

**FULL-SERVICE DIGITAL ADVERTISING AGENCY**

Delivering to Any Audience, Anywhere, Anytime

**Bee.**  **DIGITAL**

POWERED BY **The Modesto Bee MEDIASERVICES**



**PROGRAMMATIC SOLUTIONS**

[ModBeeDigital.com](http://ModBeeDigital.com)

[ModBee.com](http://ModBee.com)

# WHAT IS PROGRAMMATIC ?

Programmatic is an efficient way to to **EXECUTE** digital media in an **AUTOMATED REAL TIME** fashion through **TECHNOLOGY**.



INVENTORY



AUDIENCE



CONTEXTUAL



## REACH YOUR AUDIENCE

across many different sites and platforms to ensure we are finding your audience wherever they are.

## FLEXIBLE BUYING STRATEGIES

- Multi-Tactic Approach
- Flexible Budget Shifting
- Goals & Optimization

TARGET REACH  
**99.5 % of the Internet**



# SITE DIRECT VS. PROGRAMMATIC

## SITE DIRECT ADVERTISING

Reach your target audience by targeting ModBee.com subscribers

Audience Reach Example

**The Modesto Bee**  
modbee.com

Site Direct

Buying collective ad placements

In advance

For the opportunity...

To show one generic message

To a group of consumers with a shared interest

Along a generic content category

Site Direct



## PROGRAMMATIC ADVERTISING [ Real Time Bidding (RTB) ]

Reach audiences by targeting them directly via inventory, data, and contexts across thousands of sites

Audience Reach Example

**99.5 % of Internet**

Programmatic Advertising

Bidding on individual ad impressions

In real time

For the opportunity...

To show one specific message

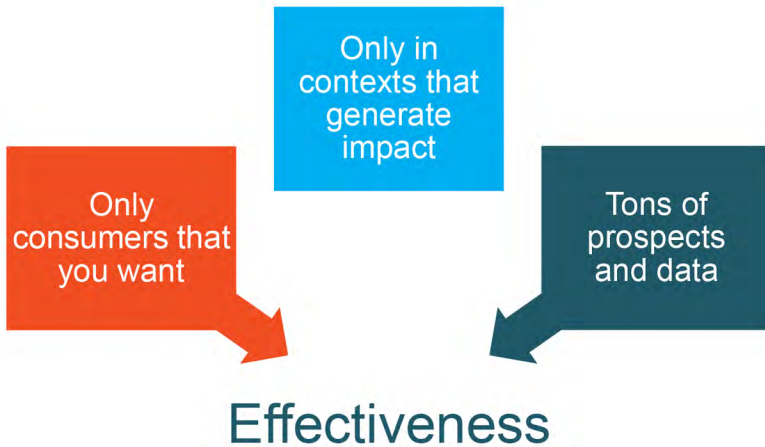
To one specific consumer

In one specific context

RTB  
Programmatic



# WHY IS PROGRAMMATIC BUYING SO EFFECTIVE?



“ Programmatic buying can leverage not one, two, or three attributes of consumers to deliver campaigns, but instead can employ literally millions of data points to understand all the subtle variations of highly responsive consumer segments.”



= 94,080 Combinations

If you had 100 interest categories, you'd have  $2^{100}$  possible combinations, or  $1.28 \times 10^{30}$  combinations.

To put that into perspective, considering every one of these possible combinations would take you longer than **counting every grain of sand on earth**<sup>1</sup>. **Twice**<sup>2</sup>.



# WHY PROGRAMMATIC WORKS



## MULTI-TACTIC APPROACH

Choose a variety of tactics to reach your audience.



## FLEXIBLE BUDGET SHIFTING

Proactive budget shifting between tactics allows for performance optimizations.



## GOALS & OPTIMIZATION

CTR, eCPC, eCPM, Conversions

# Digital Ad Campaign Options

## PLATFORM TYPE

## TACTICS

Desktop & Tablet

Run of Network (RON)  
Website Targeting  
Premium News  
Audience Targeting  
Search Retargeting  
Contextual Targeting  
Facebook (Domain Ads)

Video

Pre-Roll: RON  
Pre-Roll Audience  
Pre-Roll: Channel

Mobile

Smartphone: Hyper-Local, Zips, DMA  
Tablet: RON



# DIGITAL EXTENTION TACTICS

## MOBILE

Reach users on mobile apps and sites.



## TABLET

Reach users on tablet apps and sites.



## RUN OF NETWORK

Maximize reach across a wide variety of sites.



## AUDIENCE

Targeting based on 3rd party data.



## WEBSITE

Reach users on a mini network of national and local sites.



## PREMIUM NEWS

Reach users via local news content.



## RETARGETING

Reach users who have already visited the advertiser's site.



## CONTEXTUAL

Targeting based on site level and article level content.



## SEARCH RETARGETING

Reach users via 3rd party data based on their search behavior



## FACEBOOK

Reach social media users through CPM domain ads.



## MONSTER AD (300x600)

High impact ad unit that historically sees high performance.

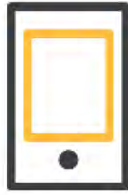


## VIDEO

Reach users using through video content on the video network or YouTube.



# MOBILE



Mobile will reach an audience based on location without desktop limitations.



## KEY FEATURES

### GPS TARGETING

- Ads are served in the app environment.
- Reach an audience based on a very precise location (lat/long, radius).

### APPS & BROWSERS

- When not utilizing GPS targeting (lat/long, radius), ads will be served both in browser and app.

### SAMPLE SITE LIST

Sample mobile site list is available upon request.

### “TAP TO” OPTIONS

- Tap to Call
- Tap to Map\*
- Tap to Mobile Site

### DYNAMIC CREATIVE

- Weather Targeting\*
- Distance Tagging\*
- Time of Day Targeting

### CONTENT TARGETING

- Channel Targeting is available when targeted by DMA or City

## THE FINE PRINT



### GEO TARGETING

- Radius (lat/long)
- US: DMA, Cities or Zip Codes
- Canada: FSA, Province, or Cities



### IMPRESSION PLACEMENT

- Impressions are served based on consumption, and are not evenly distributed among the sites.

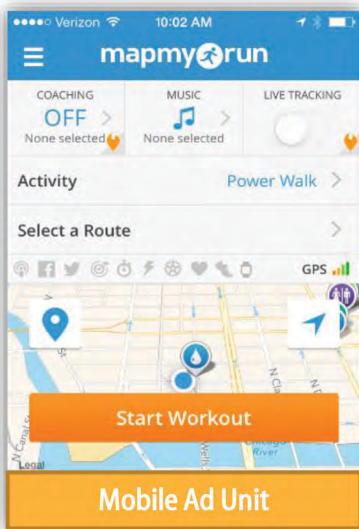


### CREATIVE ACCEPTED

- 320X50 Mobile Size
- 300X250 (optional)

# MOBILE TARGETING

## Geo Targeting: DMA, Cities, Zips



## Geo Targeting: Hyperlocal (Lat/Long)



Reach a **broad audience** across various apps and mobile sites.

The **GPS functionality** in smartphones is coupled with thousands of mobile apps to **reach audiences** based on their **precise location**.



Utilizing standard display creative sizes: **728X90** and **300X250**.

# RUN OF NETWORK



Run of Network will reach a broad audience across a wide variety of sites.



## KEY FEATURES

### BRANDING & AWARENESS

- Maximize reach by targeting a broader audience of users across a wide variety of content.
- Broad targeting allows for optimizations to determine where the message is performing best.

### COST EFFECTIVE

- Deliver the maximum amount of impressions with any budget.

### SAMPLE SITE LIST

- Sample site list is available upon request.

## THE FINE PRINT



### GEO TARGETING

- US: DMA, Cities or Zip Codes
- Canada: FSA, Province, or Cities



### IMPRESSION PLACEMENT

- Impressions are served based on consumption, and are not evenly distributed among the sites.

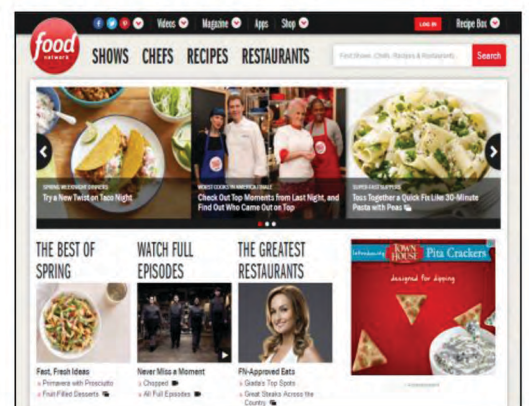
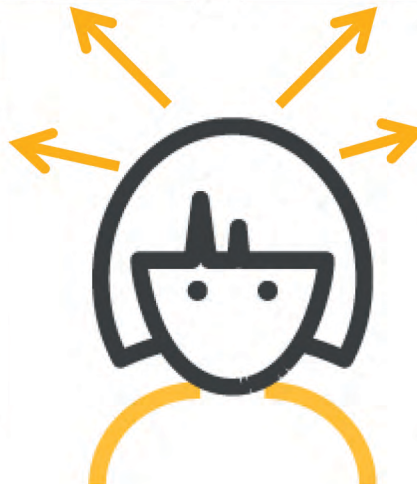
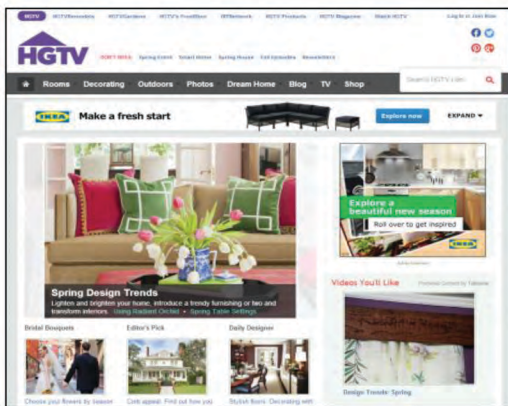
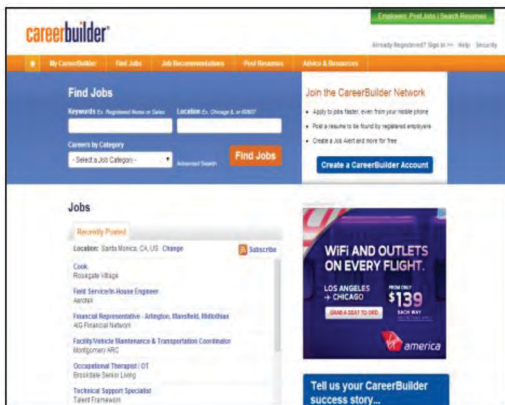


### CREATIVE ACCEPTED

- 300X250, 728X90, 160X600
- 300X600 (optional)

# RUN OF NETWORK CAMPAIGN (RON)

Maximize reach by targeting a broad audience of users across a wide variety of content.



