



january spring

It's amazing what a partnership can produce. With digital expertise and creative thinking, we can make it happen.

JANUARY SPRING TRANSFORMS

january spring

1001 BANNOCK STREET #424, DENVER, CO 80204 | 303-872-7932 | CONTACT@JANUARYSPRING.COM

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Charity Huff



Nitosha Ramirez

Full-service digital agency.

We work exclusively with publisher to help you take digital to market:

- Programmatic Display
- Paid Social
- Targeted eBlasts
- Paid Search

Advertisers are finding it increasingly **hard to reach** their target customer, using the media mix that worked **pre-COVID.**

“When times are good
you should advertise.
When times are bad
you must advertise.

Bruce Barton, advertising pioneer...nearly 100 years ago.

6 Ways to Develop a Sustainable Digital Business

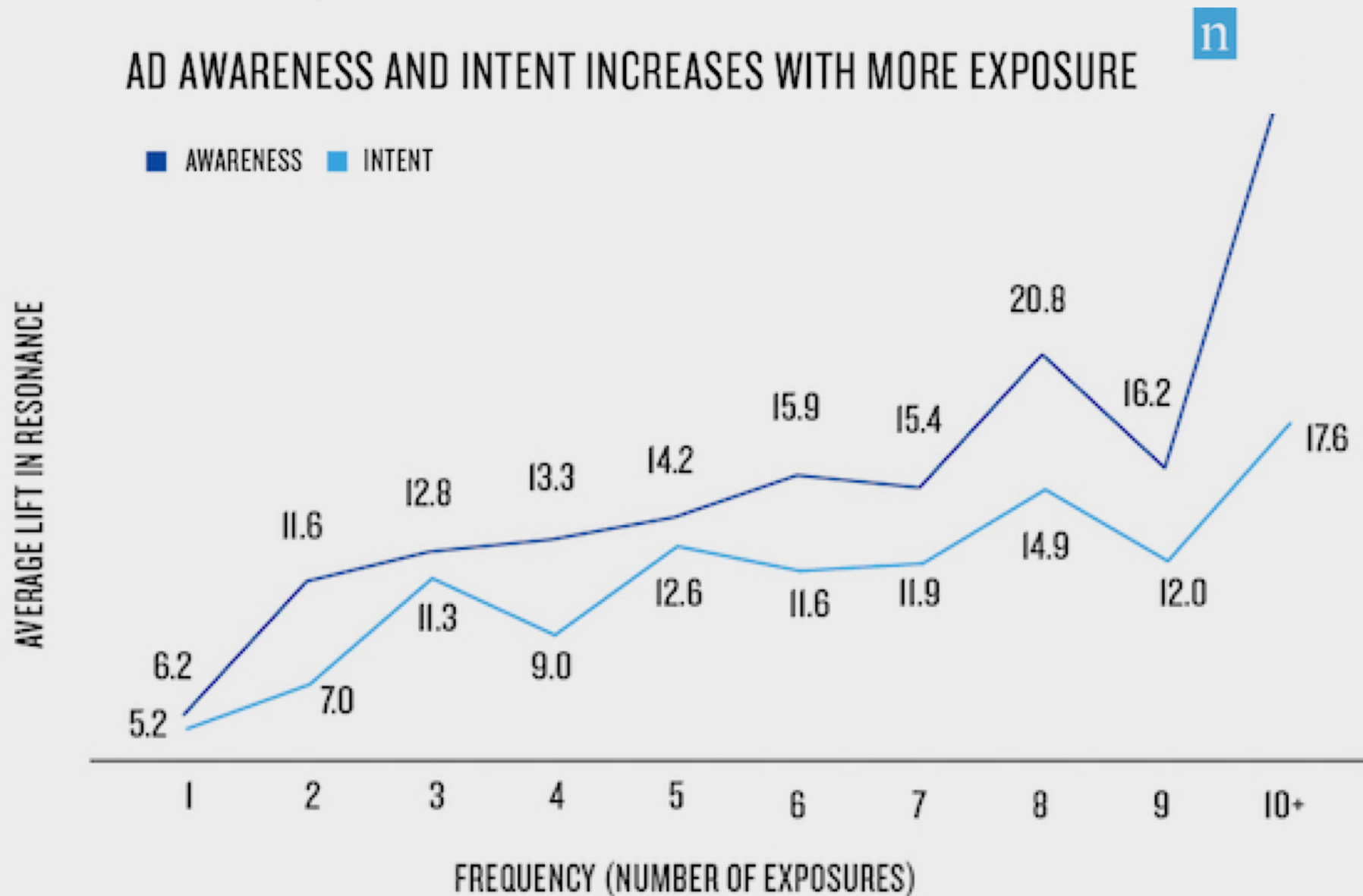
1. Refresh your brand positioning, focusing on the value of your audience
2. Target local and regional businesses, segmenting them into:
 - New Advertisers – yes, you need to always be prospecting!
 - Existing Advertisers – how do you stay relevant and valuable
 - Lost/Non-Advertisers – lead with your digital offering to win back business

6 Ways to Develop a Sustainable Digital Business

3. Touch your advertisers often with brand exposure and email drip campaigns – you now have to touch a potential advertiser **12-15 times** before they are ready to talk to you
4. Focused selling time – disciple, consistency, work ethic
5. Know how to size an opportunity...and set expectations
6. Proof in the product; have case studies that speak to each advertiser

So....What **Solutions** are You
Bringing Your Clients?

