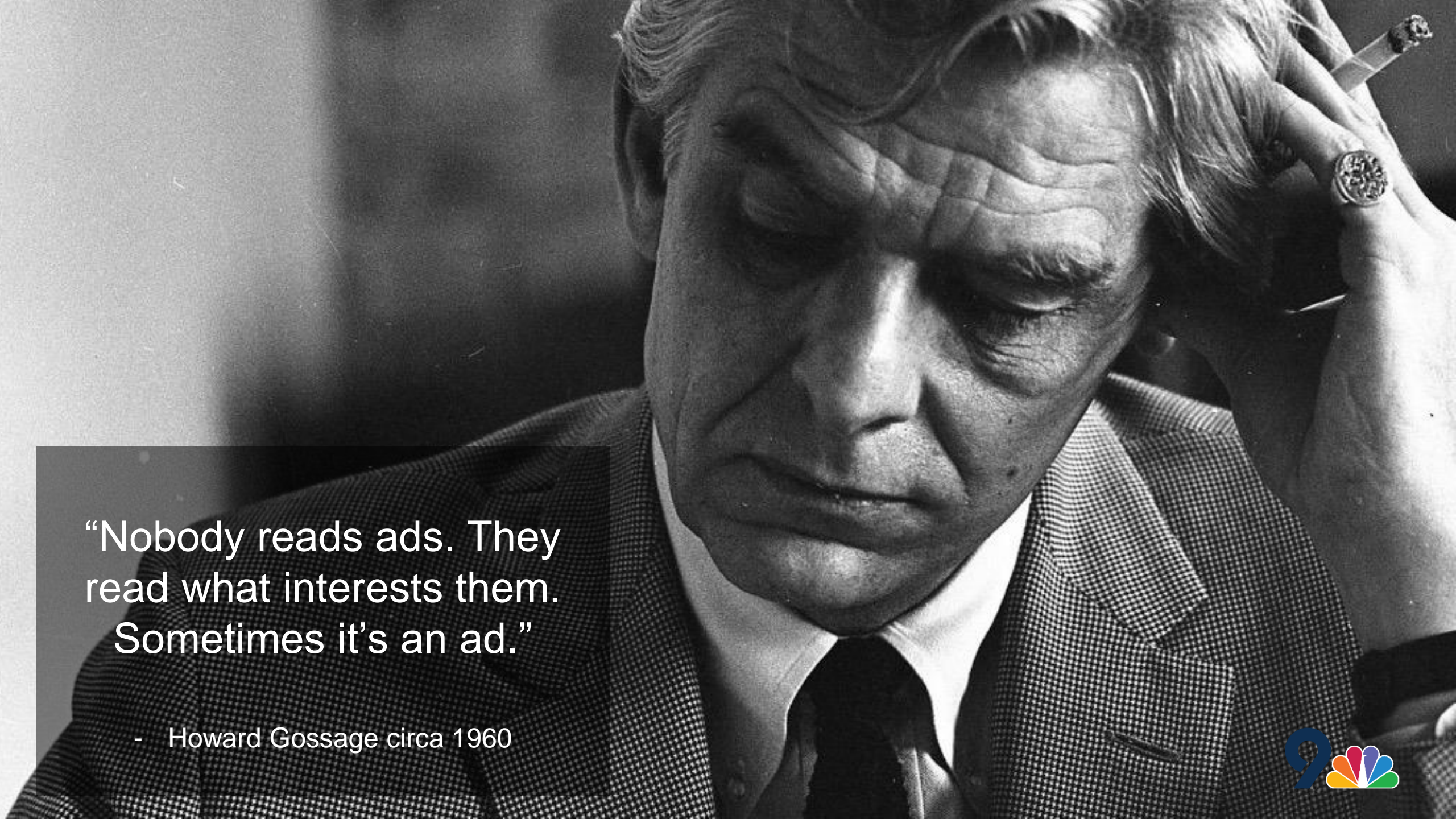




9NEWS Native Advertising

A black and white photograph of Howard Gossage, an older man with a serious expression, wearing a patterned suit jacket and a dark tie. He is holding a lit cigarette in his right hand, which is raised towards his head. A large, ornate ring is visible on his ring finger. The background is dark and out of focus.