# AUDIENCE TARGETING



Audience Targeting will reach an audience using 3<sup>rd</sup> party data across a wide variety of sites.

## KEY FEATURES

### TARGETED AUDIENCE

- Minimize wasted impressions by targeting a specific audience rather than specific sites.

### 3<sup>rd</sup> PARTY DATA

- Data is collected both online and offline by 3<sup>rd</sup> party providers (BlueKai, Lotame, Krux). Personal identifiable information (PII) is never included.

### SAMPLE SITE LIST

- Sample desktop display site list is available upon request.

### DEMOGRAPHIC TARGETING

- Reach an audience based on HHI, Age, Gender, etc.
- Data is compiled from registration data, e-commerce transactional data and other data sets.

### BEHAVIORAL TARGETING

- Reach an audience based on online and offline behavior and purchases.
- Increase the efficiency of the campaign by targeting based on intent.

### JOB-TITLE TARGETING

- Reach an audience based on industry or job title.
- Information is gathered via registration data on B2B sites, industry specific sites and trade publications.

## THE FINE PRINT



### GEO TARGETING

- US: DMA, Cities or Zip Codes
- Canada: FSA, Province, or Cities



### IMPRESSION PLACEMENT

- Opt out of known below the fold inventory.
- Impression are served based on consumption, and are not evenly distributed among the sites.



### CREATIVE ACCEPTED

- 300X250, 728X90, 160X600
- 300X600 (optional)

# AUDIENCE TARGETING



Ads are served using 3<sup>rd</sup> party data targeting **who** the user is online.

Ads are served using 3<sup>rd</sup> party data targeting **what** the user is **doing** online.



Ads are served using 3<sup>rd</sup> party data targeting the user based on their **profession** or **industry**.



# WEBSITE TARGETING



Website Targeting will reach an audience through relevant content on customized site lists.

## KEY FEATURES

### BRANDING & AWARENESS

- Align advertising with relevant content on national websites grouped together according to site type.

### CUSTOMIZATION

- Custom categories can be created by combining, adding, or removing sites from the existing lists provided.

### TRANSPARENCY

- Site lists are fully transparent, but reporting will be reflected across the entire site list, not by individual site.

## CATEGORIES INCLUDE

- Automotive
- Business
- Education
- Entertainment
- Family & Parenting
- Fitness & Beauty
- Food & Dining
- Gaming
- Health
- Hispanic
- Home & Garden
- Job Seekers
- Literature & Writing
- News
- Political
- Real Estate
- Retail
- Seniors
- Sports
- Tech & Electronics
- Teen
- Top 50
- Travel
- Weight Loss

## THE FINE PRINT



### GEO TARGETING

- US: DMA, Cities or Zip Codes
- Canada: FSA, Province, or Cities



### IMPRESSION PLACEMENT

- Impressions are served based on consumption, and are not evenly distributed among the sites.



### CREATIVE ACCEPTED

- 300X250, 728X90, 160X600
- 300X600 (optional)

# WEBSITE TARGETING



- Advertise next to relevant content
- Mini-networks containing 30-75 national sites.
- 24 pre-built category site lists (resource library)
- Sample Category: **News**



# RETARGETING



Retargeting re-engages an audience after they have visited a website.

## KEY FEATURES

### INCREASED FREQUENCY

- Re-engage users who have already visited the advertiser's site.
- Increased exposure to a product or service.

### PIXELS & COOKIES

- The pixel must be placed within the coding of the website.
- A cookie (from the pixel) is dropped onto the browser of a user visiting the website.
- Retargeting ads are then served to users throughout their online journey.

### BEST PRACTICES

- Place the pixel 30 days before the campaign is scheduled to start.
- Retargeting should not be sold as a stand alone solution.
- Frequency Capping: ads will be served no more than 3 times every 8 hours unless otherwise indicated.

## THE FINE PRINT



### GEO TARGETING

- Not Recommended
- Retargeting should reach anyone who has been to a website regardless of their location



### IMPRESSION PLACEMENT

- Impressions are served based on consumption, and are not evenly distributed among the sites.



### CREATIVE ACCEPTED

- 300X250, 728X90, 160X600
- 300X600 (optional)

# RETARGETING

## Steps for Retargeting

1. Create Retargeting Pixel
2. Advertiser Places Pixel on Site (as many pages as possible)
3. Pixel Tracks Users via Cookies
4. Advertiser's Campaign Delivers to Users

The image shows two screenshots illustrating retargeting. The top screenshot is the Zappos website homepage, featuring a large advertisement for a Coach bag. The bottom screenshot is a CBS News article titled "Best pizzas in America named" with a Zappos retargeting advertisement for sneakers overlaid on the right side. A yellow arrow points from the Zappos ad on the top page to the Zappos ad on the bottom page, indicating that the user who viewed the Coach bag on Zappos is being retargeted with a Zappos ad on a different website.

## Things to Keep in Mind

- Frequency Capping: 10X every 24 hours.
- Advertiser needs access to the backend of their site.

# SEARCH RETARGETING



Search Retargeting will reach an audience using 3<sup>rd</sup> party data based on their previous search history.



## KEY FEATURES

### SEARCH AS A BEHAVIOR

- Reach an audience based on recent search behaviors.
- Ads are served based on a keyword list.
- 3<sup>rd</sup> party data providers obtain search information from their partner websites. This information is collected via referring URLs and site level search engines

### KEYWORD LISTS

- Lists must contain a minimum of 15 keywords, but there is no maximum.
- Keywords can be provided, or keywords can be suggested.

### CUSTOMIZATION

- Because the keyword lists can be customized, this solution can utilize keywords that are both broad and specific.
- Custom keywords add an extra layer of relevancy for the messaging.
- Lead time of 14 days is recommended for custom audiences to be identified.

## THE FINE PRINT



### GEO TARGETING

- US: DMA
- Canada: Province or Cities



### IMPRESSION PLACEMENT

- Impressions are served based on consumption, and are not evenly distributed among the sites.

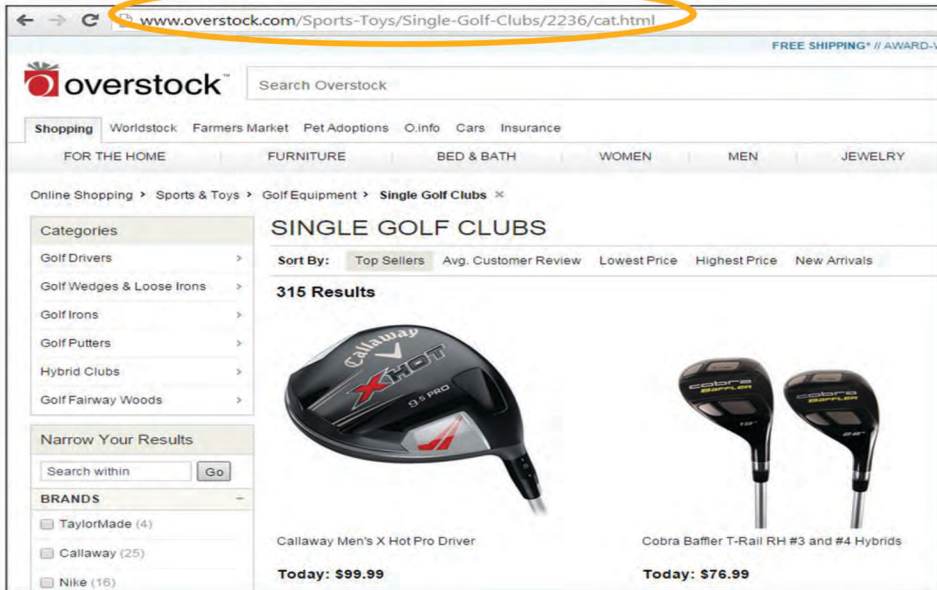


### CREATIVE ACCEPTED

- 300X250, 728X90, 160X600
- 300X600 (optional)

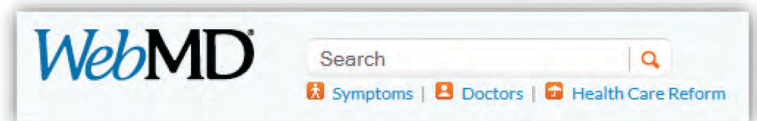
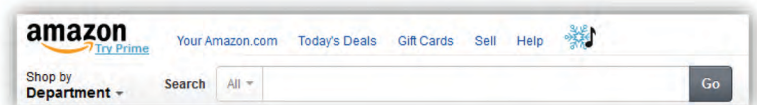
# SEARCH RETARGETING

URL of landing page after search is performed.



