

What if somebody threw an \$11 billion  
revenue party...



# That's \$11 billion with a "B"

Why political ads are going to  
reach a record in 2016  
*The Washington Post*

Media Companies Enlist  
Sales Strategists who can Talk  
Politics and Dish out Data.

—The—  
**Cook**  
POLITICAL  
REPORT  
—★—

One bubble not  
popping: political ad  
spending **MarketWatch**

Political Ad Spending  
To Ramp Up

**B BORRELL**  
2015

Super PACs Dominate Early  
Campaign Advertising

**npr**



**You won't get invited to the party  
if you don't ask for an invitation**



And when you do get invited, what should you say when you get there?





exclusive

E&P Business Brief  
EDITOR & PUBLISHER



## “As Political Ad Spending Increases, Newspapers Need a Plan of Action”

**Editor and Publisher February 1, 2016**



# There's lots of good news for newspapers

- **Readers Vote. Voters Read.** No other medium comes close
- **Seniors are Avid Newspaper Readers.**  
Most reliable voting bloc
- **Newspaper Readers Contribute to Campaigns.**  
60% more likely
- **Voters Find Newspaper Ads ... and Websites ... More Reliable and Accurate.** 4 times social media
- **Newspapers Deliver for County and Local Campaigns ...**  
75% of all political activity is local



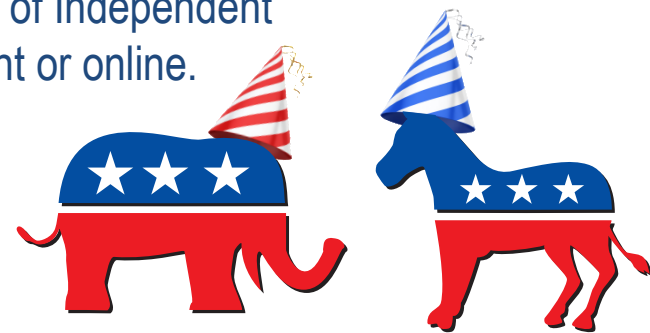
# Readers Vote

## Voters Read



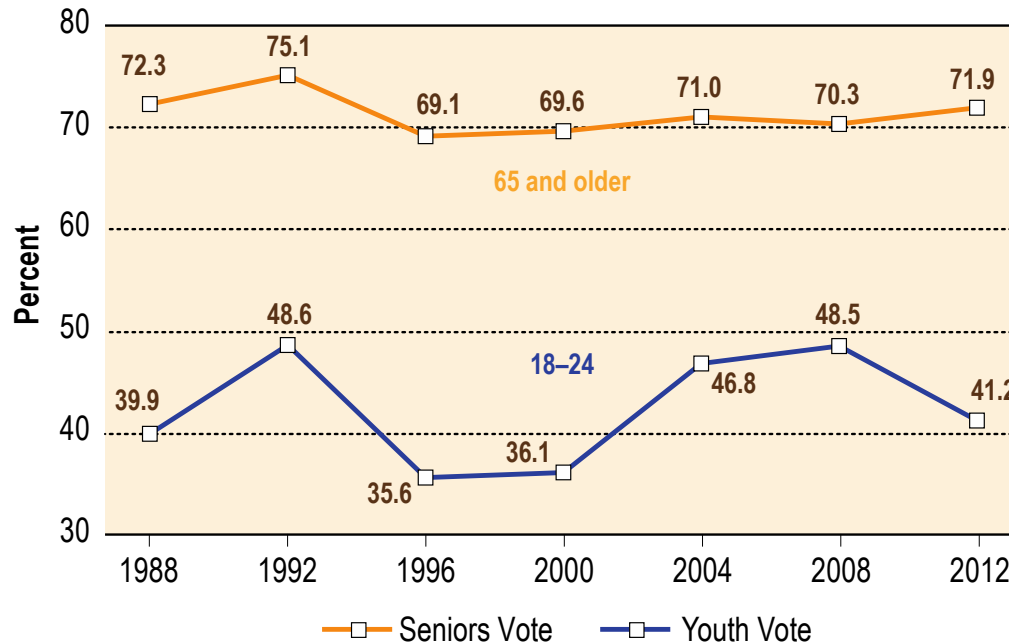
84% of Democrat, 83% of Republican, and 81% of Independent voters are regular newspaper readers in print or online.