“Nobody reads ads. They
read what interests them.
Sometimes it’s an ad.”

- Howard Gossage circa 1960



DISCRIPTION

Attention spans and ad spaces are shrinking. Ads can no longer interrupt what people are interested in, they must become what people are interested in.

Human behavior and technology have made it so people are in control. They block your ads. They fast forward through your commercials. They do not have to listen to you unless they want to.

Human Behavior:

- Over time, the novelty of banners has faded and virtually go unnoticed by consumers

Technology:

- Technology has also made it easier than ever to ignore unwanted messages



The first banner ad from 1994, brought to us by AT&T, predicted that banners would be clicked.

- | | |
|-------------------------|---------------------------|
| • Ad blockers | • Cord-cutting |
| • DVR | • Banner blindness |
| • Incognito browsing | • Mobile's user interface |
| • Subscription services | • Rise of platforms |

Custom Content and Native Advertising helps break through the clutter and tells your story to consumers in a voice and space that matters to them. The content entertains, informs and delights audiences, while delivering a client's story.

“Marketing used to be about creating a myth and selling; now it’s about finding a truth and sharing it.”

-Marc Mathieu, CMO, Samsung

TEGNA Media will work with local Denver advertisers, finding ways to share your truth, to invite in the audience and let them take ownership and share it with others. We create and distribute your custom content across multiple platforms at scale.

Types of Content

Sponsored

- + Everyday editorial posts, videos or galleries, co-branded with advertiser voice/messaging matching the look and feel of the page. TEGNA has full editorial control

Branded

- + Custom programs with full advertiser control spanning video, articles and posts

Strategic Brand Partnerships

- + Large custom multi-platform marketing opportunities, includes content partners like social influencer and sports content creators, as well as experimental marketing and more

Branded content videos and articles can be delivered in multiple formats with wide distribution.

Formats:

- Custom video content may be delivered to users in the form of native advertising, pre-roll video, high impact ad units and/or email marketing. Most of our proposals will be built around native distribution

Distribution:

- The ad formats that contain the custom content may be distributed across 9NEWS.com, our audience marketplace and our social platforms.



Native Advertising



Pre-Roll Video



High Impact Ad Units



Email Marketing

WHAT IS NATIVE ADVERTISING?

na•tive ad•ver•tis•ing

n. Native advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.