Ads are served using 3<sup>rd</sup> party data targeting the user's **search behavior**.

Partner Site site-level search engines.



# CONTEXTUAL TARGETING



Contextual targeting will reach an audience on content that is related to the selected segment.

## KEY FEATURES

### BRANDING & AWARENESS

- Align advertising with relevant content on sites and sections within a site.
- For example, within the Food Topic ads may run on Food Network or the food section of Oprah.com

### OPTIMIZATION

- Broad topics allow for greater optimization towards best performing sites and ads.

### SAMPLE SITE LIST

- Sample programmatic site list is available upon request

## SEGMENTS INCLUDE:

- Art & Entertainment
- Automotive
- Beauty & Fitness
- Books & Literature
- Business and Industrial
- Computers & Electronics
- Finance
- Food & Drink
- Health
- Hobbies and Leisure
- Home & Garden
- Internet & Telecom
- Jobs & Education
- Law & Government
- News
- People & Society
- Pets & Animals
- Real Estate
- Science
- News
- Sports
- Travel

## THE FINE PRINT



### GEO TARGETING

- DMA or Province
- US City/Select Canadian Cities
- Zip Codes



### IMPRESSION PLACEMENT

- Impressions are served based on consumption, and are not evenly distributed among the sites.



### CREATIVE ACCEPTED

- 300X250, 728X90, 160X600
- 300X600 (optional)

# CONTEXTUAL TARGETING

Delivers advertising next to relevant content (at the site and page level) being actively consumed the user



## AVAILABLE SEGMENTS:

- Arts & Entertainment
- Autos & Vehicles
- Beauty & Fitness
- Books & Literature
- Business & Industrial
- Computers & Electronics
- Finance
- Food & Drink
- Games
- Health
- Hobbies & Leisure
- Home & Garden

- Internet & Telecom
- Jobs & Education
- Law & Government
- News
- People & Society
- Pets & Animals
- Real Estate
- Science
- Shopping
- Sports
- Travel

# FACEBOOK – PROMOTED POST



Promoted post ad placements reach an audience within the Facebook environment.

## KEY FEATURES

### AUDIENCE

- 1.35 billion active users.
- Facebook users spend about 40 minutes per day with the site.

### TARGETING

- Utilize Facebook data to target audiences.

### AD SPECIFICS

- Facebook post is selected and promoted as advertising.
- Ads are displayed within the newsfeed.

## THE FINE PRINT



### GEO TARGETING

- US: Cities and Zips with a 10, 25, or 50 mile radius.
- Canada: Province, Select Cities.



### IMPRESSION PLACEMENT

- Promoted Post: Desktop and Mobile.
- Dynamic CPC.



### CREATIVE ACCEPTED

- Screenshot of the Post the client would like to promote.
- Image may be no more than 20% text.

## THE FINER PRINT

1. For any new campaigns running directly on Facebook, the following information is needed:
  - The client's name
  - HQ address of the advertiser
  - Facebook page URL
2. Centro will request credit on behalf of the advertiser and await Facebook to approve and fund the individual account. *Please allow 3-4 days for any new Facebook campaigns to launch given the new process.*
3. Centro will request Admin access from the advertiser. The advertiser will need to click accept when the request comes through.

# FACEBOOK TARGETING

Ads are served along the right-hand rail using 1st or 3rd party data segments to reach users within the Facebook environment.

The image shows a screenshot of a Facebook page for Nordstrom. The page header includes the Facebook logo, a search bar, and a 'Home' dropdown. The main content area features a large profile picture of a woman on a beach, the Nordstrom logo, and navigation tabs for 'About', 'Photos', 'Locations', 'Nordstrom Excuse G...', and 'Beauty Central'. A 'Post' box is visible on the left. On the right-hand side, there is a 'Create A Page' section with a year selector, a 'Sponsored' ad for 'YOUR AD HERE', and two other sponsored ads: 'Pedicures UNDER \$7' and 'Sabra'. The bottom of the page shows a '18 Friends' section and a promotional message for an 'Anniversary Sale'.

# VIDEO NETWORK



Streaming Video will reach an audience with video-format messaging in front of video content online.



## KEY FEATURES

### BUILD A VIDEO BRAND

- Use existing video assets to strengthen video brand with a digital presence.

### NOT SKIPPABLE

- Ad must be viewed in full before the user can watch the content selected.

### SAMPLE SITE LIST

- Sample desktop display site list is available upon request.

### DEMOGRAPHIC TARGETING

- Reach an audience based on HHI, Age, Gender, etc.
- Data is compiled from registration data, e-commerce transactional data and other data sets.

### BEHAVIORAL TARGETING

- Reach an audience based on online and offline behavior and purchases.
- Increase the efficiency of the campaign by targeting based on intent.

### UNCLUTTERED ENVIRONMENT

- Pages containing video have fewer distracting elements.
- Deeper engagement and longer page view times.

## THE FINE PRINT



### GEO TARGETING

- US: DMA, Cities or Zip Codes
- Canada: FSA, Province, or Cities



### IMPRESSION PLACEMENT

- Pre-Roll
- Impressions are served based on consumption, and are not evenly distributed among the sites.



### CREATIVE ACCEPTED

- :15 & :30 Spots
- 300X250 Companion Banner can be submitted, but impressions are not guaranteed.

# VIDEO TARGETING



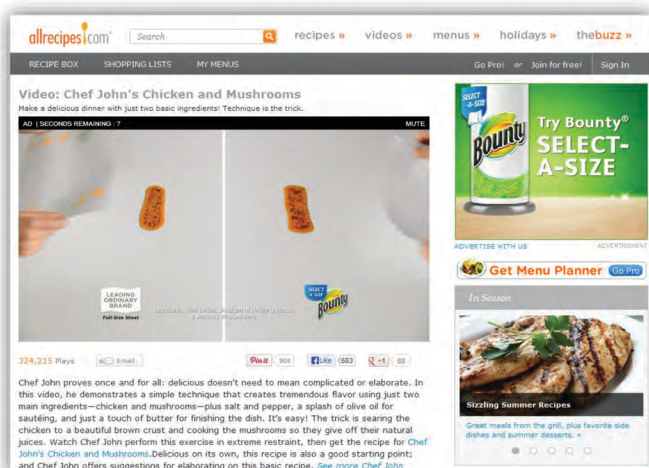
Without Companion Banner

**Targeting Options:** RON, Channel, Demographic or Behavioral

**Viewing Structure:** Pre-roll message must be watched before user can view selected video content. There is not a skip button.

**Pre-Roll Length Accepted:** :15 or :30

**Companion Banner:** Not guaranteed, 300X250



With Companion Banner

# YOUTUBE.COM



Reach an audience in a social video environment on YouTube.



## KEY FEATURES

### YOUTUBE DISPLAY

#### BRANDING & AWARENESS

- Ads will appear alongside the video player allowing for massive reach within the YouTube platform.

#### CHANNEL TARGETING

- Ads are delivered to specific content organized into channels. The channel list is available upon request.

### YOUTUBE VIDEO

#### BUILD YOUR VIDEO BRAND

- Use existing video assets to strengthen video brand with a digital presence across desktop, mobile and tablet.

#### COST PER VIEW

- Skip Ad is a feature within the YouTube video player and can be used after 5 seconds of the video ad.
- With CPV, ads are only charged if the skip ad button is not used.

## THE FINE PRINT



### GEO TARGETING

- US: DMA, Cities or Zip Codes
- Canada: FSA, Province, or Cities



### IMPRESSION PLACEMENT

- Pre-Roll: CPV, ROS
- Display: ROS or Channel



### CREATIVE ACCEPTED

- :15 & :30 Spots (Video)
- 300X60 Companion Banner can be submitted, but impressions are not guaranteed.
- 300X250 (Display)

# DESKTOP DISPLAY

## SITE LIST

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20somethingfinance.com  
aarp.org  
about.com  
accuweather.com  
active.com  
advfn.com  
allbusiness.com  
allmenus.com  
allrecipes.com  
allwomenstalk.com  
amctv.com  
answers.com  
apartments.com  
apartmenttherapy.com  
ask.com  
askthebuilder.com  
autoguide.com  
autotraderclassics.com  
avclub.com  
Away.com  
awesomeflorida.com  
babiesnbellies.com  
babycenter.com  
bakingbites.com  
bankaholic.com  
beliefnet.com  
bellasugar.com  
bhg.com  
billboard.com  
bleacherreport.com  
blender.com  
blockshopper.com  
bloomberg.com  
bobvila.com  
bookrags.com  
bornrich.com

bossip.com  
businessinsider.com  
caranddriver.com  
cardomain.com  
careerbuilder.com  
cbsnews.com  
celebritystyleguide.com  
celebuzz.com  
chowbaby.com  
collegeprowler.com  
collegerecruiter.com  
collegetownlife.com  
comcast.net  
competitor.com  
concertful.com  
cooks.com  
coolsavings.com  
coolspotters.com  
copcop.net  
corporette.com  
countryhome.com  
couponmom.com  
coupons.com  
covers.com  
craftzine.com  
cyclingnews.com  
dailyglow.com  
decorpad.com  
destination360.com  
dictionary.com  
digg.com  
dividend.com  
diynetwork.com  
dog.com  
dupontregistry.com  
eatingwell.com