Reach and Frequency are Still Key



Nielsen

Since March 15, 2020:





Visitor sessions have skyrocketed
48%.

Unique visitors have increased
40%.

Unique page views are up
44%.

https://townnews.com/news_room/covid-19/local-media-traffic-spikes-in-the-wake-of-covid/article_9674a588-6e03-11ea-bdf4-0322e635cc62.html

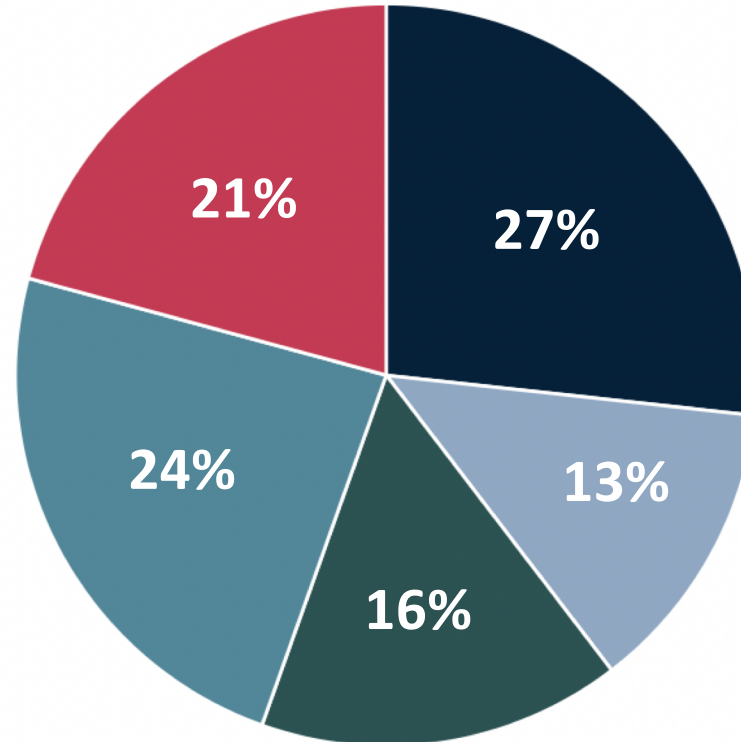
Product Diversity

	Frequency	Audience	Attribution
 Print	Daily, Weekly, Monthly	Your Audience	Word-of-Mouth & Brand Awareness
 Website	24/7	Your Audience	Uniques & Pageviews
 Newsletter	Weekly	Your Audience	Size of List & Open Rate
 Programmatic	24/7	Extended Audience & My Audience	Impressions, Clicks & Foot Traffic

Digital Revenue Diversity

B2C Publisher Revenue Example

- Newsletters
- Directories
- Native Content
- On-Site Display
- Programmatic (Off-Site)



Multi-Media Selling

Which Segments Are Driving US Digital Display Ad Spending Growth in 2020?

billions and % change

	Incremental digital display ad spending	% change
Format		
Video	\$3.59	11.3%
Native*	\$2.18	4.8%
Banners and other	\$0.26	0.8%
Nonvideo rich media	\$0.11	2.0%
Sponsorship	-\$0.06	-2.0%
Device		
Mobile	\$3.39	6.8%
Connected TV	\$1.61	25.2%
Desktop/laptop	-\$1.10	-7.5%
Transaction method		
Programmatic	\$3.72	6.2%
Nonprogrammatic	\$0.18	1.6%
Total	\$3.90	5.5%

*Note: category breakouts may overlap; read as sponsorship ad spending will decrease by \$0.06 billion and digital video ad spending will increase by \$3.59 billion in 2020; *includes various native formats, including video and nonvideo ads*

Source: eMarketer, Aug 2020

257115

www.eMarketer.com

Mobile usage in March
was up
215%
from March 2019

The average US adult will spend
23 additional minutes per day
on their smartphones in 2020.

<https://www.emarketer.com/content/us-mobile-time-spent-2020>

Mobile Ad Trends

60% of time spent consuming content is on mobile.

Desktop-based digital media consumption -- **40%**, according to comScore.

How Has the US Average Time Spent with Media Forecast Changed? 2018-2022

hrs:mins per day among population, Nov 2019 vs. April 2020



2018

2019

2020

2021

2022

■ Nov 2019 forecast

■ April 2020 forecast

Note: ages 18+; includes digital (desktop/laptop and mobile nonvoice), print (magazines and newspapers), radio, TV and other; includes all time spent with each medium, regardless of multitasking

Source: eMarketer, April 2020

T10946

www.eMarketer.com

Are You Helping Them Stand Out?

