



THE PLAIN DEALER | SUN NEWS  
cleveland.com

# WELCOME KIT

## 2023



100+ YEARS OF CLIENT STORYTELLING.



SMARTER MARKETING.



LOCAL PRESENCE. NATIONAL REACH.

ADVANCE **OHIO**

[www.advance-ohio.com](http://www.advance-ohio.com)  
[marketing@advance-ohio.com](mailto:marketing@advance-ohio.com)  
216.999.3900

# WELCOME! YOU'RE IN GOOD COMPANY.

Welcome! We're thrilled that Advance Ohio is a chosen partner in growing your business. As an advertiser, you have access to 5.14 million monthly readers of The Plain Dealer, cleveland.com and the Sun News. Your brand aligns with the rich legacy of our journalism and our trusted brand, which holds the number one position in the market as a news and information source (measured in unique visitors by Comscore). Together we'll craft a customized marketing solution that attacks your marketing challenges, satisfies your advertising needs and achieves measurable objectives. Our mission is to exceed your expectations at every stage of your journey with us. We are truly at your service.



**Brad Harmon**

Midwest Regional President  
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**Chris Quinn**

Editor of cleveland.com  
and Vice President of  
Content at Advance Ohio  
cquinn@cleveland.com



**David Knight**

Chief Revenue Officer  
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# SERVING YOU LOCALLY, REGIONALLY, AND NATIONALLY

The Plain Dealer, cleveland.com and Sun News comprise Advance Ohio, a dynamic media company equipped to serve our Northern Ohio market. A division of Advance Local, a leading national media company comprising 15 news and information websites that rank #1 among local media in their respective markets and 9th largest news organization nationally. Advance Ohio is part of Advance, along with Condé Nast and American City Business Journals.

- 9th largest publisher in the nation
- Network of nine local media groups – each of them holds the #1 position in their market
- 700+ awards for journalism excellence

## National Connections with Extensive Reach

WE HAVE A STRONG FOUNDATION LOCALLY WITH TRUSTED BRANDS AND TEAMS WHO ARE EMBEDDED IN THE HEART OF THE COMMUNITIES THEY SERVE.

### LOCAL

ADVANCE OHIO    cleveland.com    THE PLAIN DEALER    SUN NEWS

### REGIONAL

m LIVE    THE ANN ARBOR NEWS    THE BAY CITY TIMES    THE FLINT JOURNAL    THE GRAND RAPIDS PRESS  
 JACKSON & CITIZEN PATRIOT    KALAMAZOO GAZETTE    Muskegon Chronicle    The Saginaw News

### NATIONAL

CONDÉ NAST    POP made in seattle    ADVANCE LOCAL    turnitin    Stage ENTERTAINMENT  
 THE IRONMAN GROUP    LEADERS GROUP    1010DATA    ACBJ

ADVANCE\_360    zerosum    aduna    HOOT interactive    HEADLINE Group  
 m LIVE    cleveland.com    lehighvalleylive.com    AL.com    MASS LIVE    nj.com  
 OREGONLIVE    PENN LIVE    silive.com    syracuse.com    NYup.com

# POWERFUL TECH STACK

A powerful and sophisticated tech stack is necessary to fuel the science behind an effective audience targeting strategy. Great audience targeting is only achieved through cutting-edge technology and smart, experienced people who truly know how to use it. Advance Ohio is certified in: Premier Google Ads for Search, Google Analytics Certified, Google Tag Manager Certified, Google Ads Display, Google Video Advertising, and YouTube Advertising. In addition, Advance has been awarded the Microsoft Digital Advertising Partner of the Year for three years and is a Meta Business Partner. The Advance Local family of companies is a Google Premier Partner status. This accomplishment signifies that we are among the top 3% of Google Partners in the country. Our team members are experts in this field with most, if not all, Google Ads and Analytics certified.