*Source: Moore Information, American Voter Media Use Study (2012)*



# Seniors Vote and...

## Voter turnout rates by age in Presidential Elections, 1988–2012

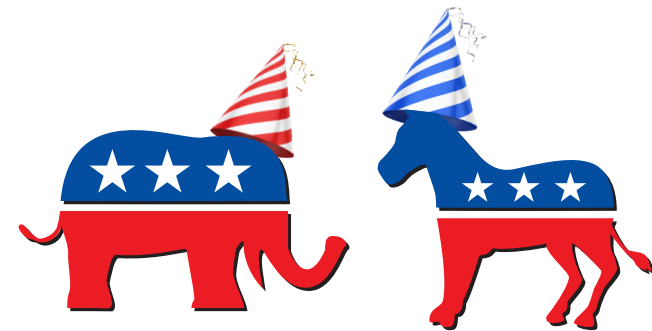


Note: Data for those ages 25 to 64 not shown.

Source: For 1988 through 2008, Pew Hispanic Center tabulations of the Current Population Survey November Supplements. For 2012, U.S. Census Bureau.

Pew Research Center

Voter turnout in 2012 rose among Seniors to 72% but the 'Youth Vote' declined to only 41%





# Not only are seniors still the most reliable voting bloc, they're avid newspaper readers, too

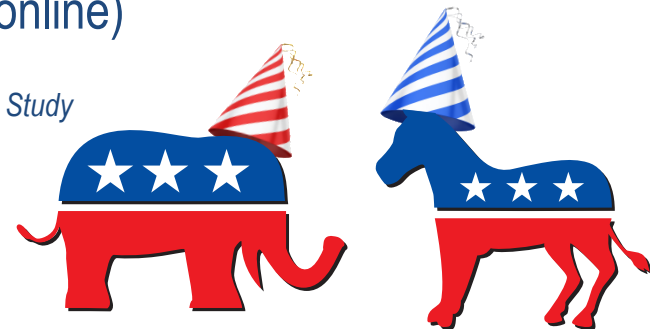
In the last presidential election...

- 72% of those 65+ voted
- 69% of those 45-64 voted



84% of older voters are frequent and regular newspaper readers (print and online)

Source: Moore Information, *American Voter Media Use Study*  
US Census Bureau (2012)

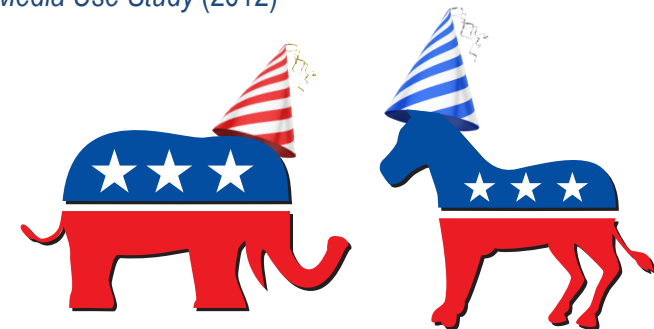


# Voters find newspaper ads more reliable and accurate



	Total Reliable
Local Newspapers	57%
Local TV Stations	55%
Local Radio Stations	43%
Local Websites	39%
Social Media Websites	14%

Source: Moore Information, *American Voter Media Use Study* (2012)



# Voters find newspaper websites more reliable and accurate, too

	Total Reliable
Local Newspaper's Website	51%
Local TV Station's Website	50%
Local Radio Station's Website	36%
Other Types of Websites	23%
Candidate's Website	22%
Social Media Websites	14%

Source: Moore Information, *American Voter Media Use Study* (2012)

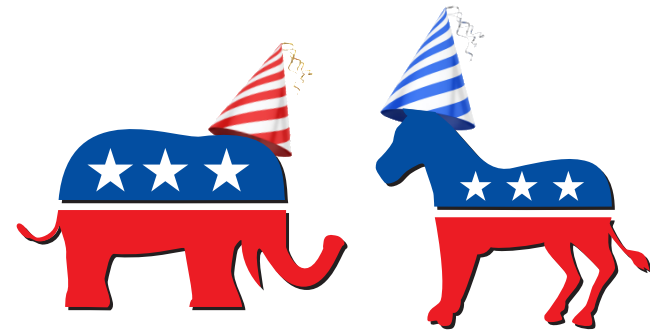


# Newspaper readers are 60% more likely to contribute to a campaign

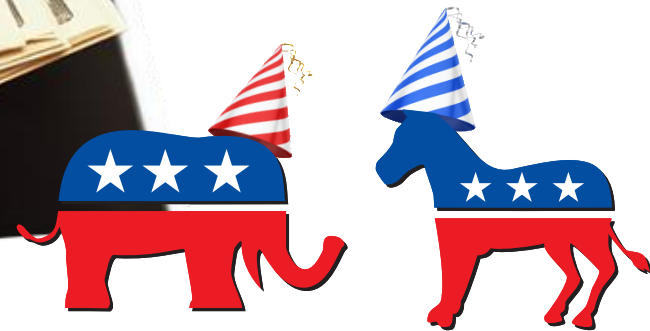


Newspaper readers who voted in the last election are twice as likely to contribute to a campaign.

