

# Los Angeles Times



# Chicago Tribune





“To be trusted voices of light and truth, reaching hundreds of millions of people worldwide.”



#1 TV news site  
in the U.S.

271M total  
page views

28.7M total unique  
page views

13M total  
social follows

17.3M illustrated  
video views



@rtstephens267





Determined to be a part of the  
industry wide transformation  
solution.

“DDM has the people, the passion  
and the purpose to lead the way”

- Chris Lee, President

[@rtstephens267](#)

# World-wide partnerships



GANNETT



El Heraldo



# Digital business model still looks a lot like the legacy print business model...



# 50% Content

# 50% Advertising

...only smaller...



75% Content

25% Advertising

...and with mobile, even smaller



90% Content

10% Advertising

...and less valuable



# Mobile: An order of magnitude problem

## Desktop Display

100 million page views

4 ad units per page

\$5 CPM

\$20 x 100,000

\$2,000,000

## Mobile Display

100 million page views

1 ad unit per page

\$2 CPM

\$2 x 100,000

\$200,000

**THE WALL STREET JOURNAL.**

## Mobile-Ad Spending Leaps, but Trails User Growth

Outlays Expected to Jump 83% This Year, but Remain Small Compared to Time on Devices

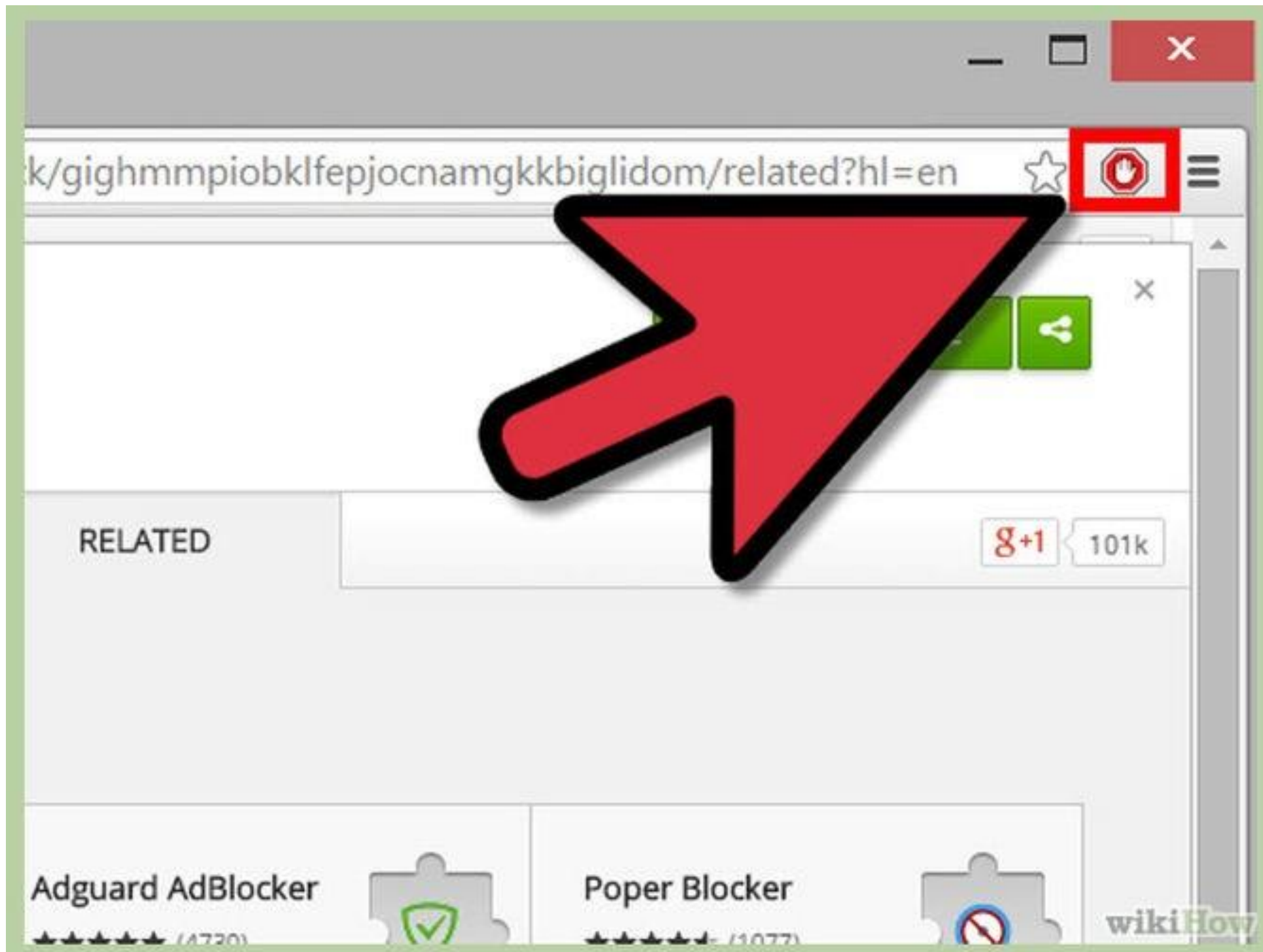
# ...and the problem is bigger than you think

Posted by Deseret News  
Over 1.5 million page views





But things are getting more complicated, still...



