

2023

TRIPLE -nine^{Digital}

THE SPOKESMAN-REVIEW

Simple. Authentic. Unique.

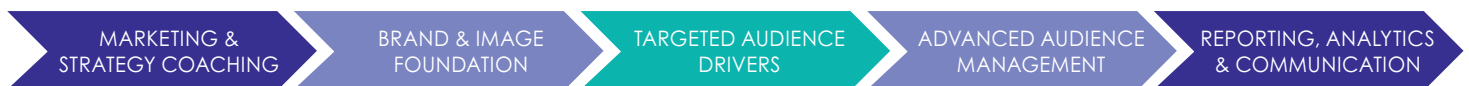
OUR PROMISE TO YOU:

Triple-Nine Digital is a full-service digital marketing agency centered on foundational marketing and run by technology. Our guarantee is to support you, your business and your team, and make you feel more confident in your marketing efforts.

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.

Google
Partner

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YOUR LOCAL DIGITAL RESOURCE

2023

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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 Search, Google Display, Video, Social Media, OTT/CTV and More

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 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

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 SEARCH

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.

VIDEO ADVERTISING

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

DISPLAY ADVERTISING

The Spokesman-Review has the largest local online reach. We offer multiple display, premium placements, and sponsorships to match your campaign and budget.

NEWSLETTER SPONSORSHIPS

Our newsletters are delivered daily, weekly, or monthly direct to subscribers who have opted in to our many choices available – including Morning Review, Breaking News, Sports, Capital Beat, Business and more..

SPONSORED CONTENT

Sponsored Content is paid advertising made to look like news content or articles on media sites like Yahoo!, MSN, or our very own **Spokesman-Review**.

CANNABIS

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.

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 immediate and ongoing data integration with up to 75 data publishers - and even more available for the restaurant and medical industries.

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. Our development services also include ADA compliance, Terms of Service, Privacy and Cookie Policies.

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 review and responsive services 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.

2023

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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.

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* ♦ \$375/day or \$325/2+days
Loads top right page, next to headlines.

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.

HOME PAGE TAKEOVER

100,000 Impressions/Day* ♦ \$1,500/day or \$1,450/2+ days
Includes home page only placements of Super Leader, Dashboard, Desktop Big Ad, Anchor and 728x90 (3).

MOBILE PLACEMENTS

MOBILE HEADER- RUN OF SITE

920,000 Impressions/Month* ♦ \$12 CPM
Top of page placement. Maximum of 4 advertisers.

MOBILE BIG AD - RUN OF SITE

1.29M Impressions/Month* ♦ \$12 CPM
Largest ad unit throughout the site.

MOBILE ANCHOR

850,000 Impressions/Month* ♦ \$12 CPM
Bottom of page. Exclusive to 1 advertiser.

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 e-EDITION PLACEMENTS

ROS ANCHOR

50,000 Impressions/Day* ♦ \$750/day or \$700/2+days
Positioned at the bottom of page in newspaper view and sticks with the scroll.

PAGE 0/LEFT

50,000 Impressions/Day* ♦ \$750
Page 0, left screen - next to homepage and is exclusive to 1 advertiser. Desktop only. Screen limitations apply.

e-EDITION MENU

10,000 Impressions/Day* ♦ \$150/day
Placement below menu. Exclusive to 1 advertiser.

IN-FLOW SPLASH

20,000 Impressions/Day* ♦ \$300/day
In-flow placement every 10 swipes.