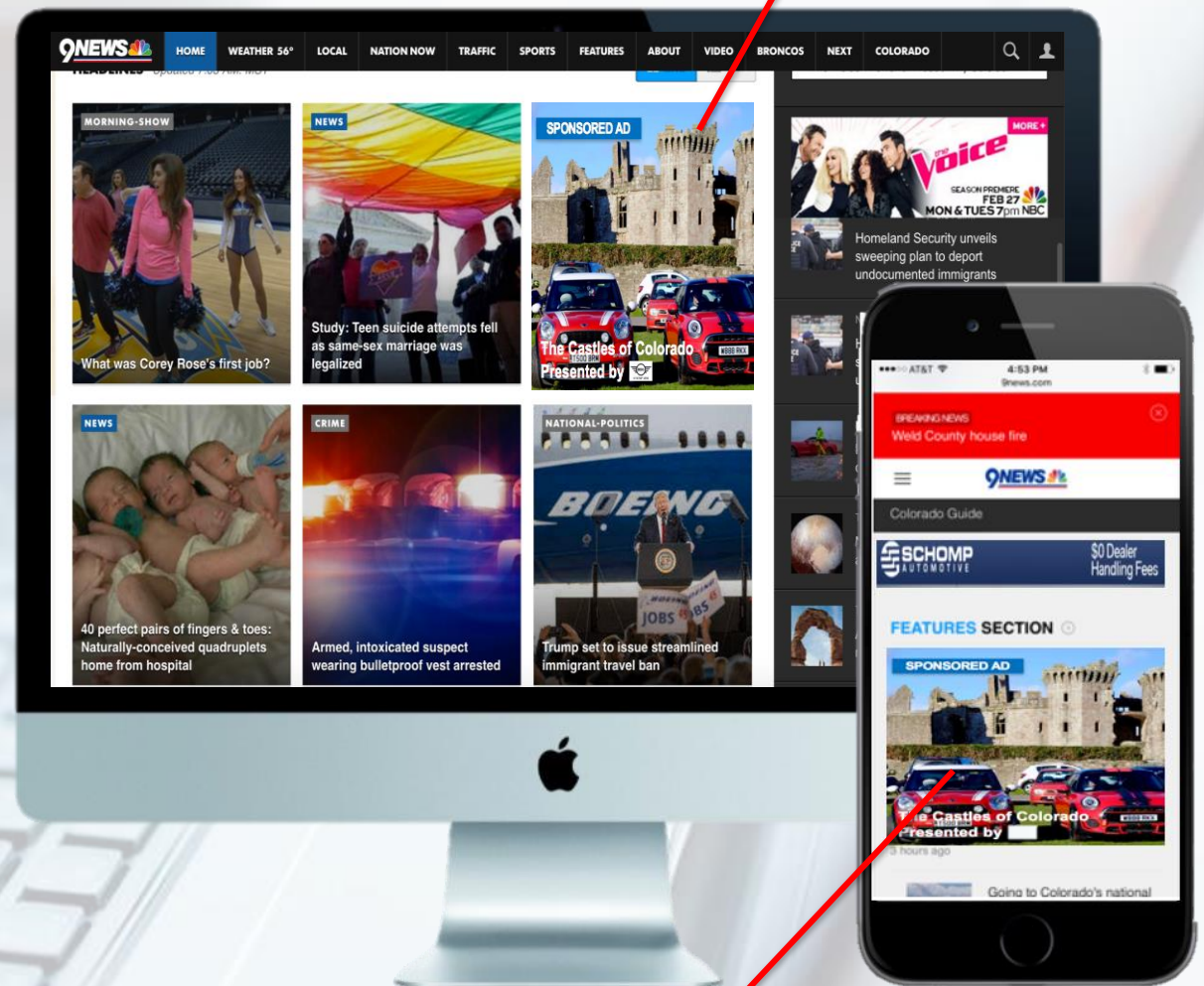
Form

Native ads match the visual design of the experience they live within, and look and feel like natural content

Function

Native ads must behave consistently with the native user experience, and function just like natural content

NATIVE DESKTOP
PLACEMENT w/ Sponsored Tag and Custom Content



NATIVE MOBILE
PLACEMENT w/ Sponsored Tag and Custom Content

TEGNA



WHY NATIVE CONTENT WORKS



Why native content works:

- It meets consumer demand
- It avoids ad blockers/blindness
- It's mobile-friendly by nature
- It's viewed and clicked more
- It's “more” than advertorial

“Native ads have 50% higher click-through rates than any of our display banner inventory.”

