catching, when people see the large-sized LED screens, they can't help but to look and of course when they do there will be your business advertisement front and center.
- ◆ Not nearly as expensive as a standing billboard.
- ◆ Daily routes throughout Spokane.
- ◆ Monthly sponsorship and daily event rental programs available.



- ◆ Business Advertising
- ◆ Private Party Rental
- ◆ Wedding
- ◆ Promotional Event
- ◆ Movie Night
- ◆ Work Party



## BUSINESS LISTINGS / CITATION SERVICES

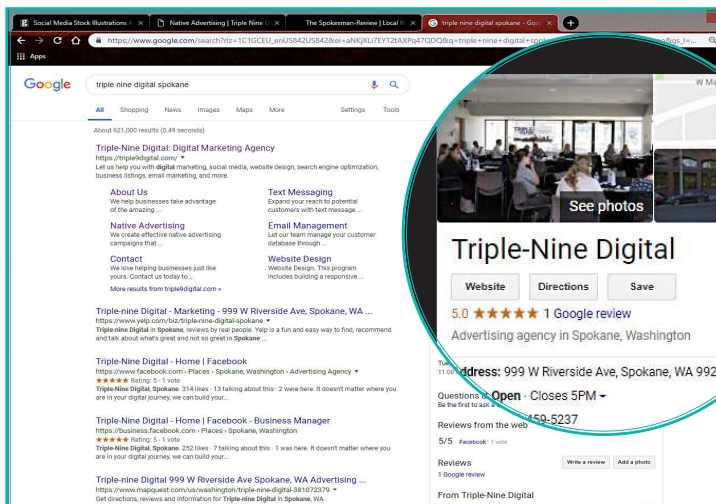
Make sure your listing is an accurate portrayal of your business.

The information listed about your business online is critical to your company's success. We'll help you get your listings on track and make sure your business is visible to consumers looking for your products and services wherever they find your company's information.

PRICING OPTIONS AVAILABLE FOR 10, 25 AND 50 DIRECTORY SITES

### SERVICES INCLUDE:

- ◆ Manual submission of business data to selected directories
- ◆ You can choose directories or we can recommend
- ◆ Includes live listings, logins and passwords
- ◆ Reporting dashboard for you to track results that includes live listings and logins/passwords
- ◆ One-Time service fee. No monthly or annual subscription.



62%

of consumers check Google Business Listings for information such as hours and location.

80%

of consumers research companies through business reviews on their listings.



**YOUR LOCAL DIGITAL RESOURCE**

509.459.5237 • info@triple9digital.com • FREE Brand and Competitive Analysis at www.triple9digital.com



## SOCIAL MEDIA MANAGEMENT

Facebook • Instagram • Google • Twitter • Pinterest • YouTube

### Why should your business use Social Media Management?

A good social media presence allows your customers to connect and interact with your brand on a more personal level. Social Media Management goes beyond just posting updates to your company's social media profiles. It also includes engaging with your audience and looking for new opportunities to increase reach and visibility.

### Our Monthly Subscription Services include:

- ◆ Social profile optimization
- ◆ 1-2 posts per week on top 3 social platforms (Facebook, Instagram, Google)
- ◆ Following and engaging with like-minded, local businesses and groups
- ◆ Responses to comments, tags, engagement, reviews, etc.
- ◆ Monthly performance results review
- ◆ Detailed and transparent reporting
- ◆ Also includes \$100 of brand advertising to grow social audience
- ◆ Additional platforms may be added for additional cost
- ◆ Includes Photo/Video services





## WEBSITE DESIGN AND MANAGEMENT

Your website is your number one marketing asset. As the foundation of your online brand, this is where you will drive all of your marketing efforts. We offer responsive, secure website design and monthly maintenance options.

Your online presence starts with a responsive Website Design.

### WEBSITE DESIGN AND DEVELOPMENT INCLUDES

- ◆ Professional, responsive design
- ◆ Accessible across multiple devices
- ◆ Google Analytics
- ◆ Search Engine Optimization (SEO)
- ◆ SSL Certificate - Includes design/development of homepage, ADA compliance, terms of service, cookie acknowledgment, privacy policy • Photo/video services
- ◆ Site Maintenance and hosting available



### MONTHLY MAINTENANCE PROGRAM INCLUDES:

- ◆ Site backups
- ◆ Site security
- ◆ Updates to site software and plugins
- ◆ Unlimited site updates

89%

of consumers expect a business to have a website no matter how small it is.



# REPUTATION MANAGEMENT

## FULL-SERVICE REPUTATION MANAGEMENT

Over 90% of consumers read online reviews before visiting a business. Acknowledging and responding to both positive and negative reviews as they come in shows potential customers that strong customer service is important to your business.

## FULL SERVICE MANAGEMENT

This package allows you access to our Reputation Management software. Our team will respond to all reviews for your business as well as monitor listings and mentions. After we complete the setup with your business, we will be available to provide ongoing support or assistance as needed.

As part of this membership, you will receive full access to review monitoring as well as listing builder.

- ◆ Personalized review responses and monitoring of mentions as well as listings review monitoring on Google, Yelp, Facebook and more.
- ◆ Listing distribution to improve presence on 350+ websites.
- ◆ Advanced reporting and built-in review generation to encourage more guest feedback.
- ◆ Ongoing monitoring of the online conversation about your business.
- ◆ Customer service that is available to help ensure your business succeeds.