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

AD SPECIFICATIONS

ANIMATION:

100kb max file size
Max 3 loops
Max length 15 seconds

HIGH RESOLUTION ADS:

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

HTML5 ADS:

Created with Adobe Animate
We host or client hosts
Flash ads not accepted

AD SIZES - PIXELS
Standard (High-res 2x)

RUN OF SITE ADS:

728x90 (1456x180 Hi-Res)
300x250 (600x500)
320x50 (640x100 Hi-Res) - mobile

MOBILE ADS:

Big Ad: 300x600 (600x1200 Hi-Res)
Header / Anchor: 320x50 (640x100 Hi-Res)

eEDITION ADS:

ROS Anchor (Desktop): 728x90 (1456x180 Hi-Res)
(Mobile): 320x50 (640x100 Hi-Res)
Page 0/Left (Desktop): 768x1024 (1536x2048 Hi-Res)
e-Edition Menu: 240x40 (480x80 Hi-Res)
In-Flow Splash Ad: 768x1024 (1536x2048 Hi-Res)
300x600 (600x1200 Hi-Res)

DESKTOP ADS:

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

NEWSLETTER ADS:

728x90 (1456x180 Hi-Res)



THE SPOKESMAN-REVIEW



Spokane, Washington Est. May 16, 1870

Washington Primary Guide Live-streaming Forum COVID-19 Summer camps Summer Stories 2020: Mount St. Helens Water Cooler Further Reading

Super Leaderboard

Today's Headlines

- 75 years later, Hiroshima's impact still echoes in Spokane
8 a.m.
- Inside, health officials release new recommendations for reopening schools
UPDATED: 8:27 p.m.
- Mary Cullinan to join EWU faculty after resigning as university president
UPDATED: 8:27 p.m.
- NY attorney general seeks to dissolve NYS Washington gun rights groups 'suspicious' of timing
UPDATED: 5:01 p.m.
- Cubs' clear finish in primary came early
3:45 a.m.
- 'We have a chance to confront change!' Mayor Manning calls other top Washington teachers to offer advice
4 a.m.
- 'We've been hearing both sides.' Teachers respond to Spokane district's decision to begin with distance learning
UPDATED: 9:45 a.m.

'Setting the context for the conversation': Spokane City Council, mayor agree on approach to police reform

UPDATED: 10:21 a.m.

VIDEO The Spokane City Council and Mayor Nadine Woodward pledged Thursday to embark on a community-centered conversation on police reform.

Read all of today's stories »

Right Rail

NEWS As Spokane care facilities struggle with outbreaks, state announces phased plan for easing visitor restrictions
UPDATED: 10:22 a.m.

EDUCATION Mead parents will have in-person, distance options for their students
UPDATED: 10:36 a.m.

SPOKANE Spokane sets new daily COVID-19 case record with 175 positive tests, 9 deaths
UPDATED: 8:48 a.m.

MOST READ RIGHT NOW

- 22-year-old charged with first-degree murder in Nevada Heights killing
Cubs' clear finish in primary came early
- Spokane sets new daily COVID-19 case record with 175 positive tests, 9 deaths
- Washington governor candidate Loren Culp faces lawsuit over child sex abuse investigation
- As anti-mask bills take up in Spokane, area officials urge people to follow recommendations

YESTERDAY'S TOP STORIES

- Mead parents will have in-person, distance options for their students
- Cubs' clear finish in primary came early
- Three with new medication arrive Spokane High school's burners inside Amazon's West Plains fulfillment center, associates deny more than 2 million items a week
- Mary Cullinan to join EWU faculty after resigning as university president

Spokane **Anchor** sponsored

Spokesman Mobile Homepage

THE SPOKESMAN-REVIEW

Ut Killings WA Investigation Difference Makers 2022 Zaps

320x50

Spokane Council President Breen Beggs will not seek reelection

Updated 10 minutes ago

Spokane City Council President Breen Beggs will not be seeking reelection, he announced formally Friday.

320x50

Pope's voice on climate, a Gonzaga grad, offers solutions to planetary 'sufficiency and despair' in talk at alma mater

Read all of today's stories »

300x600

MOST READ RIGHT NOW

- 'Rising star' Carpenter Ana Vetter remembered as passionate and hardworking, days after her death at Spokane Tribe Casino construction site
- One dead after accident at Spokane Tribe Casino construction site
- State House passes bills to ban assault weapons and require background checks.