- Newspaper.com
- Native Content
- Eblasts
- Social
- Special Sections
- Video
- Programmatic
- Contest/Giveaways

Digital Display



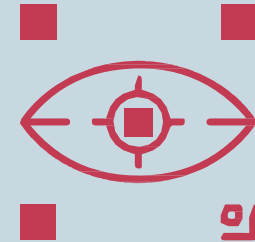
GEO-FENCING

Target potential customers based on location such as: competitor's business, at a local shopping center or event.



SITE RETARGETING

Target potential customers who have previously visited your website or your client's site.



SEARCH-RETARGETING

Target potential customers who are searching for specific products and services.



Addressable GEO-FENCE

Target potential customers, in their homes; upload your client's address-level data or direct mail list.



CURATED AUDIENCES

Target potential customers, within a specific geo, based on over 500 demo, interest and behavior variables.



GEO-TARGETING

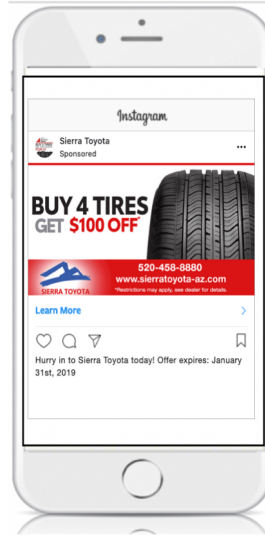
Target potential customers within a specified geographic area.

Paid Social Media



AVAILABLE MEDIA BUYING TACTICS:

- ✓ Brand awareness
- ✓ Lead generation to website
- ✓ Event response
- ✓ Website traffic
- ✓ Video view
- ✓ Dynamic product ads with carousel



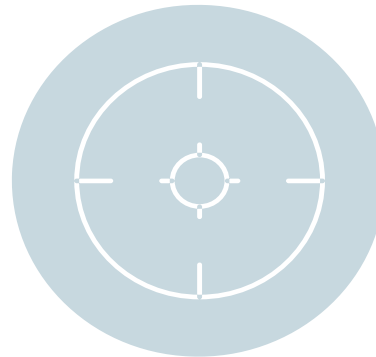
87% of U.S. marketers will use Facebook marketing in 2020

An average Facebook user clicks on **11** ads per month.

Most users spend **38** minutes per day using the platform



Target custom-built and look-alike audiences



One-click authorization to buy advertising on your client's behalf results in no delay to launching campaigns



A/B test creative to drive the right message to the right audience at the right time

Audience Extension eBlast

The power of email marketing with digital marketing strategies

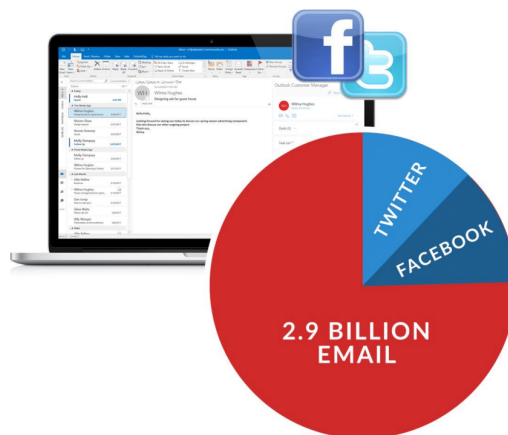
- ✓ Sophisticated mailing systems
- ✓ Real-time counts
- ✓ Same day deployments
- ✓ Real-time tracking
- ✓ Bot-free guarantee
- ✓ Demographic & behavioral targeting



Targeted!

750 variables to build your custom list

- ✓ Location
- ✓ Age
- ✓ Gender
- ✓ Marital status
- ✓ Income
- ✓ Interest



Measurable Results

In-depth analytics and tracking:

- ✓ Who opened your email
- ✓ What specific links have been clicked
- ✓ Track site traffic through Google Analytics