Source: Moore Information 2012, *American Voter Media Use Study*;  
Pew Research Center for People and the Press (February 2012)

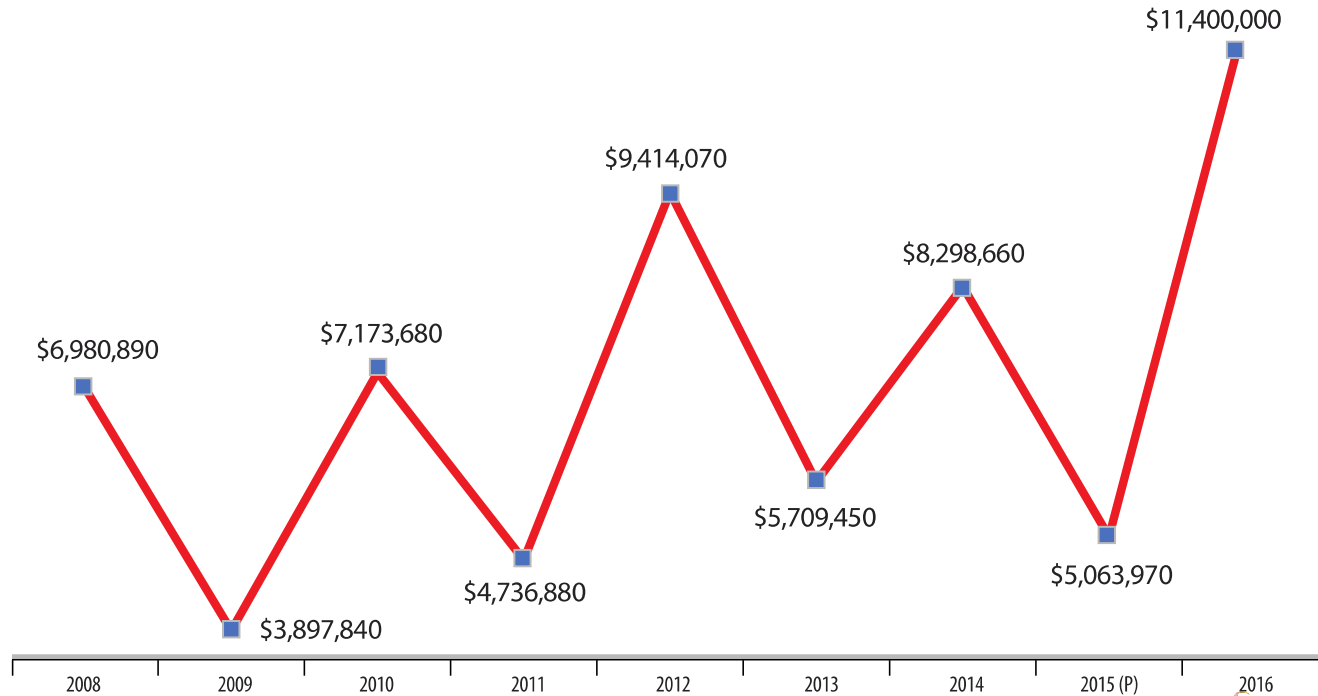


# So, where is the money?

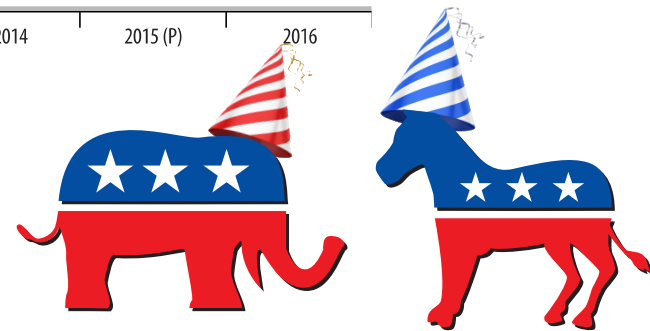




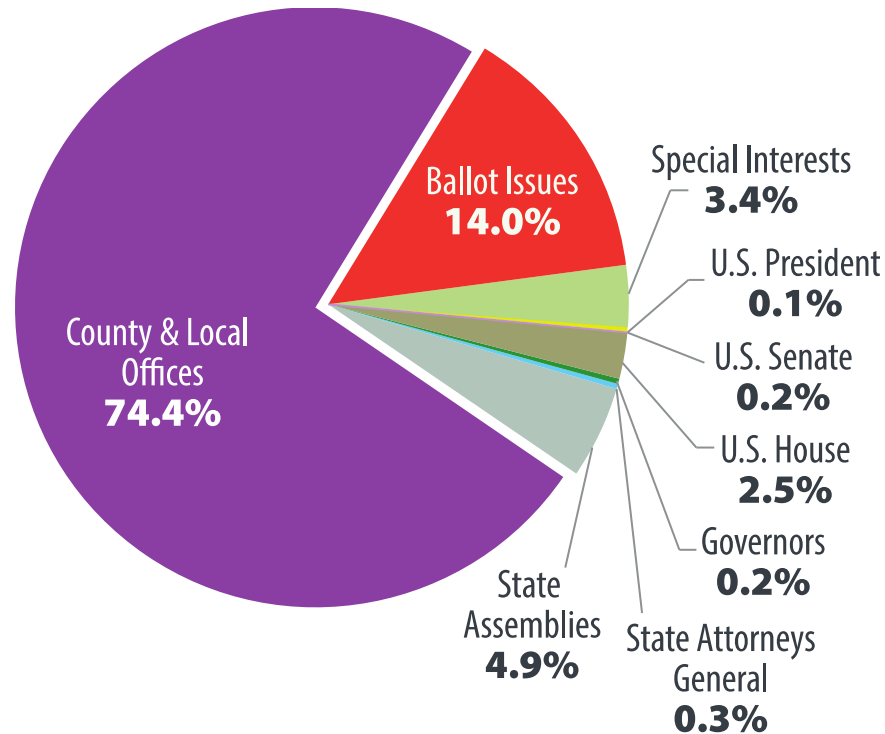
# Estimated Total Political Ad Spending 2008 – 2016



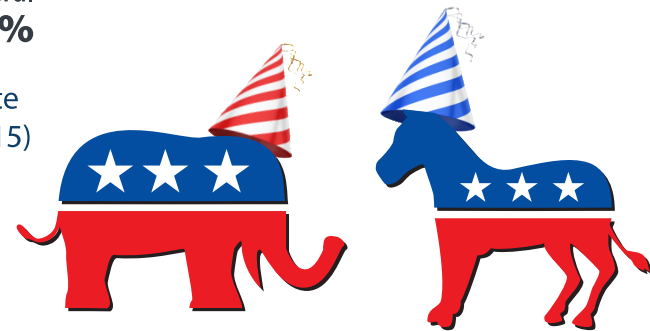
Sources: Opensecrets.org, United States Election Project, Borrell (2015)



# Percentage of 2016 Electoral Contests by Level *(Includes Primaries & General Elections)*



Sources: Ballotpedia.com, National Conference of State Legislatures, Sabato's Crystal Ball, Borrell (2015)



# Newspaper Share is Up

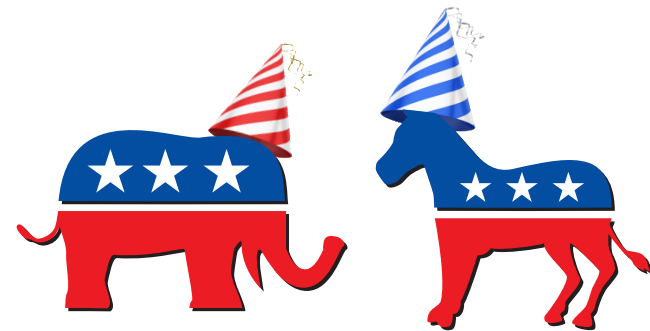
## Political Ad Spending Estimates 2013 – 2015

Media Choice	2013 Estimate	'13 Share	'09-'13 % Change	2014 Estimate	'14 Share	'10-'14 % Change	2015 Forecast	'15 (P) Share	'11-'15% Change