4 'Best feeling ever.' Wellpoint, tiny community on Spokane Indian Reservation, celebrates its first baseball championship

5 Bill to limit single-family housing in Washington picks up steam with House passage

300x250

BUSINESS

FDA approves new nasal spray for

Spokesman Mobile Story Page

THE SPOKESMAN-REVIEW

Washington Idaho

320x50

Friday morning snow sticks to streets, slows commute; warmer temperatures on the way

NEWS PHOTO: THE SPOKESMAN

MARCH 10, 2022 | Updated Fri, March 10, 2022 at 3:38 p.m.

320x50

contracts with the Spokane Police Guild, and has recently advocated for changes to the office of the city attorney to make it more independent of the mayor's office.

When he was sworn in as council president, the remaining Council members were tasked with filling his vacated seat representing District 2, which included most of the city south of the Spokane River. Beggs helped to recruit political newcomer but longtime Spokaneite Betsy Willerson to fill that role, and she was appointed in 2020.

300x250

With Beggs standing nearby, Willerson announced Friday that she would be running to replace Beggs once again, this time as Council President.

"I think she would be fabulous in this position," Beggs said in a Thursday interview. "Everybody loves Betsy. She can really bring the community together in ways that, even though I've applied to, I can't."

For his part, Beggs said there were a number of



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PREMIUM NEWSLETTER SPONSORSHIPS

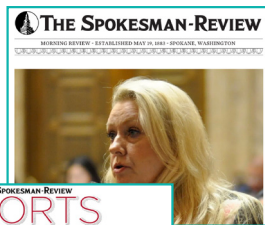
Weekly Sponsorships

Daily Distribution

Subscription Viewership

728x90 Top of Page Placement

Performance Reporting



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

16,700+ 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.



Serendipity (Spokane 7)

3,000+ WEEKLY DISTRIBUTION*

\$175/WEEK | 2+ WEEKS \$150/WEEK

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.

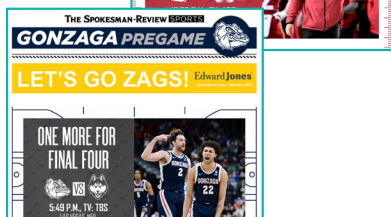


Cougs

3,900+ 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

9,600+ 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

179,000+ WEEKLY DISTRIBUTION*

\$2,100/WEEK | 2+ WEEKS \$2,000/WEEK

Includes sponsorship of the Morning Review, Sports, Breaking News, ICYMI, Capital Beat, Evening Edition newsletters.

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

PREMIUM NEWSLETTER SPONSORSHIPS



Coupons Corner

2,900+ MONTHLY DISTRIBUTION* \$175/DAY

Be notified when there is over \$100 in deals in Sunday's Paper and receive exclusive local coupons. Distributed 1 or more times per month.

Breaking News

6,300+ PERIODIC DISTRIBUTION* \$175/DAY

Breaking news alerts to ensure you're always in-the-know. Distributed as the news breaks.

Food

<1,000 WEEKLY DISTRIBUTION* \$175/DAY

Growing Audience. A look into the city's culinary scene, serving Spokane. Distributed every Wednesday.

ICYMI

3,400+ DAILY DISTRIBUTION* \$175/WEEK

In Case You Missed It: A look at some of the major stories happening in the Inland Northwest throughout the week. Distributed daily.

Capital Beat

<1,000 WEEKLY DISTRIBUTION* \$175/WEEK

Growing Audience. The latest headlines from our team of reporters covering government affairs in Washington, DC, Olympia and across the Inland Northwest. Distributed every Tuesday at 7 p.m.

Evening Edition

2,600 DAILY DISTRIBUTION* \$175/WEEK

Growing Audience. A roundup of the latest local news headlines from throughout the day. Distributed weekdays at 7 p.m.