Sweepstakes & Contests

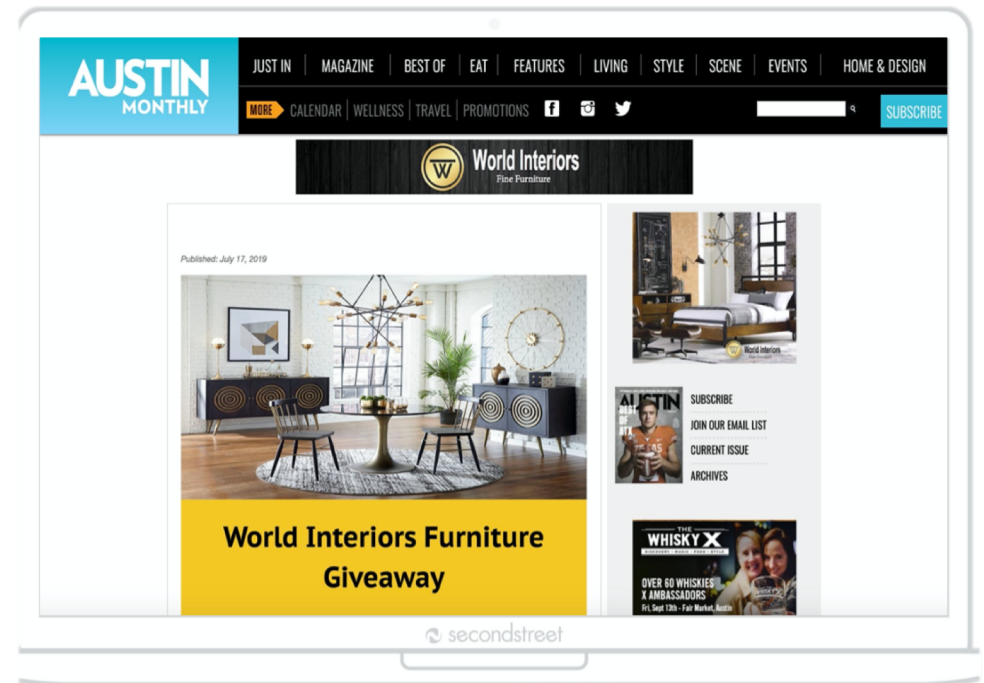
Limited inventory, high-demand

Creates opt-in sign ups for your magazine, through Second Street as people have to register.

Gathers leads for advertising client; they get those email sign ups too.

Generates on-going branding, top-of-mind awareness through programmatic retargeting:

- Site retargeting
- Keyword retargeting
- Geo-fencing, competitive conquering
- Address-level targeting against advertisers own direct mail list



Your Pitch Needs to
Lead with **Digital.**

Sandi is a senior account manager, with a parent media company.

Sandi is a strong relationship seller, who invest time to build a rapport with her advertising clients. She's been in her current role for 11 years, and carries a healthy book of business.

Sandi is a Rockstar!

She consistently meets or exceeds monthly, quarterly & annual goals. She has grown her territory more than 150% during her tenure. Her publisher considers Sandi a top performer. She's been recognized as an award winning quota-achiever for 10 consecutive years.



PRINT + DIGITAL

Sandi's core clients are asking about digital, and in some cases, they are reducing their print spend and moving to digital alternatives in the market. **Sandi's goal is to maintain print and grow digital with her clients.**

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**MEET
SANDI**

JANUARYSPRING.COM

MULTI-MEDIA

Sandi's recent success is with recommending multi-media advertising programs. Her most recent proposal includes three recommendations. Since using this approach, Sandi has seen a number of bigger buys, with clients choosing the "Dominate Exposure" program.

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Sandi recently called on a long-time print client. He buys the back-cover, and has owned that space for the last couple of years.

He's shown an interest in expanding his marketing to include digital.

Sandi recommended, and he agreed to add **1.6M programmatic**

impressions
\$46,000 BUY

3 OPTION PROPOSAL

6-MONTH BUY

DOMINANT EXPOSURE PLAN

Full Page 4-Color ad

Facebook Boosted Video, 2 post per month

Programmatic 100,000 Impressions

Email Blast

Half Page Sidebar Web Ad (300x600)

Value: \$6985/per month

MULTI-MEDIA DISCOUNT \$2125

Actual Investment: \$4860/per month

COMPETITIVE EXPOSURE PLAN

Full Page 4-Color ad

Facebook Boosted Video, 1 post per month

Programmatic 100,000 Impressions

Email Blast

Value: \$5485/per month

MULTI-MEDIA DISCOUNT \$1125

Actual Investment: \$4360/per month

PRESENT PLAN

Two Thirds Page 4-Color ad

Facebook Boosted Video, 1 post per month

Programmatic 100,000 Impressions

Value: \$3805/per month

MULTI-MEDIA DISCOUNT \$420

Actual Investment: \$3385/per month

2020 MULTI-MEDIA PROGRAM

St. Louis
MAGAZINE

stlmag.com

These marketing plans offer business owners the opportunity to stand out from the competition in the St. Louis metro market with a consistent print and online presence. ►



DOMINANT PACKAGE

PRINT

Select **one** of the following options:

- ☐ Full-page ad in SLM every month (12x)
- ☐ 2/3-page ad in SLM every month (12x)

DIGITAL

Full-page advertisers may select **three** digital options. 2/3-page advertisers may select **two**.

STLMAG.COM

- ☐ 50,000-impressions (12x)
- ☐ Two pop-up ad campaigns
- ☐ Four Partner Content articles

SOCIAL MEDIA

- ☐ Facebook, Instagram, Twitter post (12x)

NEWSLETTER

- ☐ Four Scoop Exclusives
- ☐ Banner ad in The Current (12x)
- ☐ Sponsored Content in The Current (12x)

YOUR INVESTMENT

FULL-PAGE ADVERTISER: \$3,500/MONTH
2/3-PAGE ADVERTISER: \$3,000/MONTH

COMPETITIVE PACKAGE

PRINT

Select **one** of the following options:

- ☐ Half-page ad in SLM every month (12x)
- ☐ Half-page ad in SLM (9x)

DIGITAL

12x advertisers may select **two** digital options. 9x print advertisers may select **one**.