**26**

NEWSPAPERS  
AND  
MAGAZINES



**15**

NEWS &  
INFORMATION  
WEBSITES



**21M**

SOCIAL MEDIA  
FOLLOWERS



**52M**

PEOPLE REACHED  
PER MONTH

**#1**

COMSCORE  
RANKED  
LOCAL NEWS  
PUBLISHER  
BRAND

## PREFERRED PARTNERS



Microsoft Partner  
Digital Advertising



**ADVANCE  
LOCAL**  
IS AMONG THE  
**TOP 3%**  
OF GOOGLE  
PARTNERS IN THE  
COUNTRY

## TECH STACK



# MARKETING STRATEGISTS

WE TIE EVERY MARKETING ACTION TO A MEASURABLE GOAL FOR YOUR BUSINESS, AND REPORT ON PROGRESS REGULARLY.



## ADVERTISING ON ADVANCE OHIO-OWNED MEDIA AND BEYOND

The advertising world is filled with choices. We can help you determine what you really need.

## YOUR BRAND STORY TOLD VISUALLY

Exceptional content and creative.



## USING DATA TO YOUR ADVANTAGE

Make decisions based on data, not your gut.

## MARKETING CONSULTATION: MAKING YOUR OWN TEAM BETTER

Not every business needs a marketing agency.



# FULL-SERVICE CAPABILITIES

## ADVANCE OHIO IS A FULL-SERVICE AGENCY OFFERING:

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### MARKETING STRATEGY, RESEARCH & CAMPAIGN MANAGEMENT

Understand the business through the consumer's eyes, their path to decision. (White-board meetings, Basecamp, Collaborative planning sessions).

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### DATA – CONSUMER INTEREST & INTENT

Reach a relevant audience at the moment when they are primed to receive, remember and act on the message.

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### DIGITAL MEDIA

Using insights forged from our proprietary 1st and 3rd party data, we craft campaigns that provide an effective actionable roadmap to the intended results.

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### AUDIENCE ACTIVATION PROGRAMS

An effective and manageable option with a high rate of return and engagement, audience activation programs grow your customer base and data set with digital display ads on cleveland.com enticing an engagement with a giveaway. Audiences enter for a chance to win, responding to survey questions, participating in brackets, or other interactions. These are also sent to over 65,000 cleveland.com readers inviting them to enter and opt-in for future offers. These opt-ins, names, and emails can be shared with the client generating a new leads list or list-matching opportunity for future connections.

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### GOAL DEVELOPMENT, REPORTING & OPTIMIZATION

Our investment in enhanced reporting technologies enables us to better analyze campaign performance.

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### BRANDING

- Stakeholder focus groups and trainings
- Brand research and strategy

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### CREATIVE DEVELOPMENT & EXECUTION

An in-house creative team of 40+ people with skills ranging from visionary/brand identity specialists to videography and photography specialists to traditional content creators to fulfillment designers.

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### CONTENT MARKETING

Telling relevant and engaging stories that matter to your customer and you, using any effective channel and medium (photo slideshows, video, podcasts, infographics, sponsored articles, website copy, social media posts and more).

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### SOCIAL MEDIA MARKETING

With paid placements we take your social media content to where your target audience lives.

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### WEB DEVELOPMENT

Discovery meeting and audits to develop a complete understanding of the needs of the user, and functional and visual requirements

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### SEARCH ENGINE OPTIMIZATION

Our SEO campaigns focus on getting more of the right people to your website, and to your business.

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### SEARCH ENGINE MARKETING

Campaigns are built and managed on an individual basis providing you a custom solution and ensuring optimization to produce results.

 [View case studies and our portfolio: advance-ohio.com/work/](https://advance-ohio.com/work/)

# CREATIVE CAPABILITIES

## CREATIVE/PRODUCTION

The Advance Ohio Creative Team is multi-disciplined with expertise in branding, content generation, graphic design, videography, and more. Our team functions at a high level, visioning collaboratively with our clients, and delivering specifically desired or requested creative elements.