Newspapers	\$534.794	9.4%	22.1	\$659.837	8.0%	9.3	\$505.562	10.0%	13.4
Other Print	\$211.719	3.7%	55.3	\$127.174	1.5%	14.4	\$198.725	3.9%	14.8
Broadcast TV	\$2,898.567	50.8%	45.2	\$4,796.178	57.8%	16.4	\$2,698.952	53.3%	12.9
Cable	\$476.588	8.3%	63.8	\$585.333	7.1%	18.8	\$324.508	6.4%	(9.1)
Radio	\$414.618	7.3%	71.0	\$619.257	7.5%	33.5	\$359.656	7.1%	9.7
Out of Home*	\$477.823	8.4%	41.3	\$635.350	7.7%	10.8	\$438.088	8.7%	11.9
Direct Mail**	\$283.683	5.0%	71.8	\$284.098	3.4%	8.0	\$181.587	3.6%	(32.9)
Online/Digital	\$18.025	0.3%	234.7	\$71.163	0.9%	405.2	\$11.897	0.2%	336.9
Telemarketing	\$393.629	6.9%	38.3	\$520.267	6.3%	(1.8)	\$344.993	6.8%	(8.8)
U. S. Total	\$5,709.445	100%	46.5	\$8,298.656	100%	15.7	\$5,063.967	100%	6.9