Northwest Passages

6,800+ MONTHLY DISTRIBUTION* \$175/DAY

Stay up to date with all our popular community events. Distributed Monthly.

Preps

<1,000 Weekly Distribution* \$175/Day

A weekly wrap-up of the latest prep football stories and highlights delivered Friday evening throughout the season. Friday evenings during prep football season.

The Opinion Page

<1,000 Weekly Distribution* \$175/Day

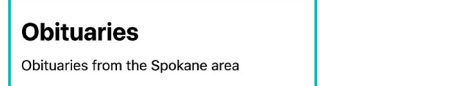
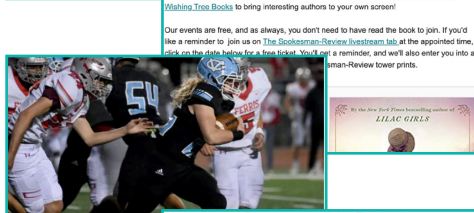
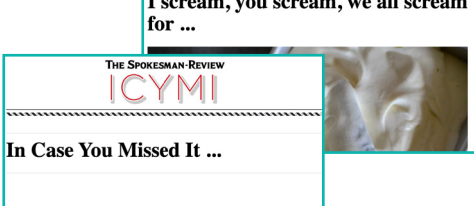
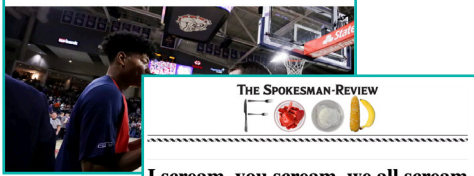
A weekly review, sent out every Friday, of the latest columns from The Spokesman-Review Opinion Page. Friday evenings at 7 p.m.

Obituaries

2,400 Daily Distribution* \$175/Week

Obituaries from the Spokane area. Delivered daily at 9 a.m..

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



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Digital
THE SPOKESMAN-REVIEW

SPONSORED CONTENT / ADVERTORIAL

Sponsored Content connects brands with engaged audiences by placing branded content directly into editorial streams on media sites like Yahoo!, MSN, and *The Spokesman-Review*.

SPOKESMAN.COM

- ◆ Homepage feature placement with 1 Facebook post on S-R page.
- ◆ In-Story ROS rotation.
- ◆ Image and headline displayed.
- ◆ Labeled Sponsored.
- ◆ Clicks through to an article page w/article analytics.
- ◆ Rotates with up to 5 other local stories and placed in site archive.
- ◆ 1 and 2 week pricing options.

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

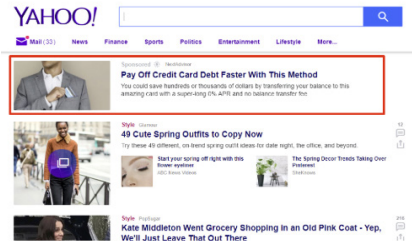
What you should know about your parents' money

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

Organize your finances and simplify your life

MSN, YAHOO! AND GOOGLE

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



DIGITAL ARTICLE SPECIFICATIONS

- ◆ 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. Additional charges apply over 700+ words.
- ◆ 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
 - ◆ Website URL
 - ◆ Phone number
 - ◆ **Logos will not be included**
 - ◆ Address

IMAGE SPECIFICATIONS

- ◆ 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 600 x 300 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.

SPONSORED CONTENT / ADVERTORIAL (cont)

VIDEO SPECIFICATIONS

- ◆ 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 otherwise requested and approved, videos are embedded at the end of each piece.
 - ◆ An image must still be supplied.

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
 - ◆ Maximum of 2 National articles per week.
 - ◆ Not available in print program - Digital only.
- ◆ All digital article content rules above apply.

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.

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.

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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, email, and social media advertising, we put your message in front of potential customers when and where they're looking for your services.