## VIDEOGRAPHY

Video is a premium resource for brand engagement, improving awareness, and establishing credibility with interactive video content. Video is best utilized in the Awareness and Engagement stages of the buying cycle to: tell the client's story, introduce a new product or service, connect emotionally with current, lapsed and potential customers, showcase a business and location, differentiate from competitors and improve social media engagement.



# YOUR TEAM



Not only will you have a dedicated team consisting of the individuals highlighted below, they are supported by our national Advance Local team, including specific teams dedicated to search, quality assurance, analysis, creative strategy, social, account management and fulfillment. The Advance support system adds an AdOps team in New Jersey, designers in Ohio and Michigan, and a Search team. These additional layers of support offer significant value to our clients large and small, and an incredibly deep bench for our local teams.

## ACCOUNT TEAM

Sales Director

Digital Strategy Manager

Quality Assurance Manager

Account Executive

## RESOURCE TEAMS

SEARCH

CREATIVE

CONTENT / SOCIAL

PERF. ANALYTICS

QUALITY ASSURANCE

DIGITAL



# OHIO'S #1 NEWS SOURCE

OUR GOAL IS TO PROVIDE THE BEST, UNBIASED, FACT-BASED LOCAL NEWS COVERAGE.



At The Plain Dealer and cleveland.com, we're known for the deepest, most meaningful reporting in our market, brought to you by reputable journalists with a deep sense of responsibility to be the voice of Ohio's people. We strive to be a trusted community partner, connecting and informing our audience, and helping community businesses to grow.

| UVs News/Information Media Sites - Top Cleveland |                                | Last 12 Months Average Uniques |
|--------------------------------------------------|--------------------------------|--------------------------------|
| #1                                               | THE PLAIN DEALER cleveland.com | 1,084,814                      |
| 2                                                | fox8.com                       | 1,014,046                      |
| 3                                                | wkyc.com                       | 726,737                        |

Comscore December 2022



# DIGITAL SOLUTIONS

Target exactly who you need to reach, anytime, anywhere.

- Digital Display Ads
- Rich Media
- Geo, Contextual and Behavioral Targeting
- SEM/SEO
- Re-Messaging
- Sponsored Articles
- Video
- Social Media
- Targeted Email
- Special platforms for: job listings, auto listings, obituaries, celebrations and for sale ads.