– CMO, Coldwell Banker

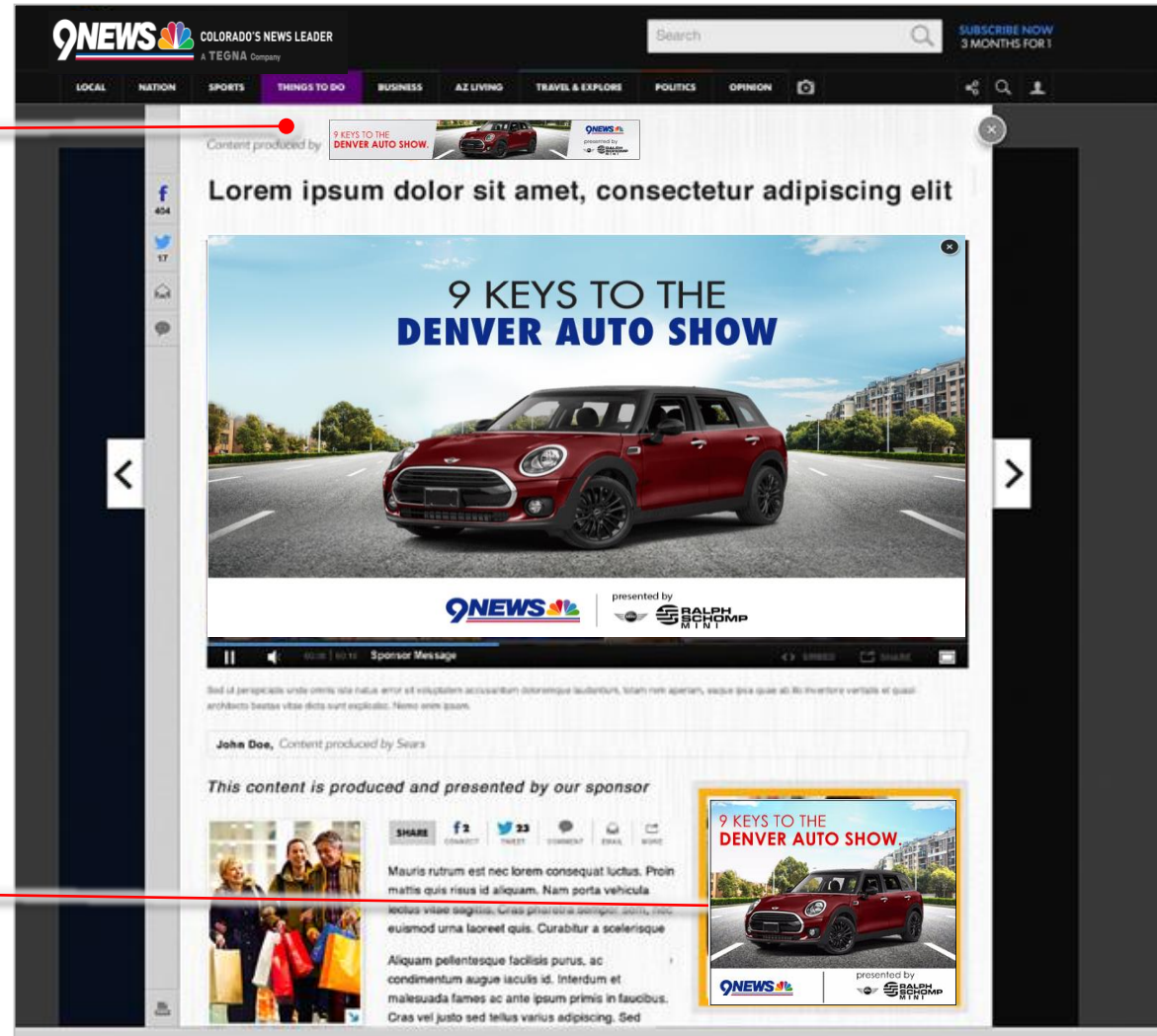


SPONSORED CONTENT PLACEMENT

ARTICLE PAGE

Sponsor Logo

Sponsor
300x250



SPONSORED CONTENT PLACEMENT

9NEWS COLORADO'S NEWS LEADER
A TEGNA Company

Search

HOME WEATHER 51° LOCAL NATION NOW TRAFFIC SPORTS FEATURES ABOUT VIDEO YOUR TAKE BRONCOS

WEATHER ALERT Flash Flood Watch in Gunnison County

CYBER MONDAY Today Only at **Alpine**

QUICK LINKS

- Black History Month
- News Tips
- Contact Us
- Senior Source
- Ask Dr. John
- Balance of Power
- National Politics
- Contests

LOCAL

Pilot believed to be only victim of northwest Colorado crash

Read Story | Associated Press | news source

HEADLINES Updated 2:02 p.m. MST

LOCAL Pardon our dust at 9NEWS

WEATHER NIGHT-TUESDAY MORNING
Mild Monday, light snow early Tuesday

9 KEYS TO THE DENVER AUTO SHOW

presented by **RALPH SCHOMP** MTRT

RIGHT NOW WEATHER

Denver, CO

3 PM	9 PM	3 AM	9 AM
52°	36°	33°	33°

More Weather

RIGHT NOW

43 mins ago
Local | Pilot believed to be only victim of northwest Colorado crash

1:59 p.m.
Traffic | Car plummets 75 feet off

Sponsor Tile
300x250 Ad unit

Sponsored
300x250 Ad unit



SPONSORED ROTATION

- Rotation in news grid on home and appropriate section front.

9NEWS COLORADO'S NEWS LEADER
A TEGNA Company

Search

HOME WEATHER 59° LOCAL NATION NOW TRAFFIC SPORTS FEATURES ABOUT VIDEO BRONCOS NEXT COLORADO

9NEWS presented by RALPH SCHOMP MINT

9 KEYS TO THE DENVER AUTO SHOW

LOCAL

70-acre brush fire south of Castle...