\* Includes cinema

\*\* Includes postage and handling only

Source: Borrell (2015)

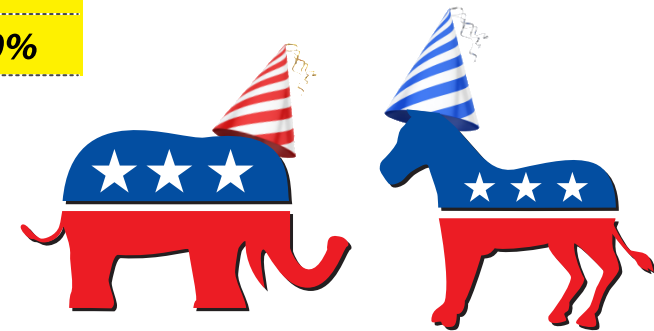


# Online/Digital Political Ad Spending

## Newspapers Have Major Share

Media Choice	2016 Forecast	'16 (F) Share
Total Digital	\$1 billion	9.5%
By Category		
Paid Search	\$276 million	25.6%
Display	\$570 million	52.9%
Email Marketing	\$127 million	11.8%
Streaming Video	\$104 million	9.7%
By Target		
Social Media Sites	\$588 million	54.6%
Mobile Devices	\$237 million	22.0%

Source: Borrell (2015)



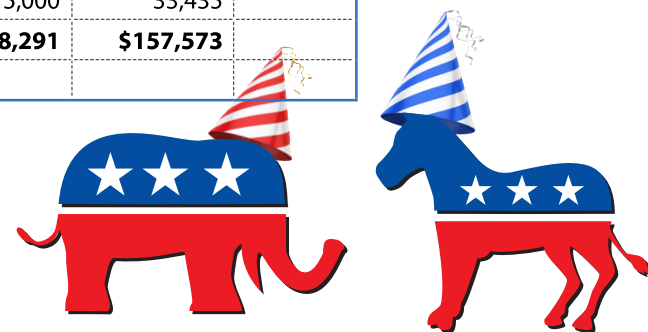
# Newspapers are number two in State and Local

## Projected 2016 State/Local Ad Spending

Media Choice	State Governor	State Atty Gen	State Assembly	City/Local Elections	Local Ballot Issues	2016 Totals	Share
NEWSPAPERS	\$10.32	\$11.94	\$159.58	\$173.48	\$232.96	<b>\$588.28</b>	<b>11.2%</b>
OTHER PRINT	\$2.13	\$1.99	\$28.99	\$29.51	\$46.83	<b>\$109.44</b>	<b>2.1%</b>
BROADCAST TV	\$112.15	\$87.31	\$747.90	\$602.86	\$484.39	<b>\$2,034.62</b>	<b>38.6%</b>
CABLE	\$18.65	\$20.45	\$222.72	\$150.75	\$150.39	<b>\$562.95</b>	<b>10.7%</b>
RADIO	\$13.88	\$13.96	\$159.93	\$161.61	\$184.33	<b>\$533.71</b>	<b>10.1%</b>
OUT OF HOME <sup>2</sup>	\$2.60	\$2.56	\$53.00	\$94.95	\$127.98	<b>\$281.08</b>	<b>5.3%</b>
DIRECT MAIL <sup>3</sup>	\$3.14	\$3.34	\$38.13	\$99.93	\$108.94	<b>\$253.48</b>	<b>4.8%</b>
ONLINE/DIGITAL	\$27.20	\$16.37	\$133.38	\$134.62	\$107.79	<b>\$419.36</b>	<b>8.0%</b>
TELEMARKETING	\$8.32	\$7.21	\$117.25	\$154.91	\$197.84	<b>\$485.53</b>	<b>9.2%</b>
US TOTALS	<b>\$198.39</b>	<b>\$165.12</b>	<b>\$1,660.88</b>	<b>\$1,602.61</b>	<b>\$1,641.46</b>	<b>\$5,268.45</b>	<b>100%</b>
SHARE:	<b>3.8%</b>	<b>3.1%</b>	<b>31.5%</b>	<b>30.4%</b>	<b>31.2%</b>	<b>100%</b>	
Est Contests <sup>4</sup>	75	110	1,750	26,500	5,000	33,435	
Average Spent	<b>\$2.645</b>	<b>\$1.501</b>	<b>\$949,076</b>	<b>\$60,476</b>	<b>\$328,291</b>	<b>\$157,573</b>	
	<b>Million</b>	<b>Million</b>					