payscale.com  
perezhilton.com  
photobucket.com  
playlist.com  
popsugar.com  
priceline.com  
privateschoolreview.com  
projectwedding.com  
qualityhealth.com  
realclearmarkets.com  
realclearpolitics.com  
redbookmag.com  
redplum.com  
reference.com  
reserveamerica.com  
restaurants.com  
retailmenot.com  
reuters.com  
runningintheusa.com  
runningplanet.com  
salary.com  
savvyvegetarian.com  
schooldigger.com  
schoolfinder.us  
schoolnotes.com  
seniorliving.com  
seriouseats.com  
shape.com  
simplyrecipes.com  
sittercity.com  
slate.com  
Slickdeals.net  
smittenkitchen.com  
sodahead.com  
songza.com  
southernsavers.com  
sparknotes.com  
sparkpeople.com  
sportsnetwork.com  
steadyhealth.com  
stockcharts.com  
straighthealth.com

student.com  
studentsreview.com  
studentuniverse.c  
omtastespotting.com  
techcrunch.com  
thesaurus.com  
theu.com  
theurbangent.com  
thisnext.com  
tmz.com  
topix.net  
townhall.com  
trails.com  
tripit.com  
trulia.com  
twitpic.com  
uptake.com  
urbanspoon.com  
usatoday.com  
usmilitary.com  
usnews.com  
weather.com  
webmd.com  
weddingbee.com  
weightwatchers.com  
wellness.com  
wetv.com  
whatscookingameric  
wheretraveler.co  
m  
wired.com  
wisebread.com  
woot.com  
wunderground.com  
Yardbarker.com  
yogajournal.com  
younghouselove.com  
youngmoney.co  
m  
youtube.com  
zacks.com  
zillow.com  
zimbio.com  
zynga.com

education.com  
ehow.com  
elledecor.com  
eonline.com  
esquire.com  
everydayhealth.com  
evite.com  
examiner.com  
fabsugar.com  
families.com  
familyhandyman.com  
familyoven.com  
fandago.com  
fandango.com  
fanpop.com  
fastcompany.com  
finegardening.com  
fitness.com  
fitsugar.com  
fixya.com  
Fodors.com  
food.com  
foodnetwork.com  
foodtidings.com  
footballscoop.com  
forbes.com  
foxbusiness.com  
foxnews.com  
funnyordie.com  
gardenguides.com  
glassdoor.com  
go.com  
goal.com  
golflink.com  
golfreview.com  
goodhousekeeping.com  
gorp.com  
grandparents.com  
greatschools.org  
grooveshark.com  
gsn.com  
healthboards.com  
healthgrades.com

hgtv.com  
homefinder.com  
homes.com  
hometownlocator.com  
hotpads.com  
housebeautiful.com  
howstuffworks.com  
huffingtonpost.com  
imdb.com  
instructables.com  
ivillage.com  
jdate.com  
job.com  
joyofbaking.com  
justmommies.com  
lifescrypt.com  
livestrong.com  
manta.com  
mapmyfitness.com  
marthastewart.com  
mashable.com  
mensfitness.com  
mensjournal.com  
menupages.com  
midwestliving.com  
mls.com  
moneynews.com  
motortrend.com  
move.com  
msn.foxsports.com  
music.com  
myyogaonline.com  
nasdaq.com  
NBA.com  
newsday.com  
newser.com  
nymag.com  
nytimes.com  
onewed.com  
oprah.com  
overstock.com  
parents.com

education.com  
ehow.com  
elledecor.com  
eonline.com  
esquire.com  
everydayhealth.com  
evite.com  
examiner.com  
fabsugar.com  
families.com  
familyhandyman.com  
familyoven.com  
fandago.com  
fandango.com  
fanpop.com  
fastcompany.com  
finegardening.com  
fitness.com  
fitsugar.com  
fixya.com  
Fodors.com  
food.com  
foodnetwork.com  
foodtidings.com  
footballscoop.com  
forbes.com  
foxbusiness.com  
foxnews.com  
funnyordie.com  
gardenguides.com  
glassdoor.com  
go.com  
goal.com  
golflink.com  
golfreview.com  
goodhousekeeping.com  
gorp.com  
grandparents.com  
greatschools.org  
grooveshark.com  
gsn.com  
healthboards.com  
healthgrades.com

hgtv.com  
homefinder.com  
homes.com  
hometownlocator.com  
hotpads.com  
housebeautiful.com  
howstuffworks.com  
huffingtonpost.com  
imdb.com  
instructables.com  
ivillage.com  
jdate.com  
job.com  
joyofbaking.com  
justmommies.com  
lifescrypt.com  
livestrong.com  
manta.com  
mapmyfitness.com  
marthastewart.com  
mashable.com  
mensfitness.com  
mensjournal.com  
menupages.com  
midwestliving.com  
mls.com  
moneynews.com  
motortrend.com  
move.com  
msn.foxsports.com  
music.com  
myyogaonline.com  
nasdaq.com  
NBA.com  
newsday.com  
newser.com  
nymag.com  
nytimes.com  
onewed.com  
oprah.com  
overstock.com  
parents.com

payscale.com  
perezhilton.com  
photobucket.com  
playlist.com  
popsugar.com  
priceline.com  
privateschoolreview.com  
projectwedding.com  
qualityhealth.com  
realclearmarkets.com  
realclearpolitics.com  
redbookmag.com  
redplum.com  
reference.com  
reserveamerica.com  
restaurants.com  
retailmenot.com  
reuters.com  
runningintheusa.com  
runningplanet.com  
salary.com  
savvyvegetarian.com  
schooldigger.com  
schoolfinder.us  
schoolnotes.com  
seniorliving.com  
seriouseats.com  
shape.com  
simplyrecipes.com  
sittercity.com  
slate.com  
Slickdeals.net  
smittenkitchen.com  
sodahead.com  
songza.com  
southernsavers.com  
sparknotes.com  
sparkpeople.com  
sportsnetwork.com  
steadyhealth.com  
stockcharts.com  
straighthealth.com

student.com  
studentsreview.comstudentuniverse.c  
omtastespotting.com  
techcrunch.com  
thesaurus.com  
theu.com  
theurbangent.com  
thisnext.com  
tmz.com  
topix.net  
townhall.com  
trails.com  
tripit.com  
trulia.com  
twitpic.com  
uptake.com  
urbanspoon.com  
usatoday.com  
usmilitary.com  
usnews.com  
weather.com  
webmd.com  
weddingbee.com  
weightwatchers.comwellness.com  
wetv.com  
whatscookingamericwheretraveler.co  
m  
wired.com  
wisebread.com  
woot.com  
wunderground.comYardbarker.com  
yogajournal.com  
younghouselove.comyoungmoney.co  
m  
youtube.com  
zacks.com  
zillow.com  
zimbio.com  
zynga.com

# MOBILE NETWORK

## SAMPLE SITE LIST

---

1Weather  
247 Sports  
411.com  
Accesshollywood  
Accuweather  
AllRecipes  
Angry Birds  
Angry Birds Canary Edition  
Answers.com  
Ap News  
Beauty.com  
Beintoo  
BET Awards  
Billboard  
Bleacher Report  
Bravo  
Break Media  
Bubble Birds  
Café Mocha Radio  
CBS Local News Apps  
CBS News  
Celebrity Gossip  
Celebrity News  
Celebrity Photos  
Chess.com  
Coffee Fix  
Countdown and Baby Names  
Cut the Rope  
Dance Legend  
Dice With Buddies  
Dictionary.com  
Dinosaur Memory  
Diversion  
Dominoes  
Dress Up Princess  
El Temps  
Electric Guitar!

Enflick  
ET Online  
Extra TV  
Flirtomatic  
Flixster  
Formspring.me  
Fox Local News Apps  
Fox News - Weather  
Fruit Blitz Free  
Fuel Finder  
Garfield's Diner  
Goal.com  
Golf Pad  
Gravity Guy  
Grooveshark  
Hambo  
Hangman  
HeyWire  
Hip Hop Wired  
Huffingtonpost  
iBasket  
In Touch  
Inside Edition  
JazzRadio.com  
Jewels? Fruits!  
Land-a Panda  
Life and Style Magazine  
Locus Free  
Lyric Legend 2  
Men's Fitness  
Men's Journal  
MobileBoy  
Monkey Kick Off  
Monster Island  
Music Volume EQ  
Musixmatch  
NBC Mobile Web

News Republic  
NHL  
NHL Team Apps  
OK Cupid  
OK Magazine  
One Direction Wallpaper  
Ooga Booga  
Pandas vs. Ninjas  
Pandora  
Parenting.com  
Photobucket  
Pictorial  
Pick-Up Sticks  
Ping Pong  
Pinger  
Pinger Phone  
Premium Pregnancy  
PressOK  
Race of Champions  
Radar Online  
Raging Thunder  
Raging Thunder 2  
Real Networks  
Retro Camera  
Reversi Online  
Revinet - Seattle Times  
Rock Radio  
Rolling Stone  
Shape  
ShowMe! Weather  
Siege Hero  
SKY.FM Radio  
Solitaire  
Spades  
Spin  
Star Magazine  
StuckPixel - Wallpapers HD  
Textfree  
TextFree + VM  
Textfree ANDROID  
TextFree with Voice  
TextMe 2

TextNow + Voice  
The Insider  
The Score  
Thermometer  
Tiger Beat  
Tiny Battery Widget  
Topix  
Trafficland  
Tunewiki  
Turkey Blast: Reloaded  
Tutti Fruity  
TV Notas  
Tweetcaster  
Ubertwitter  
Unblock  
Univision  
US Magazine  
US News  
US Sports  
USA Network  
Village Voice  
VirtualTableTennis3DFree  
WeatherBug  
Where  
Whitepages  
WikiMobile 2  
WordHero  
Wzapp  
XXL Mag  
Yellow Book  
Yellow Pages  
Yellowbook  
Youmail