GOOGLE SEARCH

Increase online traffic and visibility of your business with Google Search and be on top of the search results page.

SPONSORED CONTENT

Sponsored Content connects brands with engaged audiences by placing branded content directly into editorial streams 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.

GOOGLE DISCOVERY

Discovery Ads appear on Google's News app, on Gmail, which has over 1/5 billion monthly users, and YouTube, which is the second largest search engine in the world.

OTT / CTV STREAMING VIDEO

Connect your brand to audiences beyond search, social and display. Place your message on streaming devices and channels such as Fox, CBS, NBS, A&E, and more.



TARGET YOUR AUDIENCE

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

Google
Partner

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EMAIL MARKETING

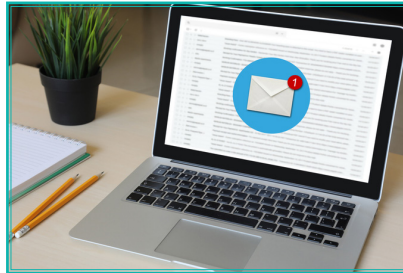
Move the conversation about your business to a more personal environment — the inbox.

100% OPT-IN TARGETED EMAIL



Your ad in front of your ideal audience.

EMAIL REDROP



Resend your ad to clickers, viewers, non-clickers, non-viewers.

RETARGETING



Extend your reach with banner ads on display or Facebook platforms.

GEOGRAPHIC



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

DEMOGRAPHIC



Target based on age, income, gender, parental status and more.

BEHAVIOR / INTEREST



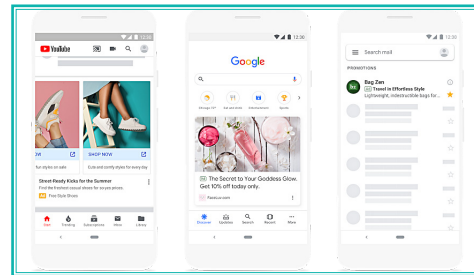
Target by interests and behaviors such as events, shopping habits and more.

TARGETED. MEASURABLE. SCALABLE.



Direct Email Marketing

- ◆ HTML formatted email.
- ◆ Fully vetted opt-in email database.
- ◆ Detailed campaign performance analytics.



Google Discovery

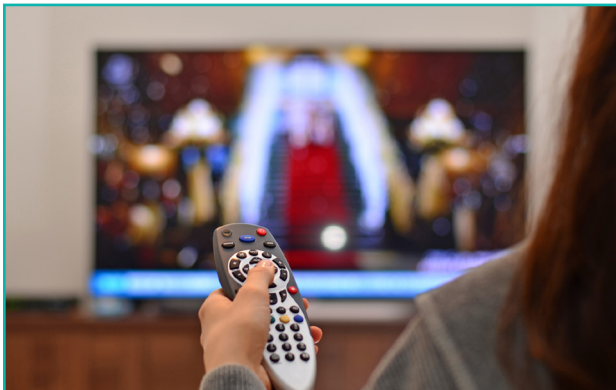
- ◆ Appears on Google News app, Gmail and YouTube.
- ◆ Drive more interest from potential customers.
- ◆ More opportunities from people who know your brand best.

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VIDEO ADVERTISING

Target your customers with 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.

85%

of US internet users watch videos online.

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.

46%

of users act after viewing a video ad.

Facebook/Instagram/Twitter/TicTok

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

87%

of American households own at least one internet-connected TV device.

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

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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 and make sure your business is visible to consumers looking for your products and services wherever they find your company's information.

Managing Business Listings puts you in control of the facts about your business across 75+ digital services globally, including Google, Amazon Alexa, Apple, Bing, Facebook, TripAdvisor, Snapchat, Uber, and more. The industry-leading Knowledge Network gives you direct connections to all the places consumers seek answers about your brand.