STLMAG.COM

- ☐ 50,000-impressions (12x)
- ☐ Two pop-up ad campaigns
- ☐ Four Partner Content articles (12x)

SOCIAL MEDIA

- ☐ Facebook, Instagram, Twitter post (12x)

NEWSLETTER

- ☐ Four Scoop Exclusives
- ☐ Banner ad in The Current (12x)
- ☐ Sponsored Content in The Current (12x)

YOUR INVESTMENT

12X ADVERTISER: \$2,100/MONTH
9X ADVERTISER: \$2,400/MONTH

BASIC PACKAGE

Select one of the following options:

- ☐ OPTION 1 | ☐ OPTION 2

OPTION 1

PRINT

1/3-page ad in SLM (6x)

DIGITAL

25,000-impressions (6x)
One Partner Content article
Two Sponsored Content features in The Current (12x)

OPTION 2

PRINT

1/4-page ad in SLM (6x)

DIGITAL

Two Sponsored Content features in The Current (12x)

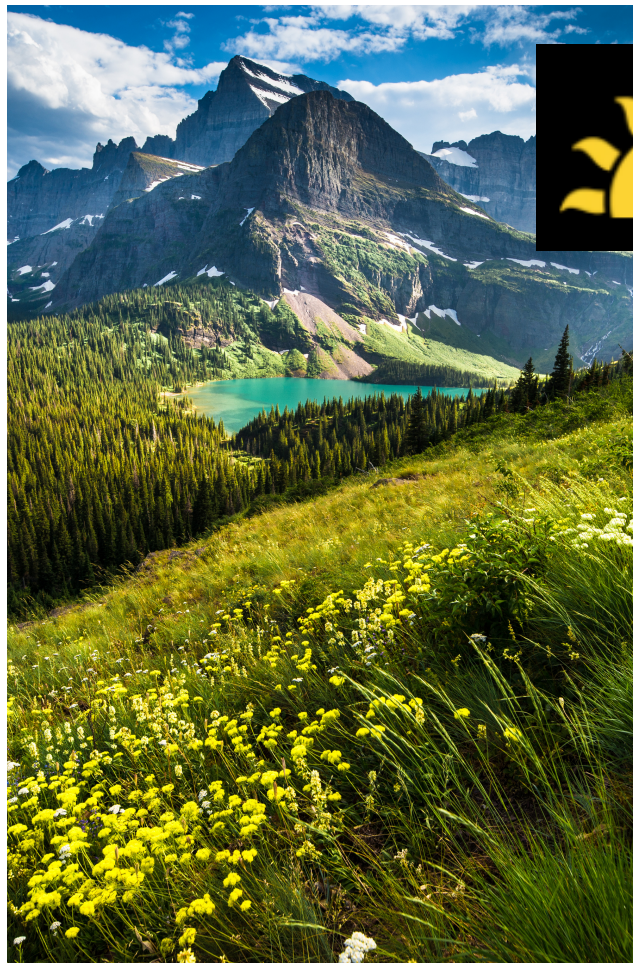
YOUR INVESTMENT

OPTION 1: \$1,450/MONTH
OPTION 2: \$1,100/MONTH

RECEIVE EXCLUSIVE DISCOUNTS ON SELECT EVENT SPONSORSHIPS, DIGITAL ENGAGEMENT CAMPAIGNS, AND MORE BY PURCHASING A MULTI-MEDIA PACKAGE.

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Award-winning Colorado journalism with a growing and engaged audience

The Colorado Sun is a journalist-owned, award-winning news outlet working to cover all of Colorado so that our state — our community — can better understand itself. We are committed to fact-based, in-depth and non-partisan journalism. We cover everything from politics and culture to the outdoor industry and education.

Our goal is not to turn a profit. Our goal is to produce the best possible journalism. We do that with the help our dedicated, and engaged readers, and our valued community backers.

There's no better way for your business to connect with all of Colorado.

Highly-engaged, Colorado-focused readers on multiple platforms

100,000+

email subscribers

24 million

monthly page views

36,000+

social followers

3 minutes, 24 seconds

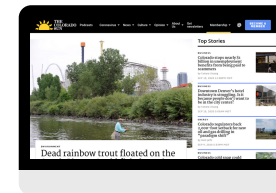
Average time on site

475

Average daily downloads of our just-launched podcast.