# **TABLET**

## **SAMPLE SITE LIST**

### **Sports**

NBC Sports  
Bleacher Report  
NFL  
ProFootballWeekly  
Sports Tap  
Fox Sports  
GOLTV  
Yahoo Sports  
SportsRepublic  
Univision - Deportes  
Rotoworld  
Airkast Sports

### **Women's Lifestyle**

AOL  
Everyday Health  
Jillian Michaels  
Photobucket  
Women's Health  
iVillage  
ABC Family  
Access Hollywood  
Glam Life  
Fit Pregnancy  
Glam  
Pregnancy.org  
Angry Birds  
All Recipes  
The Astrologer  
Momspark  
Daily Glow  
AOL Horoscope  
All Womens Talk  
DIG Daily Horoscope  
CBS This Morning  
Yahoo

### **Travel**

Aol Travel  
Bicycling  
eHow Travel  
Flight Aware  
Flight Stats  
Hopstop  
Sigalert

### **Food/Wine**

All Recipes  
Univision - Delicioso  
Joy  
Premium Cooking Guide

### **Music**

Shazam  
Pandora  
BET  
Billboard  
AOL Music  
Slacker  
Tunewiki  
Airkast Country  
Airkast Adult Contemporary  
Airkast Urban African  
American  
Airkast Classic Rock

### **Fashion/Retail**

iVillage  
Glam Life  
Billboard  
Glam  
Concrete Loop

### **Entertainment**

Access Hollywood  
Bravo  
Oxygen  
Univision - Uvideios  
iVillage  
AOL ON  
ABC Family  
BET  
AOL TV  
Billboard  
CollegeHumor  
Cracked  
Flixster  
Hollyscoop  
IMDB  
MovieFone  
The Chive  
Popcornflix  
TigerBeat  
GameSpot  
SpoilerTV  
USA Network  
CBS  
ABC  
Angry Birds  
G4TV  
Dilbert  
Gametrailers  
OK Magazine  
Bossip  
Popular Mechanics

## News

Airkast - News/talk  
Huffington post  
Reuters  
Sun Sentinel  
The Hartford Courant  
Washington Post  
Yahoo News  
Univision News  
CBS News  
ABC News  
NewsRepublic  
NBC Local  
Fox News  
USA Today  
Sun Sentinel (South Florida)  
WGN TV (Chicago)  
Nola (New Orleans)  
FOX 59 (Indianapolis)  
The HartFord Courant  
Fox 5 San DiegoSan Diego  
KTLA TV (Los Angeles)  
LA TIMES  
Daily Press Newport  
News/Norfolk  
Washington Post  
Orlando Sentinel  
CBS This Morning  
Boston Herald  
New York Post  
Philadelphia Inquirer  
Philly Daily News  
Philly  
Broadcast Interactive Media - KOMO  
Broadcast Interactive Media - KATU  
Broadcast Interactive Media - TitanTV

## Business/Finance

Daily Finance  
Yahoo Finance  
Business Insider  
Deal Breaker  
Tech.Fortune.cnn  
Siliconvalley  
Intl Biz Times  
Fox Business  
Reuters

## Weather

Accuweather  
Chicago Weather Center  
Mobiquite Thermomete  
Weatherbug  
Weather Underground  
Univision - Weather

## Health/Fitness

everyday health  
Fit Pregnancy  
Everday Health  
Calorie Counter  
Calorie Tracker Lite  
Jillian Michaels  
Livestrong  
Womens Fitness  
Womens Health  
Mens Fitness  
Mens Health  
MyFitnessPal  
Runner's world  
Daily Glow  
Bicycling.com  
Instant Heart Rate  
WebMD  
About.com Health

## Auto (Part I)

ABC News  
Airkast - News/talk  
Airkast Sports  
Bleacher Report  
Boston Herald  
Broadcast Interactive Media - KATU  
Broadcast Interactive Media - KOMO  
Broadcast Interactive Media - TitanTV  
CBS News  
CBS This Morning  
CNET  
Daily Press Newport  
News/Norfolk  
Engadget  
Engadget HD  
Fox 5 San DiegoSan Diego  
FOX 59 (Indianapolis)  
Fox News  
Fox Sports  
GOLTV  
Huffington post  
KTLA TV (Los Angeles)  
LA TIMES  
Macworld  
NBC Local  
NBC Sports  
New York Post  
NewsRepublic  
NFL  
Nola (New Orleans)  
Orlando Sentinel  
PC World  
Philadelphia Inquirer  
Philly  
Philly Daily news

## Auto (Part II)

ProFootballWeekly  
Reuters  
Rotoworld  
SiliconValley  
Sports Tap  
SportsRepublic  
Sun Sentinel  
Sun Sentinel (South Florida)  
Tech Support Forum  
Techcrunch  
Techland Time  
The Hartford Courant  
The HartFord Courant  
Univision - Deportes  
Univision News  
USA Today  
Washington Post  
Washington Post  
WGN TV (Chicago)  
Yahoo News  
Yahoo Sports

## Hispanic

El Comercio Mobile  
El Nueva Dia Mobile  
El Unviversal  
Meetme Spanish  
Univision - Deportes  
Marcador  
Univision Radio  
Univision - Delicioso  
Univions - Noticias  
Elmensajero  
Telemundo Mobile  
Televisa  
Laopinion  
Laprensafl

## Tech

Engadget  
Macworld  
PC World  
SiliconValley  
CNET  
Engadget HD  
Techcrunch  
Techland Time  
Tech Support Forum

## Social

AirG  
123greetings  
AIM  
Yahoo Messenger  
TextPlus (DEMO)  
Meetme  
Mocospace

## Casual Games

Spider Solitaire  
Tetris  
Parking Mania Free HD  
Appy Gamer  
Picture Puzzle Pro

# PREMIUM NEWS

## PROPERTY

## SITE

NYDailyNews.com  
ChicagoTribune.com  
LATimes.com  
BayAreaNewsGroup.com  
AZCentral.com  
SunTimes.com  
NOLA.com  
MLive.com  
MercuryNews.com  
Star-Telegram.com  
AL.com  
DenverPost.com  
Freep.com  
MiamiHerald.com  
OregonLive.com  
KansasCity.com  
DetNews.com  
IndyStar.com  
SacBee.com  
NewsObserver.com  
SLTrib.com  
Syracuse.com  
PennLive.com  
Cincinnati.com  
CharolletteObserver.com  
KSDK.com  
9News.com  
APP.com  
TwinCities.com  
DailyNews.com  
Courier-Journal.com  
Tennessean.com  
KARE11.com  
DesMoinesRegister.com  
SILive.com  
InsideBayArea.com/DailyReview  
InsideBayArea.com

New York Daily News  
Chicago Tribune  
Los Angeles Times  
San Jose Mercury News  
Arizona Republic  
Chicago Sun-Times  
New Orleans Times- Picayune  
Grand Rapids Press  
San Jose Mercury News  
Fort Worth Star- Telegram  
Birmingham News  
Denver Post  
Detroit Free Press  
Miami Herald  
The Oregonian  
Kansas City Star  
Detroit News  
Indianapolis Star  
Sacramento Bee  
Raleigh News & Observer  
Salt Lake City Tribune  
The Post-Standard  
The Patriot-News  
Cincinnati Enquirer  
Charlotte Observer  
KSDK TV 5 NBC  
KUSA TV 9 NBC  
Asbury Park Press  
St. Paul Pioneer Press  
LA Daily News  
Louisville Courier-Journal  
The Tennessean  
KARE TV 11 NBC  
Des Moines Register  
Stantan Island Advance  
Daily Review  
San Mateo County Times

FresnoBee.com  
MassLive.com  
DelawareOnline.com  
Ledger-Enquirer.com  
ContraCostaTimes.com  
Kentucky.com  
ClarionLedger.com  
IdahoStatesman.com  
News9.com  
KFVS12.com  
NewsOn6.com  
BND.com  
TheState.com  
ADN.com  
HeraldTribune.com  
NewsLeader.com  
Kansas.com  
11Alive.com  
LehighValleyLive.com  
ElPasoTimes.com  
TodaysTHV.com  
FirstCoastNews.com  
KLTV.com  
ModBee.com  
News10.net  
DemocratandChronicle.com  
TheSunNews.com  
CourierPostOnline.com  
Ocala.com  
GreenBayPressGazette.com  
MyFoxAL.com  
SBSun.com  
ShrevereportTimes.com  
KSLA.com  
RGJ.com  
NBC12.com  
KWWL.com  
DailyBreeze.com  
14WFIE.com  
Tallahassee.com  
CBS8.com  
GreenvilleOnline.com

Fresno Bee  
Springfield Republican  
The News Journal  
Columbus Ledger- Enquirer  
Contra Costa Times  
Lexington Herald Leader  
Clarion Ledger  
The Idaho Statesmen  
KWTW TV 9 CBS  
WQWQ TV 24 CW  
KOTV TV 6 CBS  
Belleville News-Democrat  
State  
Anchorage Daily News  
Sarasota Herald Tribune  
The Daily News Leader  
The Wichita Eagle  
WXIA TV 11 NBC  
The Express- Times  
El Paso Times  
KTHV TV 11  
WJXX TV 25 ABC, WTLV TV 12 NBC  
KLTV TV 7 ABC  
Modesto Bee  
KXTV TV 10 ABC  
Rochester Democrat & Chronicle  
Myrtle Beach Sun News  
The Courier- Post  
Ocala Star- Banner  
Green Bay Press- Gazette  
WBRC TV 6 FOX  
San Bernardino County Sun  
The Times (ShrevePort)  
KSLA TV 12 CBS  
Reno Gazette- Journal  
WWBT TV 12 NBC  
KWWL TV 7 NBC  
The Daily Breeze  
WFIE TV 14 NBC  
Tallahassee Democrat  
KFMB TV 8 CBS  
Greenville News