## CLEVELAND.COM AUDIENCE PROFILE



**3,022,994**  
ADULT POPULATION



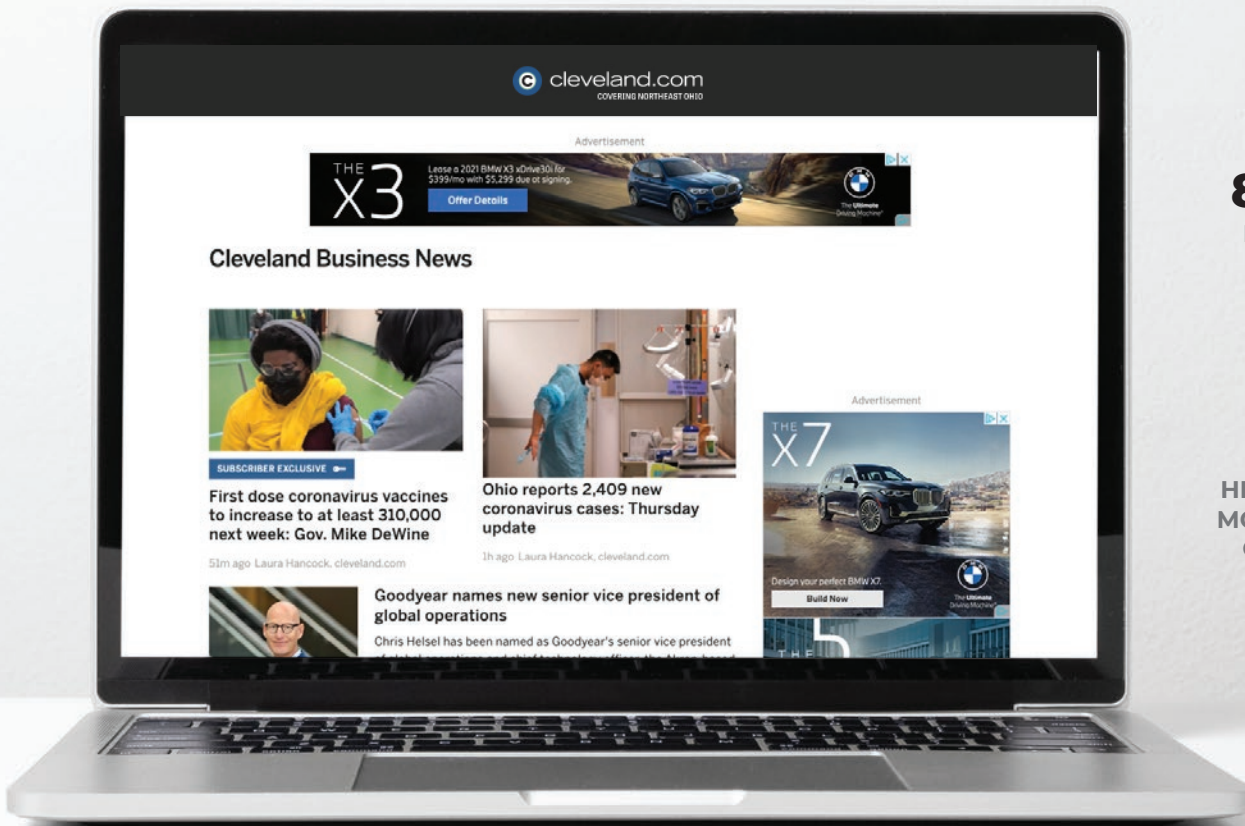
**226,000+**  
BUSINESS LOCATIONS



**54**  
MEDIAN AGE



**\$71,549**  
MEDIAN HOUSEHOLD INCOME



**8,000,000**  
MONTHLY UNIQUE VISITORS



**36.5%**  
HIGHEST PERCENT OF MONTHLY CLEVELAND COMPUTER USERS

# PRINT SOLUTIONS


## Advertising in The Plain Dealer and Sun News Reaches an Engaged Audience

We have all sorts of options for print ads that appear in The Plain Dealer and Sun News and subscribers can access a daily digital edition for The Plain Dealer (an exact replica of the printed paper), as well as online at [cleveland.com](http://cleveland.com). After all, we have been providing Ohio's trusted, consistent and award-winning news and information content for 180 years. Our newspaper reaches an engaged audience that give newspapers their attention and actively consume content. It's the ideal environment for advertising to influence brand choice and direct response.


### PRODUCTS

- Newspaper Ads
- Front Page Notes
- Front Page Banners, SkyBoxes, Gatefolds, Spadeas
- Preprint and Print & Deliver Inserts
- Commercial Printing
- Special Content Sections






**READ AT LEAST  
1X A WEEK:  
554,100**



**68%  
OF PLAIN DEALER  
PRINT READERS  
ARE "PRINT  
EXCLUSIVE"**



**TOTAL BRAND  
AUDIENCE:  
1,459,900**

**WE REACH NEARLY HALF OF ALL  
CLEVELAND REGION ADULTS**

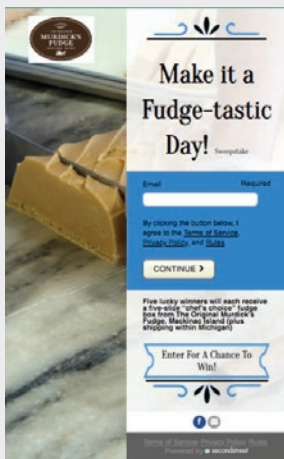
Source: 2022 Nielsen-Scarborough, 2022 Comscore

# ACTIVATE YOUR AUDIENCE AND DRIVE LEADS

Drive awareness and consideration of your brand to a hyper-targeted, local audience. All of these tactics combine to activate your audience, at an extremely economical price.



