

ADVANCE OHIO

WELCOME KIT

2024

100+ YEARS OF CLIENT STORYTELLING.

SMARTER MARKETING.

LOCAL PRESENCE. NATIONAL REACH.

www.advance-ohio.com
marketing@advance-ohio.com
216.999.3900

ADVANCE LOCAL

Part of Advance Local - Midwest

20240424

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 5.9 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
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Chris Quinn
Editor of cleveland.com and Vice President of Content
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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 18 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 12 local media groups – each of them holds the #1 position in their market

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

mlive.com · 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 · ACBJ · LEADERS GROUP · THE IRONMAN GROUP

ADVANCE HEALTHCARE · ADVANCE EDUCATION · ADVANCE LOCAL EVENTS · ADVANCE RECRUITMENT · ADVANCE TRAVEL & TOURISM

Cannabis 360 · HEADLINE Group · HOOT Interactive · reckon · CLOUD THEORY · zerosum · SEARCH OPTICS Intelligent Retail

cleveland.com · mLIVE · AL.com · gulflive.com · lehighvalleylive.com · LONESTAR LIVE

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.

23
NEWSPAPERS AND MAGAZINES

18
NEWS & INFORMATION WEBSITES

24M
SOCIAL MEDIA FOLLOWERS

52M
PEOPLE REACHED PER MONTH

#1
COMSCORE RANKED LOCAL NEWS PUBLISHER BRAND

PREFERRED PARTNERS

Google Partner – PREMIER 2024

bing – Authorized Reseller

Microsoft Partner – Digital Advertising

Meta Business Partner

YouTube

LinkedIn

TikTok

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

TECH STACK

Google Marketing Platform · Google Ads · Google Ad Manager · Display & Video 360 · VISTAR MEDIA · LOTAME · MOAT · PubMatic

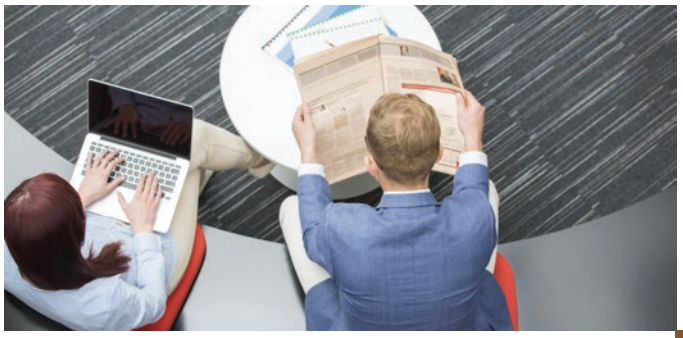
comscore · PARSE.LY · dun & bradstreet · recruitology · EPSILON · NATIVO · Taboola

B2B Targets · IN MARKET · KANTAR MEDIA · bluekai · AddThis · EQUIFAX · experian · datalogix

acxiom · LiveRamp · GfK MRI · NinthDecimal · grapeshot · crosspixel · MasterCard Advisors

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:

MARKETING STRATEGY, RESEARCH & CAMPAIGN MANAGEMENT

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

DATA – CONSUMER INTEREST & INTENT

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

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.

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.

GOAL DEVELOPMENT, REPORTING & OPTIMIZATION

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

BRANDING

- Stakeholder focus groups and trainings
- Brand research and strategy

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.

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).

SOCIAL MEDIA MARKETING

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

WEB DEVELOPMENT

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

SEARCH ENGINE OPTIMIZATION

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

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: www.advance-ohio.com/case-studies

DIGITAL SOLUTIONS

Target exactly who you need to reach, on the device in their hand right now.

We connect brands to people through world-class advertising solutions, local expertise and premium brands.