# VIDEO NETWORK

## SAMPLE SITE LIST

---

abcnews.com  
aetv.com  
allfitnessweb.net  
allrecipes.com  
ancestry.com  
beautyherald.com  
beliefnet.com  
bing.com  
bleacherreport.com  
bravotv.com  
businessfreshies.com  
candystand.com  
careerbuilder.com  
cbsradio.com  
citysearch.com  
cnet.com  
comedycentral.com  
cooking.com  
dictionary.com  
digitaltrends.com  
doityourself.com  
drudgereport.com  
eatstaydrink.com  
education.com  
eonline.com  
essence.com  
ew.com  
fabuloustravel.com  
familycircle.com  
fandango.com  
fitpregnancy.com  
fox.com  
gamespot.com  
grooveshark.com  
gsn.com  
health.com  
hollywire.com  
howcast.com  
imdb.com  
instyle.com  
itechpost.com

kaboodle.com  
ktla.com  
latinheat.com  
legacy.com  
lhj.com  
local.com  
mashable.com  
medicaldaily.com  
mensfitness.com  
mlb.com  
momsrecipes.com  
monster.com  
movies.com  
msn.com  
newyorkfinancialpress.com  
nick.com  
okcupid.com  
parents.com  
people.com  
photobucket.com  
quickhealthanswers.com  
radaronline.com  
ranker.com  
recipe.com  
reuters.com  
scienceworldreport.com  
skype.com  
snagajob.com  
spike.com  
tasteofhome.com  
telemundolasvegas.com  
topix.com  
usatoday.com  
vh1.com  
weather.com  
weatherbug.com  
whitepages.com  
wunderground.com  
younghollywood.com

# CONTEXTUAL TARGETING

**Below are the different segments available. Reach out to your Bee Digital team for additional segments.**



Arts & Entertainment  
Auto & Vehicles  
Beauty & Fitness  
Books & Literature  
Business & Industrial  
Computers & Electronics  
Finance  
Food & Drink  
Games  
Health  
Hobbies & Leisure  
Home & Garden  
Internet & Telecom  
Jobs & Education  
Law & Government  
News  
Online Communities  
People & Society  
Pet & Animals  
Real Estate  
Reference  
Science  
Shopping  
Sports  
Travel  
World Localities

# WEBSITE TARGETING

## AUTO SITE LIST

---

4runnerforum.com  
8thcivic.com  
absoluteautomobiles.com  
advancedautoparts.com  
allfordmustangs.com  
atvtraderonline.com  
autoanything.com  
autoblog.com  
autoevolution.com  
autoguide.com  
autolist.com  
automall.com  
automobilemag.com  
automotix.net  
autopartswarehouse.com  
autoshopper.com  
autospeedmarket.com  
autospies.com  
autotrader.com  
autotraderclassics.com  
awesomedrivers.com  
benzworld.org  
bimmerfest.com  
boldride.com  
cadillacforums.com  
caranddriver.com  
carbuzz.com  
carcomplaints.com  
cardomain.com  
cargurus.com  
carparts.com  
carsdirect.com  
carsforsale.com  
cars-on-line.com  
carsoup.com  
cartalk.com  
carwale.com  
challengertalk.com  
classiccars.com  
classicoldsmobile.com  
clubfrontier.org  
clublexus.com  
commercialtrucktrader.com  
conceptcarz.com  
cumminsforum.com  
cycletrader.com  
dealerrevs.com  
dodgetalk.com  
driveaccord.net  
driversprep.com  
dupontregistry.com  
edmunds.com  
fjcruiserforums.com  
focusfanatics.com  
forums.corral.net  
fullsizechevy.com  
gasbuddy.com  
gmfullsize.com  
gminsidenews.com  
gmtruckclub.com  
gm-trucks.com  
gm-volt.com  
hemmings.com  
honda-tech.com  
hotrodders.com  
hyundai-forums.com  
jeepforum.com  
kbb.com  
leasetrader.com  
lexusownersclub.com  
ls1tech.com  
mautfied.com  
moddedmustangs.com  
motoradviser.com  
motorcycle.com  
motorsport.com  
nadaguides.com  
nasioc.com  
oldcarsweekly.com  
oldride.com  
popularmechanics.com  
powerstroke.org  
priuschat.com  
racingjunk.com  
ramchargercentral.com  
rankingsandreviews.com  
rav4world.com  
scionlife.com  
seriouswheels.com  
shop.advanceautoparts.com  
teslamotorsclub.com  
theaa.com  
theautochannel.com  
thecarconnection.com  
thedieselstop.com  
thesamba.com  
thetruthaboutcars.com  
thumpertalk.com  
tirerack.com  
titantalk.com  
topgear.com  
toyota4runners.com  
toyotanation.com  
tundrataalk.net  
worldcarfans.com  
wranglerforum.com  
www.futurecars.com

# WEBSITE TARGETING

## BEAUTY & FITNESS SITE LIST

---

active.com  
activebeat.com  
all-athletics.com  
allure.com  
allwomenstalk.com  
beautytips4her.com  
beautyworldnews.com  
beauty-zone.org  
beyondjane.com  
blogilates.com  
bodyrock.tv  
boldsky.com  
carefair.com  
delightedmomma.com  
easymakeuputorials.com  
ehow.com  
exercise4weightloss.com  
fitclick.com  
fitness.com  
fitnessmagazine.com  
fitsugar.com  
foxbor.com  
glam.com  
goodhousekeeping.com  
healthfashionbeauty.com  
highfashionmagazine.com  
homebeautyandbeyond.com  
icantseeyou.typepad.com  
ifitandhealthy.com  
ilove-beauty.com  
instyle.com  
jefit.com  
jog.fm  
lifescrpt.com  
livestrong.com  
luuux.com  
makeovr.com  
makeupgeek.com  
mapmyfitness.com  
mapmyrun.com  
maskcara.com  
mensfitness.com  
mindbodygreen.com  
missmrsonline.com  
missnattysbeautydiary.com  
moknowshair.com  
myfitnesspal.com  
mysubscriptionaddiction.com  
mythirtyspot.com  
ourvanity.com  
pinlavie.com  
prevention.com  
salonseeker.com  
self.com  
shape.com  
sparkpeople.com  
typef.com  
walkjogrun.net  
washingtonian.com  
wellness.com  
yogajournal.com  
youbeauty.com

# WEBSITE TARGETING

## EDUCATION

---

4tests.com  
brighthubeducation.com  
classmates.com  
collegeapps.about.com  
collegeconfidential.com  
collegefashion.net  
colleges.findthebest.com  
discovery.com  
easybib.com  
educabilia.ca  
education.com  
educatorstechnology.com  
ehow.com  
enotes.com  
findcolleges.info  
freetranslation.com  
greatschools.org  
helpteaching.com  
high-schools.com  
howstuffworks.com  
k6educators.about.com  
monster.com  
Private-  
schools.findthebest.com  
publicschoolreview.com  
ratemyprofessors.com  
ratemyteachers.com  
ratemyteachers.com::Canada  
reporterherald.com  
salary.com  
savingforcollege.com  
schooldigger.com

shmoop.com  
sparknotes.com  
stateuniversity.com  
student.com  
studentsreview.com  
teachersnotebook.com  
teachthought.com  
teachwithme.com  
testprep.about.com  
thecollegefacts.com  
tweentribune.com  
univsource.com  
wikihow.com  
www1.pgcps.org

# WEBSITE TARGETING

## HEALTH

---

3fatchicks.com  
aarp.com  
activebeat.com  
affhealth.com  
allfitness247.com  
allfitnessweb.net  
allnurses.com  
bighealthtree.com  
bitesizewellness.com  
blogilates.com  
classweightloss.com  
cookinglight.com  
dailyhealthpost.com  
dailyrx.com  
dietsinreview.com  
doctoroz.com  
drugs.com  
drweil.com  
eatingwell.com  
everydayhealth.com  
exercise4weightloss.com  
fastfoodnutrition.org  
findmeglutenfree.com  
fitbie.com  
fitday.com  
fitnessandhealth365.com  
fitnessandhealthexpress.com  
fitnessmagazine.com  
fitpregnancy.com  
fitsugar.com  
fitwatch.com  
globalrph.com  
healingwell.com  
health.com  
healthboards.com  
healthcentral.com  
healthgrades.com  
healthguru.com  
healthline.com  
healthnews365.com  
healthylivinghowto.com  
handsheeatclean.com  
hearthealthguidelines.com  
insidekidshealth.com  
insidementalhealth.com  
insidemyhealth.com  
insidetotalhealth.com  
katheats.com  
leanitup.com  
lifescrypt.com  
liveinthenow.com  
livestrong.com  
mapmyfitness.com  
medhelp.org  
mensfitness.com  
menshealth.com  
menshealthbase.com  
momvideos.tv  
muscleandfitness.com  
mydailymoment.com  
mydiet.com  
myfitnesspal.com  
myfitstation.com  
naturalnews.com  
naturalsociety.com  
parenting.com  
patient.co.uk  
pazoo.com  
prevention.com  
qualityhealth.com  
realpharmacy.com  
realself.com  
rodale.com  
rodalenews.com  
rxwiki.com  
self.com  
shape.com  
socialanxietysupport.com  
sparkpeople.com  
spine-health.com  
spryliving.com  
steadyhealth.com  
superhealthykids.com  
tarryhealth.com  
theactivetimes.com  
thehealthyhomeeconomist.com  
m  
thepaleodiet.com  
thirddage.com  
todaysoncology.com  
vegsources.com  
vitals.com  
webmd.com  
weightwatchers.com  
womenshealthandnews.com  
womenshealthmag.com  
yogajournal.com  
youreverydayhealth.com