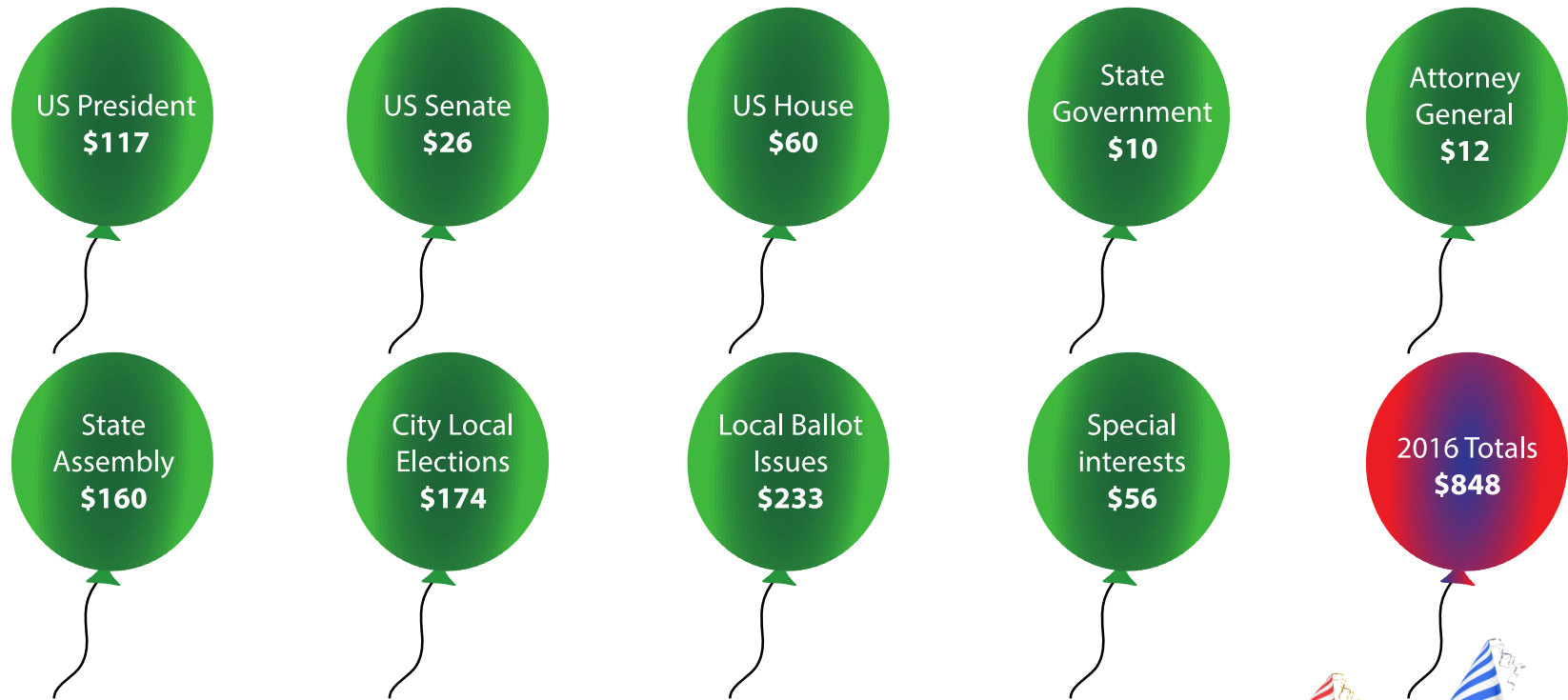
NOTES: <sup>1</sup> Includes special interest lobbies, PACs, and Super PACs  
<sup>2</sup> Includes cinema  
<sup>3</sup> Includes postage and handling only  
<sup>4</sup> Includes primaries

Source: Borrell (2015)





# Projected 2016 Ad Spending in Newspapers by Electoral Contest in Millions



**75% is State and Local**

Source: Borrell (2015)



# It's all about simplicity

Develop easy-to-understand packages that include your entire portfolio of products



INFORMING MORE THAN 86,000 READERS IN PRINT AND ONLINE



**REACH VOTERS  
WHO ARE SEEKING  
TO BE INFORMED.**



**7 out of 10  
VOTERS**  
in the Tri-state market read  
TH Media's print & digital  
products.

**74%** of adults in TH Media's  
audience vote

# TELEGRAPH HERALD

2016

## TH Media Reaches Adults Who Will Vote



### Newspaper Readers are registered Voters

Don't miss this opportunity to efficiently target your constituents. Newspapers provide advertising choices that include print, online and direct mail designed to meet the needs of your campaign. For more information, contact Jamie Bahl at 563-588-5699.