## Audience Activation Campaign Examples



ENTERED BY  
**3,700+**  
IN THE U.S.

OF THOSE WHO ENTERED  
**70%**  
OPTED IN TO FUTURE  
COMMUNICATIONS

**Murdick's Fudge of Mackinac Island partnered with us for a giveaway promotion,** offering five free slices of the delicious fudge to one lucky winner. This was promoted on our site, touting the giveaway, and invited the audience to enter to win. Digital display ads offered an introduction to the offer and to the fudgery. Big results came when an email communication was sent to our readers.

In less than a week's time, 3,761 individuals entered to win five Slices of Murdick's Fudge.

**A photography shop partnered with us for a promotion,** offering a camera giveaway to one lucky winner. This was promoted on our site, touting the giveaway, and inviting the audience to enter to win. Digital display ads offered an introduction to the offer and to the featured business. Then an email communication was sent to our readers.

The program opened November 19. On December 3, an approximate 120,000 emails were sent. Between these two tactics, 2,764 individuals entered to win the camera, and the camera shop added the 18% of the "opt in" audience to their own CRM.



# EXTENDED REACH PRE-ROLL AND OTT/CTV/TVE

## Serve non-skippable video ads to your audience before and throughout video content

Video placements that are :15 to :30 seconds in length and run on a network made up of high-profile news, sports, and entertainment sites with targeting across all devices including connected TVs. We can leverage our 1st- and 3rd- party data to target these ads to your desired audience. Our reach history as storytellers allows us to help create the content that a user will respond to.



INTERNET USERS SPENT **6 hours and 48 minutes**  
PER WEEK WATCHING VIDEOS ONLINE IN 2019.

*limelight, 2019*



# PODCASTS

Sponsorship of cleveland.com's quality podcasting content is simple and effective, and reaches our audience alongside stories and content trusted by the listener.

## CLEVELAND.COM PODCAST DOWNLOADS

30 Days as reported by Apple Podcasts through Dec. 2022



618,700  
Buckeye Talk



180,810  
Orange and Brown Talk



11,920  
Terry's Talkin'



39,830  
The Cleveland Baseball Talk



34,900  
College Football Survivor



35,570  
Today in Ohio



7,031  
The Wine & Gold Talk



# HELPING OUR COMMUNITY



ENGAGING OUR COMMUNITY THROUGH EVENTS AND PROGRAMS  
EXCLUSIVE TO CLEVELAND.COM AND THE PLAIN DEALER



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## COMMUNITY SERVICES WE PROVIDE:

Legals • Obituaries • Private Party • Marketplace/Directories • Job Fairs

# 2023 CALENDAR OF EVENTS

There's always something happening in our community, and our journalism, programs and events reflect that. There are dozens of ways to activate our audience, either through participating in one or more of the initiatives listed here, or developing a customized print and digital campaign that elevates your brand and converts your key audiences.

## APRIL

- Mother's Day Showcase (April 24)
  - Women's Summit (April 20)
- 

## JUNE

- High School Standouts (June 8)
  - Top Workplaces (June 22)
- 

## SEPTEMBER

- Top Nurses Awards (Sept. 19)
- 

## OCTOBER

- Medicare – Enrollment Guide (Oct. 22)
  - A Guide to Medicare (Oct. 26)
- 

## NOVEMBER

- Season's Greetings (Nov. 22)
- 

## DECEMBER

- Holiday Showcase (Dec. 4)
- 

- Audience Engagement Campaigns / Sweepstakes
- Special Section   ■ Event