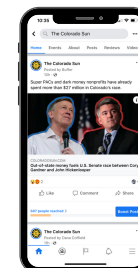
**Daily
Podcast**



Site



Newsletters



Social

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Reach Your Target Audience

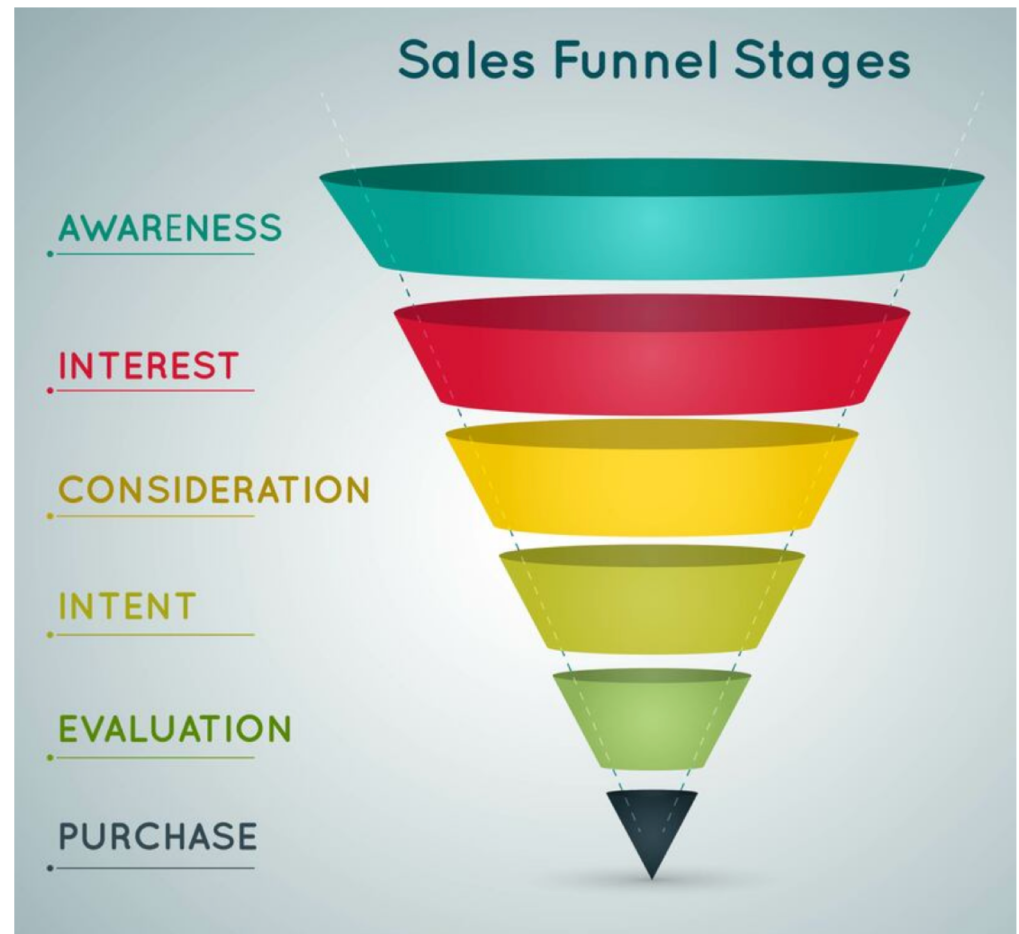
It's important to stay top of mind during a person's buying cycle. Think of your client's industry. What is their buying cycle?

Are they a restaurant are looking for people's who are ready to make a purchase?

Are they a real estate agent? Financial Advisor? Car Dealership?

Understanding your purchasing cycle assists your client with their marketing strategy plan.

- Frequency is KEY!
- If you are not online, majority will assume you do not exist



BEST PRACTICES

CAMPAIGN RECOMMENDATION

$$\begin{aligned} & \# \text{ OF ADDRESSES (1000 ADDRESSES)} \\ & \text{X 2-3 DEVICES PER HOUSEHOLD (= 3000)} \\ & \text{X 4-6 IMPRESSIONS PER DAY (= 15,000)} \\ & \text{X 30 (DAYS IN A MONTH) (= 450,000)} \\ & \text{X RETAIL CPM (\$10)} \\ & = \text{MONTHLY BUDGET (= \$4500)} \end{aligned}$$

FREQUENCY

1ST: THEY DON'T SEE IT

2ND: THEY DON'T NOTICE IT

3RD: THEY ARE AWARE THAT IT IS THERE

4TH: THEY HAVE A FLEETING SENSE THEY'VE SEEN IT BEFORE

5TH: THEY ACTUALLY READ IT

FREQUENCY

6TH: THEY THUMB THEIR NOSE AT IT

7TH: THEY GET A LITTLE IRRITATED WITH IT

8TH: THEY THINK "HERE'S THAT CONFOUNDED AD AGAIN."

9TH: THEY WONDER IF THEY'RE MISSING OUT ON SOMETHING

10TH: THEY ASK THEIR FRIENDS OR NEIGHBORS ABOUT IT

FREQUENCY

11TH: THEY ACCEPT THAT THEY WILL BUY IT

12TH: THEY MAKE A COMMITMENT TO BUY IT

13TH: THEY CURSE THEIR POVERTY
BECAUSE THEY CAN'T AFFORD IT

14TH: THEY COUNT THEIR MONEY

15TH: THEY BUY WHAT THE AD IS OFFERING

RUN THE NUMBERS

100K IMPRESSIONS
÷ 30 DAYS

3,300 /DAY
÷ 4 IMP/DAYS AVG

= 833 PEOPLE/DAY



KNOW THE NUMBERS

Ask your client if I brought you 10 new opportunity's, how many opportunities would they close?
Learn their closing percentage and help them find their Return on Investment. If they say they would close 3 out of the 10 (industry will vary).