#### 1. We reach voters:

TH Media's print and digital products reach seven out of 10 voters.\*

#### 2. We are THE source:

Newspapers and their websites consistently outscore other media for being "reliable," "accurate" and "in-depth" about local civic and political issues."

#### 3. We are No. 1:

THonline.com is first in audience totals in the Tri-state market with over 4.6 million unique visitors a year.

#### 4. Our ads hit home:

Telegraph Herald readers are 55% more likely to vote than the general population. Whether measuring perceptions of trust and reliability or use of the medium's digital and mobile platforms, newspapers have a clear advantage in reaching and motivating those highly likely to vote."

\*Source: Mosaic Information, Google Analytics, publicinformation.com, Consumer Market Study Scarborough, 2014



### TH Media's Digital Audience vs. TV

**7 out of 10  
THonline.com  
users are voters.**

An analysis of THonline.com online audience indicates the quality and attractiveness for political campaigns. THonline.com users are nine percent more likely to vote.

**THonline.com is the number one website among voters:**

**THonline.com 27%**  
KCRG.com 22%  
KWVL.com 19%  
KGAN.com 3%

Credibility is an important asset of newspaper websites. Local newspaper websites are considered to be more trustworthy and reliable than other media websites. In

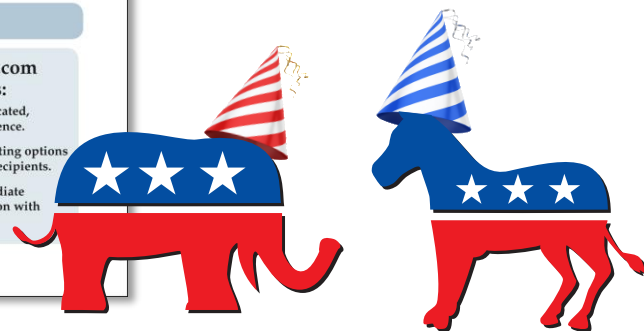
addition, nearly eight in 10 consumers believe newspaper website ads are more current.

Among voters who plan to use mobile devices for campaign and election news, 58 percent plan to turn to newspaper sources. That number rises to 62 percent among the 18-34 demographic."

\*Source: Consumer Market study Scarborough, 2014, NAA

**THonline.com also offers:**

- A highly educated, affluent audience.
- E-mail marketing options to qualified recipients.
- Direct, immediate communication with voters.



## Digital Solutions:



### TOnline.com Mobile Site

TOnline.com Mobile generates more than 689,000 page views a month. On pages with lists of articles, ads appear multiple times within the links; on article pages, ads appear at the top of the article. Ads are exclusive to the page until refreshed and new ads are served.

Investment: XXX

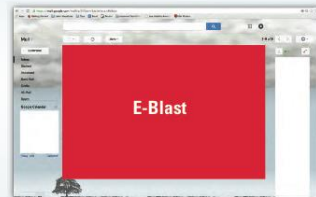


### TOnline.com

TOnline.com is the #1 news website in the Tri-state area.

Monthly Page Views: 4.6 million  
Monthly Unique Visitors: 398,000  
Median age: 44 years  
Median Income: \$74,248  
College educated: 49%  
Employed FT/PT: 76%

Investment: XXX



### Group E-Blast

Goes out to 2,800 email addresses in and around the Tri-state area who have requested information and deals.

Investment: XXX



### Corner Peels and Digital Post-Its

Corner Peels and Floating Banners run on specific page of the site for a 24-hour period exclusive to the position for the day scheduled.

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Monthly Unique Visitors: 398,000  
Median age: 44 years  
Median Income: \$74,248  
College educated: 49%  
Employed FT/PT: 76%

Investment: XXX



## Print Solutions:

### Strip Ads

Front-Page Strip (ad): XXX

Section-Front Strips (Page 3, Current, Sports): XXX  
Includes full color as available



### Spadea Wrap

Spadea: A half-page vertical flap that wraps over the front of a section in the paper. Advertisers have the option to buy the full-page of the wrap as well. Due to its design, a spadea offers advertisers prime placement that readers can't miss.

Investment: XXX

Monday - Saturday: XXX



### Glossy Inserts

We print, we deliver – totally turnkey for you.  
Print as few as 5,000. Select areas you'd like to target.  
70 lb. glossy, full-color, 2 sides.  
Allow 10 business days to design, print and deliver.