# WEBSITE TARGETING

## HOME & GARDEN SITE LIST

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architecturaldesigns.com  
betterafter.net  
biggerpockets.com  
bhg.com  
builderhouseplans.com  
cleanmama.net  
contractortalk.com  
davesgarden.com  
decorpad.com  
designsponge.com  
diychatroom.com  
doityourself.com  
dornob.com  
dreamhomesource.com  
elledecor.com  
finegardening.com  
finehomebuilding.com  
finewoodworking.com  
fixya.com  
gardenguides.com  
gardenweb.com  
getdecorating.com  
goodshomedesign.com  
hearth.com  
liquidhearth.com  
hgtv.com  
homedsgn.com  
homes.com  
homewyse.com  
hookedonhouses.net  
housebeautiful.com  
houseplans.com

Coolhouseplans.com  
housetalk.com  
houserepairtalk.com  
howstuffworks.com  
ikeafans.com  
inhabitat.com  
livelovediy.com  
marthastewart.com  
midwestliving.com  
move.com  
newhomesource.com  
organizinghomelife.com  
realtor.com  
remodelaholic.com  
retrorenovation.com  
thegardenhelper.com  
thisoldhouse.com  
traditionalhome.com  
twotwentyone.net  
younghouselove.com  
countryliving.com  
housebeautiful.com  
bobvila.com  
dreamhomesource.com  
Familyhandyman.com  
hometalk.com  
homesgardening.com  
homefacts.com  
cymax.com  
colourlovers.com  
homeandgardengroup.com

# WEBSITE TARGETING

## LITERATURE SITE LIST

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barnesandnoble.com  
bartleby.com  
cliffsnotes.com  
commentarymagazine.com  
enotes.com  
fictiondb.com  
free-online-novels.com  
goodreads.com  
hypable.com  
listverse.com  
manybooks.net  
obooko.com  
online-literature.com  
pixelofink.com  
publicbookshelf.com  
shmoop.com  
absolutewrite.com  
authorsden.com  
eliteskills.com  
mibba.com  
scribd.com  
thewriterscoffeeshop.com  
writerscafe.org  
writing.com  
wordpress.org  
ereadernewstoday.com  
litlovers.com  
weberbooks.com  
online-literature.com  
fictiondb.com  
dailyfreebooks.com  
orderofbooks.com  
proverbia.net  
perusingtheshelves.com  
nybooks.com  
novelguide.com  
merriam-webster.com  
synonym.com  
articletrunk.com  
wordreference.com  
metafilter.com  
poemhunter.com  
famousquotesandauthors.com  
bookrags.com  
usingenglish.com

# WEBSITE TARGETING

## RETAIL SITE LIST

allwomenstalk.com  
advanceautoparts.com  
babiesrus.com  
beautyprwire.com  
bellaradar.com  
bestbuys.com  
bizrate.com  
blackgirllonghair.com  
bradsdeals.com  
calibex.com  
carsforsale.com  
coolspotters.com  
cosmopolitan.com  
coupons.com  
dealnews.com  
diyfashion.com  
ebay.com  
ecoustics.com  
fashionbombdaily.com  
fredmiranda.com  
harpersbazaar.com  
highfashionmagazine.com  
kohls.com  
makeupalley.com  
niketalk.com  
nymag.com  
oprah.com  
pennysaverusa.com  
pricegrabber.com  
purseblog.com  
purseblog.com  
quickmensguide.com  
s2smagazine.com  
samsclub.com  
seventeen.com  
shopathome.com  
shopping.com  
slickdeals.net  
slickdeals.net  
smartmompicks.com  
sneakerfiles.com  
steepandcheap.com  
style.com  
styleite.com  
stylishceleb.com  
target.com  
thekrazycouponlady.com  
toysrus.com  
tractordata.com  
whiskeymilitia.com  
womenshealthhelp.net  
woot.com  
www.dapperlou.com

# WEBSITE TARGETING

## SENIORS SITE LIST

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50plus-club.com  
55communityguide.com  
aarp.org  
allfreecrochet.com  
allfreeknitting.com  
allpeoplequilt.com  
alzheimers.about.com  
alzheimersreadingroom.com  
alzheimersweekly.com  
bankrate.com  
benefitspro.com  
boomerater.com  
cagle.com  
everydayhealth.com  
federalretirement.net  
forbes.com  
genealogy.about.com  
genealogy.com  
grandparents.com  
greatretirementcommunities.com  
health.nytimes.com  
healthcentral.com  
healthguidance.org  
homecarefiles.org  
homehealthcareagencies.com  
howstuffworks.com  
insuranceexchangehq.com  
livestrong.com  
medicaidoffice.net  
medicalhealthtests.com  
medicalnewstoday.com  
medicare.com  
medicare.org  
moneyover55.about.com  
nanascorner.com  
nationalenquirer.com  
nationalreview.com  
newhealthguide.org  
notoverthehill.com  
ourtime.com  
positivemed.com  
q1medicare.com  
qualityhealth.com  
ratemds.com  
realclearpolitics.com  
retirementhomes.com  
retirenet.com  
rootsweb.ancestry.com  
seniorbrains.com  
seniorcorps.org  
seniorfitness.com  
seniorhousing.net  
seniorhousingnet.com  
seniorhousingnews.com  
seniorjournal.com  
seniorliving.about.com  
seniorliving.com  
seniorlivingsource.org  
senioroutlook.com  
seniorpeoplemeet.com  
seniors.lovetoknow.com  
seniorsforliving.com  
seniorsmeet.com  
seniorsurfers.org  
silvercensus.com  
sixtyandme.com  
socialsecurityhop.com  
steadyhealth.com  
theweek.com  
topretirements.com  
usnews.com  
vitals.com  
wellness.com

# WEBSITE TARGETING

## SPORTS SITE LIST

247sports.com  
aol.sportingnews.com  
arseblog.com  
baseball-almanac.com  
baseballforum.com  
baseballmanager.com  
baseball-reference.com  
bigfooty.com  
bikeforums.net  
blacksportsonline.com  
bleacherreport.com  
caughtoffside.com  
chainlove.com  
cinesport.com  
competitor.com  
coolrunning.com  
cover32.com  
covers.com  
cyclingnews.com  
digitaltrends.com/Sports  
drf.com  
equibase.com  
espncricinfo.com  
fangraphs.com  
fantrax.com  
fbschedules.com  
fitness.com  
flexonline.com  
flotrack.org  
footballscoop.com  
futhead.com  
goal.com  
golflink.com  
golfwrx.com  
halfmarathons.net  
hawkeyenation.com  
hockeybuzz.com  
hockeydb.com  
hockeyfights.com  
hockey-reference.com  
hockeysfuture.com  
illinoisloyalty.com  
imleagues.com  
joebucsfan.com  
leaguesecretary.com  
letsrun.com  
livesoccertv.com  
livestrong.com  
louisianasportsman.com  
mapmyfitness.com  
mapmyride.com  
mapmyrun.com  
mbd.scout.com  
mensfitness.com  
milb.com  
mlb.com  
mlbtraderumors.com  
mnhockeyhub.com  
motoradviser.com  
motownsports.com  
mtbr.com  
muscleandfitness.com  
mycalgarysports.com  
mygolfspy.com  
nascar.com  
NBA.com  
nbadraft.net  
nbcsports.com  
ndnation.com  
njcaa.org  
northsidebaseball.com  
nytimes.com:: Sports Pages  
offroadgames.net  
oobgolf.com  
orioleshangout.com  
oursportscentral.com  
peertrainer.com  
pointstreak.com  
putterzone.com  
realgm.com  
rotoworld.com  
runcolo.com  
sbnation.com  
scorebook.com  
scout.com  
si.com  
soccerbyives.net  
soccerway.com  
sportsgrid.com  
sportshoopla.com  
sportsnetwork.com  
sportsnewsinternational.com  
sportspond.com  
surflines.com  
talking-soccer.com  
thebenchtrading.com  
thefootballjuice.com  
thepostgame.com  
thesandtrap.com  
tigerboard.com  
tigerdroppings.com  
tigernet.com  
tracktalk.net  
trifind.com  
uscho.com  
volnation.com  
wgt.com  
wissports.net  
wwe.com  
www.huskermax.com  
www.letsrun.com  
www.menstennisforums.com  
www.mycalgarysports.com  
www.ndnation.com



# WEBSITE TARGETING

## TEEN SITE LIST

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321teenchat.com  
alloy.com  
allthetests.com  
gamewinners.com  
golivewire.com  
gossipcop.com  
gossipteen.com  
hellobeautiful.com  
justinbieberzone.com  
majortests.com  
monsterpreps.com  
omgpop.com  
popsugar.com  
quizzesforgirls.net  
seventeen.com  
shmoop.com  
sodahead.com  
sparknotes.com  
student.com  
teen.com  
teenadvice.about.com  
teen-chat.org  
teenhollywood.com  
teenidols4you.com  
teenmusic.com  
teensay.com  
teenspot.com  
tvpredictions.com  
weeworld.com  
youthink.com  
allkpop.com  
photobucket.com  
popculturemadness.com  
failblog.org  
damnyouautocorrect.com