Read Story Misty Montano

- Man charged in 2-year-old girl's death
- Bomb squad investigation closes swath of downtown Florence
- Protesters file lawsuit over DIA protest policies
- Dog poop causing ridiculous E. coli levels in Jeffco stream
- Colorado Cold Cases: The Bennett family murders
- Rash of tire slashing near Stapleton apartments
- What will \$1 million buy you in Fort Collins' hot...
- Kyle Shanahan gets unwanted head coach test
- Man shot, killed in Adams County

RIGHT NOW WEATHER

Denver, CO

3 PM	9 PM	3 AM	9 AM
62°	43°	38°	49°

More Weather

waze LOCAL

Put Your Business On The Waze Map

Get \$30 in ad credit

Start Now

HEADLINES Updated 7:19 AM. MST

Grid List

CRIME

Armed suspect fatally shot by Commerce City PD

ENTERTAINMENT

Lady Gaga bringing world tour to Denver

9 KEYS TO THE DENVER AUTO SHOW

presented by RALPH SCHOMP MINT

CRIME

LOCAL

LOCAL

THIS IS US TUESDAYS 8pm NBC

Local | 3:13 p.m.

Dog poop causing ridiculous E. coli levels in Jeffco stream

Local | 2:45 p.m.

70-acre brush fire south of Castle Rock, several fire agencies on scene



SPONSORED CONTENT STORY PAGE

lohud

HOME

NEWS

SPORTS

HOMES

FOOD

LIFE

OBITUARIES

OPINION

PHOTO-VIDEO

Sponsor story provided by

NewYork-Presbyterian


AMAZING THINGS ARE HAPPENING HERE

Concussions require treatment, monitoring to ensure recovery

NewYork-Presbyterian Hospital

7:05 a.m. EDT September 18, 2014

This story is provided and presented by our sponsor.



(Photo: Fuse Getty Images/Fuse)

With student athletes gearing up for school sports, parents and high school and middle school coaches may be concerned about **concussions** — mild brain injuries that can result from a head blow after a fall or accident or during contact sports.

Concussions, say experts, are nothing to take lightly. And sustaining a second concussion before healing from a first may cause additional brain injury. Research has shown that repeated concussion even without more severe injury may put some athletes at risk for cognitive and psychological problems down the road.


Physicians note that diagnosing concussion has not been an exact science, and determining concussion severity *during* a game can be especially challenging. In addition, while concussions are reported in more than one in three college football players — with many experiencing multiple injuries — experts say that determining the true incidence of meaningful head injuries and their consequences is still a work

NewYork-Presbyterian
Lawrence Hospital

AMAZING THINGS ARE HAPPENING HERE

LEARN MORE

CONCUSIONS REQUIRE TREATMENT, MONITORING TO ENSURE RECOVERY



9NEWS

COLORADO'S NEWS LEADER

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Search

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BURGSIMPSON.com

Story from


Homeowners guide to swelling soils

Burg Simpson

Published 5:30 p.m. MT Oct. 26, 2015 | Updated 12:30 p.m. MT Oct. 30, 2015

Story provided and presented by Burg Simpson

Swelling soils are expanding and contracting soils that can cause broken driveways, sidewalks, basement walls and floors, pipes, water lines, or foundations.




(Photo: Burg Simpson)


Buying a home can be an intimidating process, regardless of whether the home is new or has been around for many years. There are many things that can go wrong, need repairs, or generally catch a homeowner off-guard during the course of owning a piece of property. One of the biggest surprises that could potentially arise, especially in Colorado, is the presence of "swelling soils." This is a foreign concept to most people outside of land developers and geologists. Some of the questions about swelling soils are complicated, but entering home-ownership with a base of knowledge will allow for educated choices when it comes to buying a home.

What is "swelling soil"?


Swelling soils are expanding and contracting soils that can cause cracked or heaved driveways, sidewalks, basement walls and floors, broken pipes and water lines, and compromised foundations. In short, they can be potentially devastating to a house or other structure.