#### 8.5" x 11" Glossy Insert

Quantity Cost per thousand

<10,000	XXX
10,000	XXX
15,000	XXX
25,000	XXX
50,000	XXX



### Front-Page Adhesive Notes

1-4 color XXX

Full color XXX

Quantity needed: Daily 26,000 Sunday 30,000

Space reservation deadline: 20 days prior to publication



### Political Advertising Print Rates:

Broadsheet	Sunday	Daily	Digital
Full Page	XXX	XXX	50,000 impressions
1/2 Page	XXX	XXX	25,000 impressions
1/4 Page	XXX	XXX	15,000 impressions
1/8 Page	XXX	XXX	10,000 impressions

#### Color – add XXX

Run the same ad multiple times within 7 days – 25% discount on each ad.  
Other sizes available upon request. \*Each print ad includes ROEs impressions that can run on THonline.com.

All political advertising rates – print and online are NET.

For more information, contact Jamie Bahl at 563-588-5699

#### Sizes:

Full Page: 10"W x 19.5" H  
1/2 Page: Horizontal: 10"W x 9.75" H • 1/2 Page: Vertical: 4.937"W x 19.5" H  
1/4 Page: 4.937"W x 9.75" H  
1/8 Page: 4.937"W x 4.875" H  
Strip Ad: 10"W x 1.75" H

#### Deadlines:

Run Date:	Deadline:
Monday	Thursday, Noon
Tuesday	Thursday, 5 PM
Wednesday	Friday, 5 PM
Thursday	Monday, 5 PM
Friday	Tuesday, 5 PM
Saturday	Wednesday, 5 PM
Sunday	Wednesday, 5 PM





## Digital/Print Political Bundles:

All packages can be customized to match any candidate's budget.

### Small Package

Adhesive Notes (Full Color) – Daily full run  
Digital Post-It – One day  
1/8 page print ad – one time  
10,000 ROS impressions on THonline.com

Total Investment: XXX



### Medium Package

Strip ad on available section – four times  
Glossy Inserts (8.5" x 11") – Daily full run  
50,000 ROS impressions on THonline.com

Total Investment: XXX



### Large Package

Strip ad on available section – two times  
1/2 page ad – two times  
100,000 impressions on THonline.com  
THonline.com Mobile Site – 20,000 impressions

Total Investment: XXX



### Premium Package

Spadea (Weekday) or full page weekday  
150,000 ROS impressions on THonline.com  
Corner Peels – two times  
THonline.com Mobile Site – 50,000 impressions

Total Investment: XXX

Add Sunday for an additional XXX

For more information, contact Jamie Bahl at 563-588-5699



## Political Advertising Guidelines:

1. Must contain "Paid Political Advertisement" at the top of the ad in no less than 10 point type and clearly set apart from the body copy.
2. Must contain "Paid for by \_\_\_\_\_" at the bottom of the ad in no less than 10 point type.
3. Ad must state that the candidate approves the ad.
4. All political ads must be prepaid.
5. Should include a website, address or phone number so people who are interested in the group or candidate can find out more.

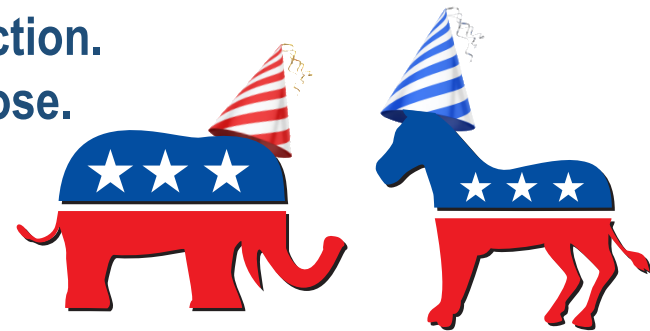
Publisher retains sole discretion as to the determination of acceptability of advertising. This includes advocacy or opinion-based advertisement. TH Media pays particular close attention to advocacy or opinion-based advertisement that could be construed as negative or attacking an individual or specific organization. TH Media may find it necessary to consult the advertiser in updating or in some cases canceling advertising messages at any time. All decisions are made in the best interest of our readers and our community.



# No other media surpasses newspapers in connecting with voters

- Readers vote. Voters read.
- Over 80% of newspaper print and online readers vote.
- Seniors, the most reliable voting bloc, are avid newspaper readers.
- Voters find newspaper ads and websites more reliable and accurate.
- Of those who vote in local elections ...
  - 27% are more likely to read a daily newspaper than a typical adult
  - 7 in 10 read newspapers in print or on a mobile device in an average week
  - 8 in 10 contribute money to political organizations

**Politics is a local business and  
newspapers are **the** local connection.  
No other media even comes close.**



# Thanks –

## And let us know how we can help

- Candidate contact information by state
- Issue Groups, PACs, Super PACs and their media buying agencies
- Best practices from across the country

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[John@johnkimballgroup.com](mailto:John@johnkimballgroup.com)

703-669-2507 (office) 703-282-1311 (mobile)

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