VIDEO CREATION
- Advertising
- Publishing

VIDEO SPONSORSHIP

ONLINE DISPLAY ADVERTISING
- Direct sold Cleveland.com digital placement
- Programmatic ad-buy management
- Mobile Geo-fencing
- Video and Rich Media
- Graphic Design
- Photography



CONTENT MARKETING
- Sponsored Content
- Content Creation
- Content Strategy

EMAIL MARKETING
- Data Appends
- List Rental
- Display Retargeting
- Engagement Drivers

SOCIAL MEDIA
- Management
- Optimization
- Advertising

SEARCH ENGINE OPTIMIZATION (SEO)
SEARCH ENGINE MARKETING (SEM)
WORDPRESS WEBSITE DEVELOPMENT

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.

THE PLAIN DEALER | cleveland.com | SUN NEWS

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.





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.

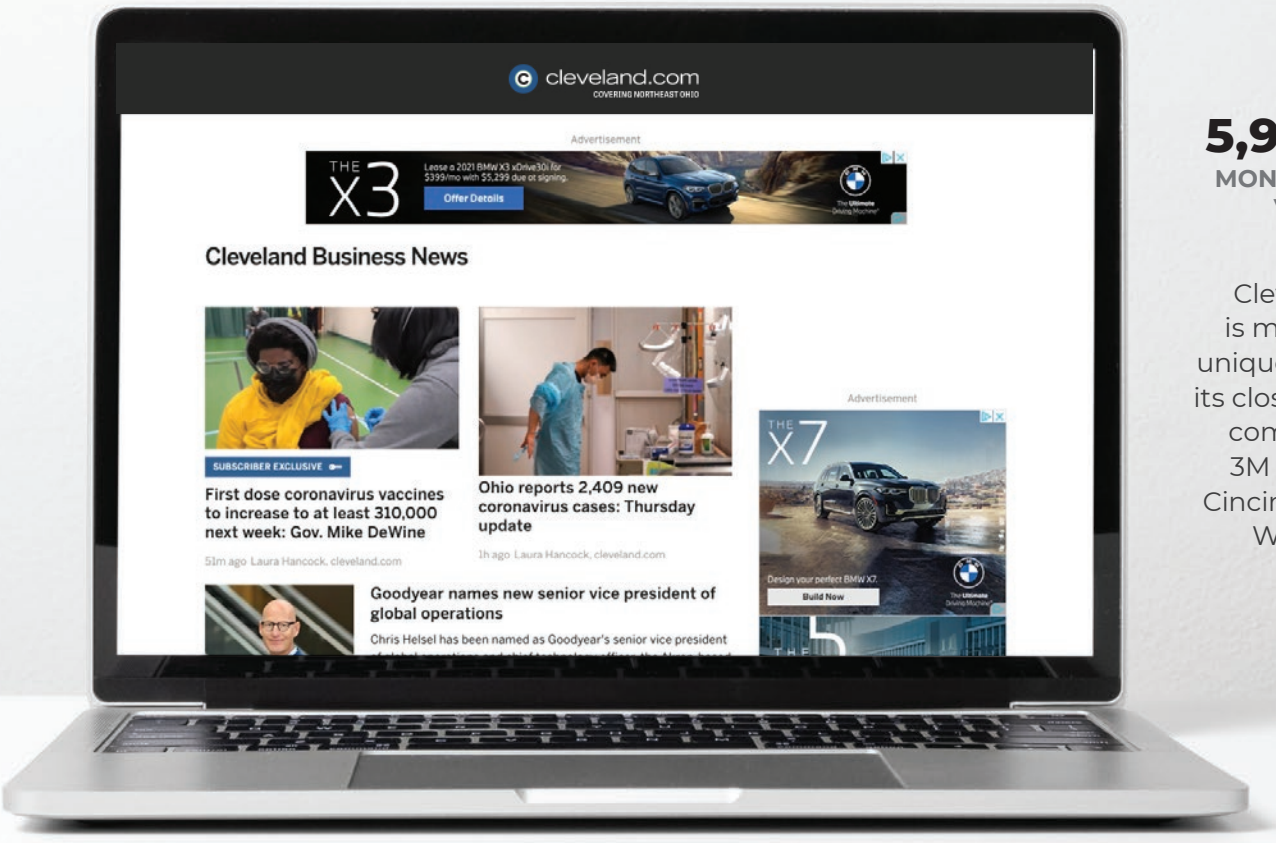
CLEVELAND.COM AUDIENCE PROFILE

3,036,318
ADULT POPULATION

226,000+
BUSINESS LOCATIONS

54
MEDIAN AGE

$76,200
MEDIAN HOUSEHOLD INCOME



5,960,000
MONTHLY UNIQUE VISITORS

Cleveland.com is more than 2M uniques higher than its closest rival, Fox8.com and nearly 3M higher than Cincinnati.com and WLTW.com.

Sources: US Census Bureau, BIA Advisory Services, Sperling's, 2023 Comscore

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. 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:
635,000

65%
OF PLAIN DEALER PRINT READERS ARE "PRINT EXCLUSIVE"

TOTAL BRAND AUDIENCE:
1,356,300
WE REACH NEARLY HALF OF ALL CLEVELAND REGION ADULTS

Source: 2023 Nielsen-Scarborough, 2023 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.

BRANDING MESSAGES
(Impressions)

+

EMAIL MESSAGES
(Direct Communication)

+

BRAND ENGAGEMENT/ ENTICEMENT
(Participate for a Chance to Win)

+

BOUNCE BACK EMAIL
with Offers, Driving Purchases or Foot Traffic

QUALIFIED LEADS FOR YOUR BRAND

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.



94%
SURVEY PARTICIPATION

18%
COMMUNICATION OPT-INS

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 TOP PODCAST DOWNLOADS



2,766,490
Buckeye Talk

TOP 10 FOOTBALL PODCAST AS REPORTED BY APPLE PODCASTS