# WEBSITE TARGETING

## TRAVEL SITE LIST

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airfarewatchdog.com  
airliners.net  
homeaway.com  
bedandbreakfast.com  
caribjournal.com  
cheapoair.com  
cruisecritic.com  
destination360.com  
disboards.com  
earthcam.com  
expedia.com  
familydaysout.com  
flightarrivals.com  
flightaware.com  
flightstats.com  
flightview.com  
flightwise.com  
flyertalk.com  
fodors.com  
frommers.com  
gayot.com  
golastminute.com  
gosur.com  
hipmunk.com  
homeaway.com  
hostelworld.com  
hotelreservations.com  
hotelsavings.com  
hotwire.com  
kayak.com  
krooz-cams.com  
lakehomesusa.com  
lowfares.com  
monarc.ca  
mouseplanet.com  
mouseplanet.com  
myrtlebeachonline.com  
onetravel.com  
orbitz.com  
priceline.com  
quicktrip.com  
redweek.com  
roadsideamerica.com  
rvtravel.com  
shermanstravel.com  
skyscraperpage.com  
smartfares.com  
studentuniverse.com  
timeout.com  
Wisconsintrails.com  
Protrails.com  
1010travel.com  
Responsibletravel.com  
Havebabywilltravel.com  
Illicotravel.com  
Priceoftravel.com  
Weather2travel.com  
Homesweettravel.com  
Viratravel.com  
Budgettravel.com  
Onetravel.com  
travelandleisure.com  
travelbig.com  
travelchannel.com  
travelconfidently.com  
travelmath.com  
travelocity.com  
seotravels.com  
travelzoo.com  
vacaguru.com  
vegas.com  
vegasmessageboard.com  
wdwinfo.com  
wikitravel.org  
worldweb.com  
vrbo.com  
boattrader.com  
citysearch.com  
africa.com  
britinfo.net  
vacationrentals.com  
escapehere.com  
trackitt.com  
aopa.org

# STILL STARTS WITH THE BASICS

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Who is your audience/customer?

Where is your audience located?

What are your goals for a digital campaign?

How will you measure success on a campaign?

What makes up your media mix?

In the past, what has worked well? What hasn't?

Do you have a mobile (or video) strategy?

What are you looking to invest in digital over the next quarter?

Who are your competitors in the market?

Is there anything in the digital space I can help you learn more about?

# GOALS = KEY PERFORMANCE INDICATORS

- Translate your goals and objectives into measurable KPIs

## Goals/Objectives

Traffic

Consumer Action  
Form Submissions  
e-Commerce  
Contest Entries

Reach & Branding



## KPIs

CTR - Click Thru Rate  
CPC - Cost Per Click

Conversions  
CPL - Cost Per Lead  
CPA - Cost Per Acquisition

CPA -  
Effective Cost Per Thousand

# BRAND PROTECTION



Brand protection refers to practices and tools that help ensure that an ad will not appear in a context that can damage the advertiser's brand.

## BRAND PROTECTION 3 WAYS

3<sup>rd</sup> Party Partnerships

Real Time Brand Protection Software

Human Analyzing and Optimizing of Media Plans and Inventory

## STANDARD BRAND PROTECTION

### DEFAULT MEASURES

- Each campaign has a default level of brand protection that is automatically applied including black lists, 3<sup>rd</sup> party brand protection, and suspicious activity protection.

### REDUCED FRAUD

- Each campaign utilizes sophisticated technology, real time and holistic buying and human supervision that greatly reduces exposure to fraud while still producing high performing campaigns.

## ADDITIONAL BRAND PROTECTION OPPORTUNITIES

### 3<sup>RD</sup> PARTY VENDORS

- Additional brand protection measures can be applied to protect against specific types of content based on special advertiser need utilizing industry leaders like Peer39, Integral Ad Science and Grapeshot.

### SITE SELECTION

- Apply a custom black list of sites the campaign should not utilize for execution based on specific advertiser needs.

# PUBLISHER SOLUTIONS

## AD SPECS + CAMPAIGN GUIDELINES

> Creative assets are due 5 days prior to campaign launch

### STANDARD MEDIA UNITS

UNIT	DIMENSIONS	MAX FPS	FLASH	MAX ANIM.	MAX FILE SIZE FLASH/HTML5	SOUND	BORDER	FILE TYPE
LEADERBOARD	728 x 90	24	8 AS2	15 Seconds	40KB/150KB	On Click	1PX	GIF/JPG/PNG
BOX	300 x 250	24	8 AS2	15 Seconds	40KB/150KB	On Click	1PX	GIF/JPG/PNG
WIDE SKYSCRAPER	160 x 600	24	8 AS2	15 Seconds	40KB/150KB	On Click	1PX	GIF/JPG/PNG
HALF PAGE	300 x 600	24	8 AS2	15 Seconds	40KB/150KB	On Click	1PX	GIF/JPG/PNG

### HTML5 Packaging

File size applies to font, image, audio, video, CSS and HTML. Common JS libraries delivered via CDN are excluded from file weight. Max #of host-initiated file requests: ad not to exceed 15 file requests during initial file load and host-initiated sub-load. Unlimited file requests allowed after user-interaction.

If sending HTML5 assets, please provide ZIP with HTML, CSS, JS, Images and other hosted assets. For further detail, please work with your Media Strategist.

### FLASH SETUP\*

> Below is the Flash Actionscript tag to allow a user to click on the ad.

```
on (release) {  
  getURL(clickTag, "_blank");  
}
```

### ACCEPTED AD SERVERS & 3<sup>RD</sup> PARTY TAGS

Ad servers we can work with:

SIZMEK

DOUBLECLICK

ATLAS

POINTROLL

### 3<sup>RD</sup> PARTY TAG CONSIDERATIONS:

- Direct reporting access (via login) will need to be provided prior to launch
- If direct reporting cannot be provided, weekly reports must be setup by Publisher Solutions Partner
- Modified tags with macros/tokens already inserted are NOT accepted
- Tags must be delivered in their native, raw format from the ad server (i.e.: exactly as exported from DFA)
- Tags need to be unique to the Publisher Solutions campaign and cannot be running elsewhere
- Tags cannot run across multiple placements in the same date range
- All tags must be secure (https)

# PUBLISHER SOLUTIONS

## AD SPECS + CAMPAIGN GUIDELINES

### MOBILE UNITS

FORMAT	X Large Banner
DIMENSION	320 x 50
FILE SIZE	< 20K
FORMAT	GIF / JPG / PNG

\* Must have a 1 pixel border.

\* We strongly recommend using a Mobile enabled URL for the landing page for optimal user experience.

### TABLET UNITS

UNIT	DIMENSIONS	FILE TYPE	MAX FILE SIZE FLASH/HTML5	MAX LOOPING	ANIMATION LIMIT	CLICKABLE
LEADERBOARD	728 x 90	GIF/JPG/PNG	40KB/150KB	3X	15 Sec	Yes
BOX	300 x 250	GIF/JPG/PNG	40KB/150KB	3X	15 Sec	Yes

### VIDEO UNITS OR YOUTUBE

PREFERRED FILE TYPES	MP4
ASPECT RATIO	4:3 or 16:9
FILE SIZE	Maximum 25MB
VIDEO LENGTH	:15 or :30

Can also accept VAST tags on all products but YouTube

### LANDING PAGE REQUIREMENTS

- Always resolve to the same final URL, and never redirect to a different URL than that which was seen when the campaign was first submitted for review
- Clearly disclose the company or person responsible for the ad and landing page
- Not use any third parties' brand, logo or design without the express, written permission of such party
- Contain relevant information pertaining to the good or service being promoted by the ad (no bait-and-switch)
- include the advertiser's terms and conditions and a privacy policy (or a link thereto), as well as an option for opting-out of promotional communication.
- All creatives in a campaign must click-through to the same landing page domain
- Any landing page with the look and feel of a news article or other editorial content must clearly and prominently disclose to visitors that it is sponsored content or an advertorial

# PUBLISHER SOLUTIONS

## AD SPECS + CAMPAIGN GUIDELINES

### FACEBOOK

#### IMAGES

The dimensions of the Domain ad are 600x315 with an image aspect ratio of 1.91:1.

The dimensions of a Page Post Photo Ad are 1200x1200 with an image aspect ratio of 1:1 with no more than 20% of the image being text.

Uploads must be less than 150KB. If the image is larger or smaller than the dimensions specified, it is proportionally resized which might cause distortion. If you are an advanced user, you may wish to size the photo for optimal results. Please note that we do not support animated or flash images.

#### AD COPY

Your ad, which must include a title and body, is limited to 25 characters for the title and 90 characters for the body including spaces.

- Ads' text must be grammatically correct.
- Ads must use correct spelling.
- Ads cannot use excessive repetition (such as "buy, buy, buy" or "Buy now!!!").
- Ads cannot include excessive capitalization (such as capitalizing the first letter of every word in a sentence).
- Exclamation points cannot be used in the title of any ad.
- All complete sentences must end with a single punctuation mark.

For more information regarding Facebook Ad Policy: [http://www.facebook.com/ad\\_guidelines.php](http://www.facebook.com/ad_guidelines.php)

### RICH MEDIA UNITS

Additional ad serving fee applies - \$1 CPM (subject to higher rate based on creative type)

An Extra \$1 CPM will apply if Centro is serving the Rich Media

For specific execution questions reach out to your Media Strategist

### PRIVACY POLICIES

The online privacy policy does not allow websites to collect personal information in exchange for free gifts or quiz/survey results. Websites that need to collect personal information (for processing orders, for example) **need to include a privacy policy** so that users understand how their information will be used. **The link to the site's privacy policy should be clearly visible on ALL pages where you're collecting personal information.**

**The Privacy Policy should include the following information:**

- Describe what personal information is collected.
- Describe how this information will be used by the company.
- Describe how this information will be transferred to third party companies.
- Provide instructions on how users can modify or delete their personal information.
- Provide instructions on how users can opt-out of future communications.

Finally, websites that collect sensitive personal information, such as bank details and credit card numbers, must use a secure processing server (<https://>) when collecting this information.