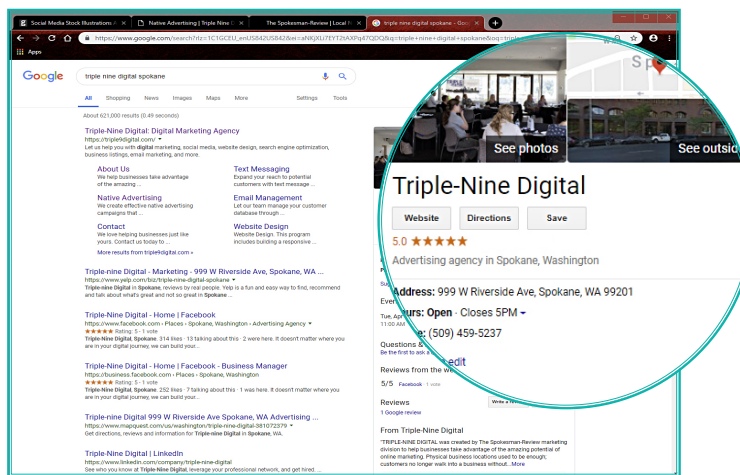
Maintain accuracy in search results, update key information rapidly, and power unique, diverse experiences with consistent information everywhere consumers can find you.

SERVICES INCLUDE:

- ◆ Direct Integrations with Industry-leading Knowledge Network publishers giving you definitive control of the facts about your business.
- ◆ Command of your listings the moment you go live on the platform.
- ◆ Real-time updates to ensure customers see nothing but accurate and authoritative information.
- ◆ Detect consumer-suggested edits for your listings on Google Maps and Facebook to decide whether or not to act on them.
- ◆ Direct dashboard to your connected listings all in one place.
- ◆ Analytics that provide a comprehensive view of how customers interact with your brand on the places they search. Select from a variety of reports to get to the precise, real-time data you want to see.

62%

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



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SOCIAL MEDIA MANAGEMENT

Facebook • Instagram • Google • Twitter • YouTube • and more

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.
- ◆ Detailed and transparent monthly reporting
- ◆ Additional platforms may be added for additional cost
- ◆ Includes Photo/Video services



Using Triple-Nine Digital's Social Media Management takes a big time commitment off of your plate. Social media should not be one-sided. It's important to listen and engage with customers and determine the content your audience reacts to best. We monitor comments, engagements, and review and respond to messages in a timely manner. Let us help you get to socializing!

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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 and development of homepage, ADA compliance, terms of service, cookie acknowledgment, and privacy policy.
- ◆ Photo/video services
- ◆ Accessible across multiple devices
- ◆ Google Analytics
- ◆ Basic Search Engine Optimization (SEO)
- ◆ SSL Certificate
- ◆ Content creation and hosting available

89%

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

MONTHLY MAINTENANCE PROGRAM INCLUDES:

- ◆ Minor content maintenance and updates
- ◆ Site backups
- ◆ Site security
- ◆ Site Plug-ins and template updates and maintenance



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REPUTATION MANAGEMENT

Over 93% 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.

Our team will respond to reviews for your business as well as manage your business listings across all connected platforms. After we complete the setup with your business, we will do the heavy lifting so you can take care of what's important – running your business.

SERVICES INCLUDE:

- ◆ Registration on up to 75+ digital data publishers globally.
- ◆ Full access to review monitoring as well as listing status via customer-facing dashboard.
- ◆ Personalized review responses across all connected platforms.
- ◆ Listings management to 75+ digital directories globally, including Google, Amazon Alexa, Apple, Bing, Facebook, TripAdvisor, Snapchat, Uber, and more.
- ◆ Review Generation Templates that allow you to customize how you ask your customers for their feedback.
- ◆ Sentiment Analysis tool to identify keywords within reviews to determine sentiment and context provided by reviewer and make informed decisions to improved your business.
- ◆ Customer service that is available to help ensure your business succeed.