Massive shifting of a house foundation due to expanding and contraction soils. (Photo: Burg Simpson)

Without getting too technical, swelling soils are made up of particular clay minerals in soils and rocks that expand and contract with the addition of moisture to the environment. More moisture in the soil means more expansion, and depending on the environmental conditions these soils can increase up to 15 times their normal volume. While not all soil will expand and retract at this rate, it is easy to imagine what might happen to any structures built on this kind of soil. In fact, the cost of damages caused by swelling soils accounts for more than twice that from all other natural disasters in the US every year.



a) NEWLY CONSTRUCTED
poor drainage

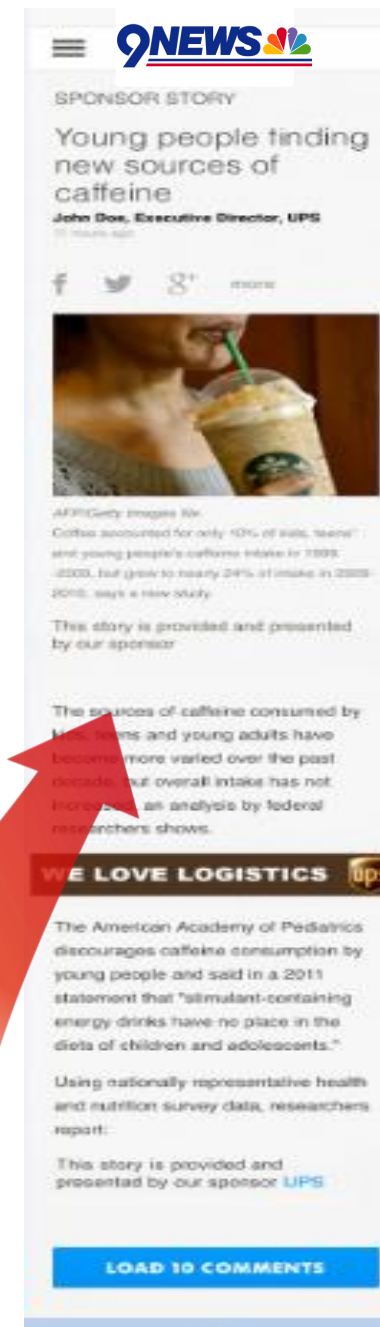


SETTLEMENT
Settlement from water extraction



MOBILE PLACEMENT

- Mobile placements in line with articles on home and section fronts
- Click through to article pages



HOMEPAGE PUSHDOWN PLUS

BE **HUGE** ON THE 9NEWS HOMEPAGE & DRIVE TRAFFIC TO YOUR STORY AND BRAND

9NEWS

COLORADO'S NEWS LEADER

A TEGNA Company

HOME

WEATHER 59°

LOCAL

NATION NOW

TRAFFIC

SPORTS

FEATURES

ABOUT

VIDEO

BRONCOS

NEXT

COLORADO

9 KEYS TO THE
DENVER AUTO SHOW

9NEWS

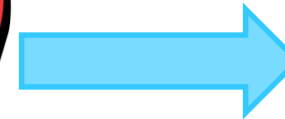
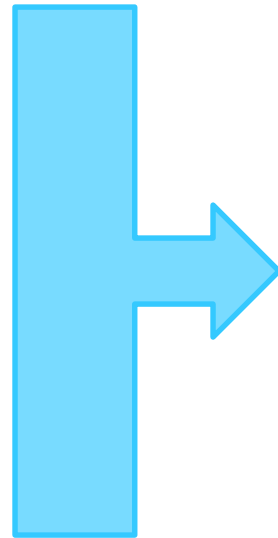
presented by

50% or 100% Share of Voice for 24 hours



We use a Variety of Targeting To Reach Your Audience

- *For Example:* We decide to target users in Denver, CO, who have a HHI of 70k+, credit score of 720+, and are interested in automotive.
- We use data from over 50+ sources to find that person, and serve your ads in contextual content, where they are most likely to engage with them. Retargeting is also provided on campaigns.



AUTOMOTIVE EXAMPLES

<http://www.autoworldnews.com/>
<http://www.roadandtrack.com/>
<http://www.cardomain.com/>
<http://www.autoguide.com/>
<http://www.caranddriver.com/>
<http://www.popularmechanics.com/>

A blurred background image showing a group of people in a professional setting. In the foreground, a person's hand is pointing at a laptop screen. Another person's arm is visible on the right, wearing a checkered shirt. The desk is cluttered with papers, a pencil holder, and a laptop. The overall tone is warm and collaborative.