KNOW THE NUMBERS

Learn their closing percentage and help them find their Return on Investment. Know how much every client is worth to them!

100K IMPRESSIONS IN A MONTH

AVERAGE CTR IS .08 - .10%

WHICH MEANS 80 - 100 PEOPLE/CLICKS
ARE EXPECTED TO ENGAGE.

PROGRAMMATIC CAN THEN TRACK
THE FOOT TRAFFIC

LET'S SAY YOUR CLIENT RECIEVES 15
WALKS IN FROM THE CLICKS

15 WALK-INS X 30% = \$1,500
POTENTIAL RETURN



EXAMPLE: 30% CLOSE RATE AND
\$300 CLIENT WORTH

Show Don't Tell

Case Studies are a Powerful Selling Tool

Hot Categories

- Landscaping
- HVAC
- Roofing
- Painters
- Carpets & Flooring
- Custom closets
- Solar
- Destination mgmt. companies
- CBD
- Private schools
- Custom home builders
- Elective healthcare:
 - Cosmetic
 - Dentists
 - Optometry
- Wealth mgmt.
- Mortgages and finance
- Health & Human Services
- Economic Development/Chamber

Ask for 6, 9, 12 Month Contracts

Case Study: Flooring & Window Coverings

Campaign includes: Geo-Fencing with Conversion Sites, Keyword Re-targeting, Site Re-targeting and Event Targeting

CAMPAIGN RESULTS:

IMPRESSIONS

767,479

CLICKS

1,995

CTR

0.26%

CONVERSIONS

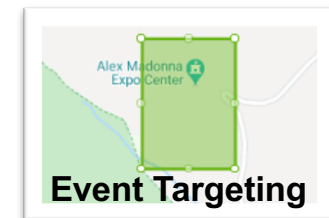
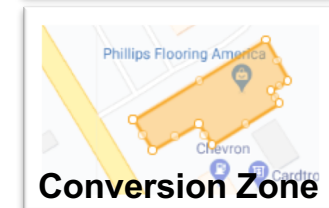
485

485 Onsite Visits
from consumers
who have seen the
advertisement!

2.6x HIGHER
than the national
average!

Ad Type	Impressions	Clicks	CTR
Geo-Fencing	453,715	1,021	0.22%
Keyword	286,035	821	0.29%
Site	10,320	58	0.56%
Event Target	17,409	95	0.55%

Customer is paying
\$3.85 Per Click and
\$9.35 Per Action
as a result of this Campaign!

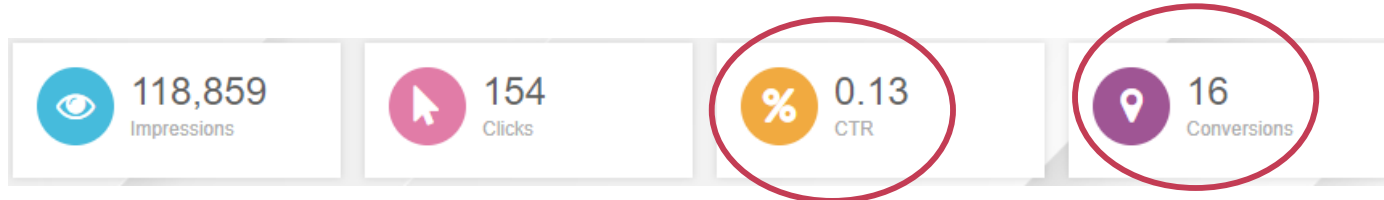


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Case Study: CBD

Campaign includes Geo-Fencing and Keyword Re-Targeting

CAMPAIGN RESULTS:

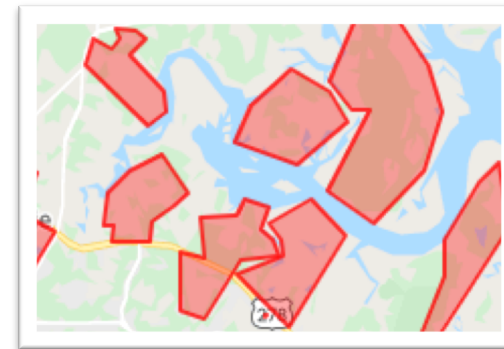


16 Onsite Visits
from consumers who
saw the ad!

Higher than the
national average



Geo-Fencing



Keywords:

pets_optimized_audience
cbd
health_optimized_audience
cbd+dogs
nanotechnology
cbd+beauty
cbd+company
cbd+cream
buy+cbd
cbd+dog
cbd+edibles