TOP 20 SPORTS PODCAST AS REPORTED BY APPLE PODCASTS



2,217,113
Orange and Brown Talk



149,453
Wine and Gold Talk Podcast



467,732
The Cleveland Baseball Talk



46,491
Stricktly Stripes



428,417
Today in Ohio



6,050
CLE Rocks



163,967
Terry's Talkin'



4,473
Takes By The Lake podcast

Source: Megaphone 2023 YTD across all platforms including Apple, Spotify, Google Podcasts, Overcast, iHeartRadio and more



HELPING OUR COMMUNITY



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

HARVEST FOR HUNGER

VIRTUAL CAREER FAIR

TOP WORK PLACES 2024 THE PLAIN DEALER cleveland.com

TOP NURSES AWARDS THE PLAIN DEALER cleveland.com

THE PLAIN DEALER cleveland.com WOMEN'S SUMMIT PRESENTED BY CSU Cleveland State University

COMMUNITY SERVICES WE PROVIDE:

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

ADVANCELOCAL EVENTS

2024 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.

Events

For more information: https://www.advance-ohio.com/events/



WOMEN'S SUMMIT

May 14, 2024 - In person

The cleveland.com annual Women's Summit brings hundreds of women together to connect and learn from each other, creating a day of growth, encouragement, and success.



HIGHER EDUCATION MARKETING WEBINAR

May 22, 2024 - Virtual

This webinar is tailored specifically for higher education marketers. Our experts delve into winning strategies, tactics, and share a real-life example, that will revolutionize the attendees' approach to attracting new students.



TOP WORKPLACES

June 20, 2024 - Virtual

This virtual community event covers the 2025 Medicare landscape. Medicare experts will guide 800+ attendees through the difficult process, with live Q&A and panel sessions.



TOP NURSES AWARDS

September 12, 2024 - In person

In its 3rd year, this event honors and celebrates Cleveland's nurses who go above and beyond to keep our communities well cared for.



A GUIDE TO MEDICARE

October 24, 2024 - Virtual

This virtual community event covers the 2025 Medicare landscape. Medicare experts will guide 800+ attendees through the difficult process, with live Q&A and panel sessions.