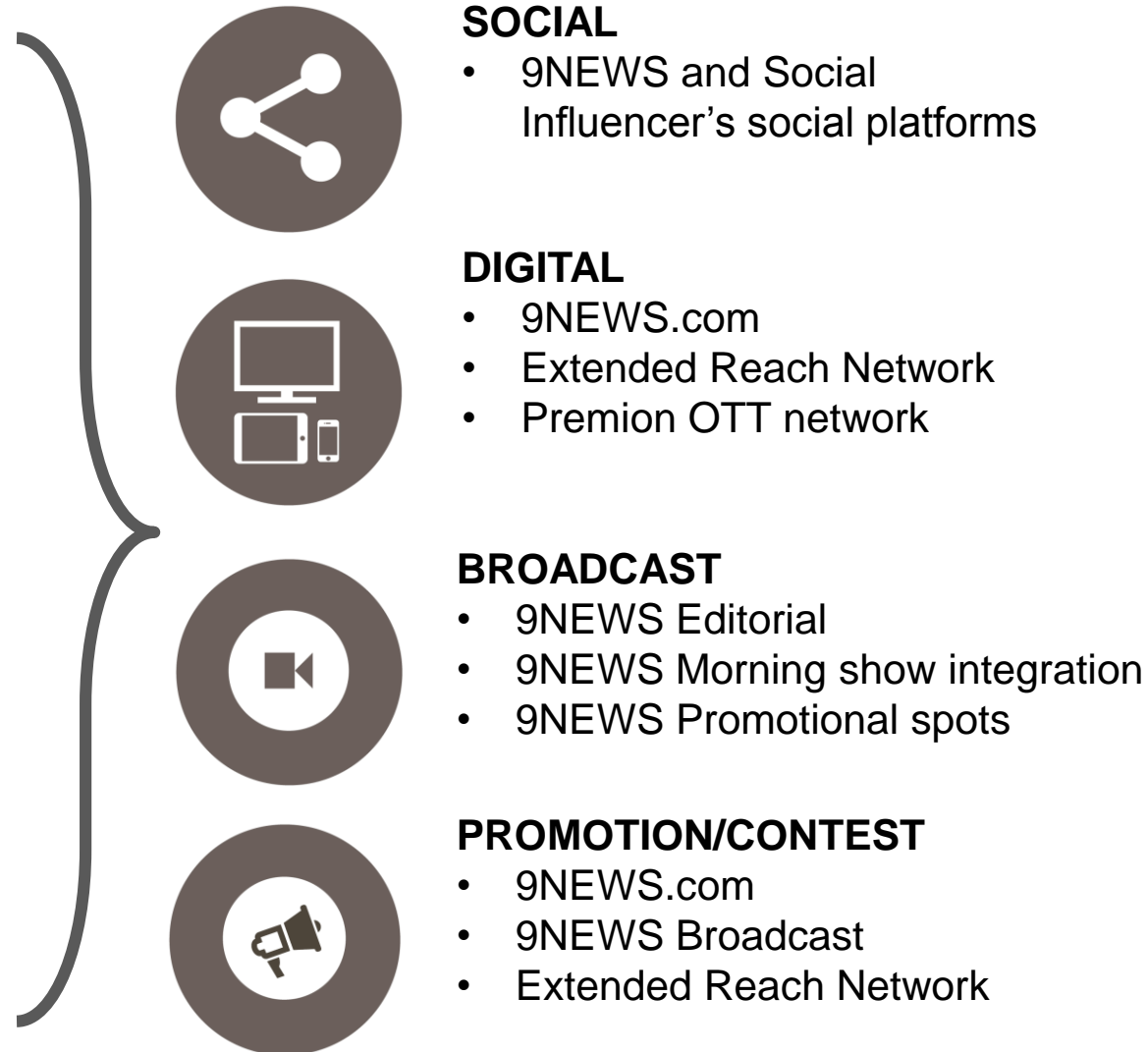
Custom Content Concept Example

TEGNA



CONTENT DISTRIBUTION

9News Will Leverage it's Multi-platform, Mass Distribution Network to Reach and Engage the 9NEWS audience.





A **TEGNA** Company