Ad Type	Impressions	Clicks	CTR
Geo-Fencing (Pets)	35,809	48	0.13%
Geo-Fencing (Rx)	35,808	43	0.12%
Keywords	47,242	63	0.13%

Customer is paying just under
\$8.00 Per Click
as a result of this Campaign



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Case Study: Custom Closets

Campaign includes Geo-Fencing, Keyword Re-Targeting and Site Re-Targeting

CAMPAIGN RESULTS:



136,717
Impressions



161
Clicks



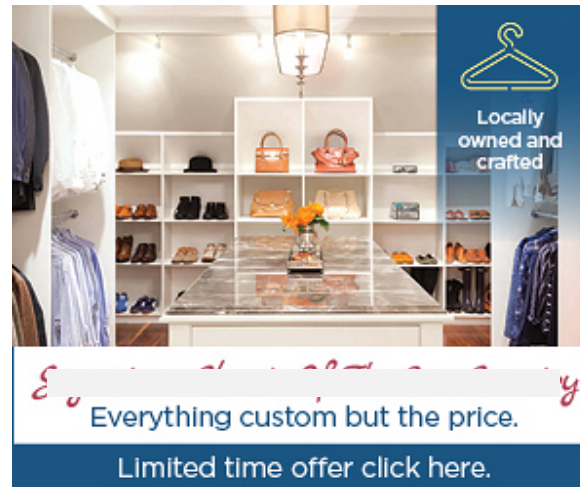
0.12
CTR



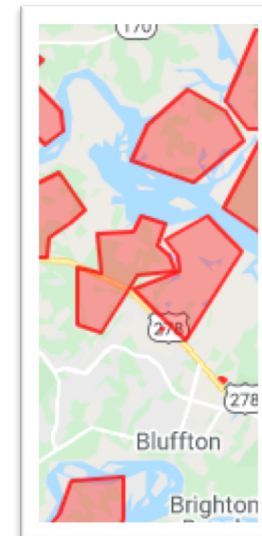
Higher than the
national average
.08% -.10%

Ad Type	Impressions	Clicks	CTR
Geo-Fencing	81,100	90	0.11%
Keywords	52,815	65	0.12%
Site	2,802	6	0.21%

Customer is paying just under
\$8.50 Per Click
as a result of this Campaign

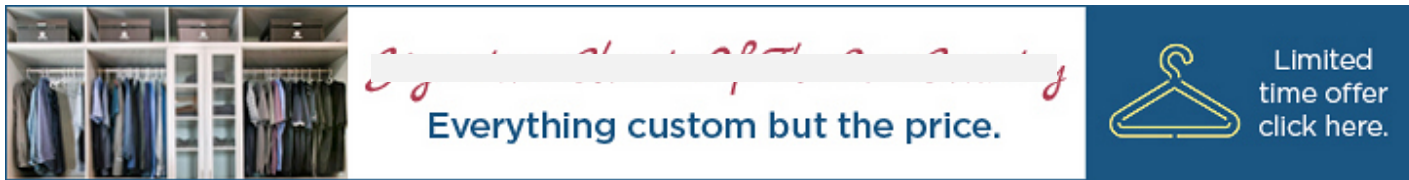


Geo-Fencing



Keywords:

kitchen+cabinets
cabinet
cabinets
home+office
%21cabinet
cabinets+bathroom
cabinet+decor
more+space
bathroom+vanities
%21cabinets
cabinets+kitchen



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Case Study: Wealth Management

Campaign includes: Keyword Re-targeting, Geo-Fencing, Site Re-targeting and Event Targeting

CAMPAIGN RESULTS:

IMPRESSIONS

391,982

CLICKS

466

CTR

0.12%

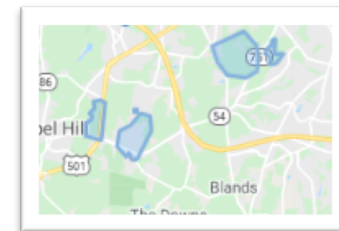
1.2x higher than the
national average CTR of
.1%!

Ad Type	Impressions	Clicks	CTR
Geo-Fencing	211,837	293	0.14%
Site	17,329	33	0.19%
Keyword	148,865	114	0.08%
Event Target	13,951	26	0.19%

Customer is paying less than
\$8.41 Per Click
as a result of this Campaign.



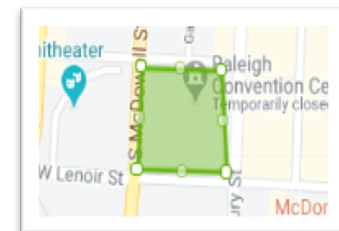
Geo-Fences



Keywords

- %21investors
- investment
- %21investor
- investors
- financial+advisor
- investor
- morgan+stanley
- money+advice
- mutual+funds
- ria
- retirement+planning
- business+financial
- cfp
- financial+advisers
- financial+plan

Event Targeting



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Charity Huff

charity@januaryspring.com



Nitosha Ramirez

nitosha@januaryspring.com