40+ million users

# Mobile-ready, non display revenue

# DDM non display revenue sources

- Marketplace Listings
  - Cars, Jobs, Homes
  - Services Directory
- eCommerce
  - Deals, Coupons and Shops
  - Travel Bookings
  - Premium Services / Consumer paid
- Social Promotion
- Events and Experiences
- Syndication and licensing
- Native Advertising



**Jay Rosen** ✓  
@jayrosen\_nyu



Following

Proper definition of "native:" advertising that is as worth reading as the editorial into which it is mixed, from which it is distinguished.

↩ Reply ↻ Retweet ★ Favorite ⋮ More

RETWEETS

43

FAVORITES

37



# WHAT IT IS NOT!



PRESS RELEASE

## Ever Wonder What It's Like To Collect Thousands Of Dollars Online, Every Day?

For this former New York City cab driver,  
these few simple changes made *all* the difference...

**TAMPA, FL - If you own or operate a for-profit business** and you want to make at *least* an extra \$50,000 to \$100,000 in the next 12 months... then you should probably talk to Craig Garber.

You see, Mr. Garber is an absolute *genius* when it comes to *immediately* increasing sales and producing overnight cash-flow surges, for nearly *any* kind of for-profit business. He is also the author of a breakthrough new business book, called *"How To Make Maximum Money With Minimum Customers."*

His methods are unconventional, but so is his story. For instance, Garber was once so desperate he worked night shifts as a cabbie, not far from the gritty housing projects where he grew up, in the Bronx. His future looked pretty bleak back then, but after several tries at it, Garber developed a few unique marketing strategies that took him *light-years* from his humble beginnings. Today, he lives in a sprawling Florida lake-house, surrounded by sunshine, orange trees, and a loving family.

Over the last 11 years, Garber's also used these strategies to help more than 263 clients in 67 different industries around the world, sell millions of dollars worth of their own goods and services.

**Sick And Tired Of Making The Same Business Mistakes, Over And Over Again?**

Don't worry, you just need to find the "hidden money" in your business, and in Garber's new book, that's exactly what you'll discover. He shows you *where* the money's hiding, *and* how to get it.

You'll find out how to "leverage" your time, so you can do something once and get paid for it over-and-over again, no matter what kind of business you're in. Doesn't matter whether you own a busy consulting or medical practice downtown... a friendly service or retail business in the suburbs... a car wash, a dry cleaners, or a restaurant way out in the middle of nowhere... or even an online information publishing business. For example:

- A lead generation strategy revealed on page 66, is getting one of Garber's clients, a **financial services professional in St. Louis, 51% more leads.** And because these leads are also **qualified leads, profits have gone up over 60%.**
- An entrepreneur in Switzerland, *already* quite successful, used two strategies right from Garber's book (#4 and #6), to **pull in \$304,044.82 in 7 days alone -- almost all at 90% profit.**
- Then there's the real estate trainer from Apollo Beach, Florida, who worked with Garber and **just completed his best year ever... grossing over 7 figures in one month alone, during an extremely successful online "launch."** Garber was instrumental in designing the overall strategy for this launch, and he also suggested a few ways



**THIS FORMER CAB DRIVER NOW MAKES OVER \$11,124 A WEEK USING THESE STRATEGIES!**

Garber's book shows you *how* to make money, even while you're out relaxing with your family! The author of *"How To Make Maximum Money With Minimum Customers"* says, "Spending quality time with your family is the best thing about owning a business. Unfortunately, most entrepreneurs don't get to enjoy this lifestyle, because they're too busy trading time for money, and... too busy earning a living... to have any fun."

of creating multiple streams of ongoing income. The result? **First month's ongoing continuity income was over \$470,000 gross.**

All this was done smack dab in the middle of the recession, using the techniques in Chapters 6, 7, and 8.

**9 Facts Every Entrepreneur MUST Know**  
Here are just a few of the many things you'll discover inside this eye-opening book:

1. **How to attract pre-qualified customers who are ready to buy from you, now!** This is a *lot* easier than trying to *convince* people to buy from you, which is what most salesmen do. Pre-qualifying your leads also lets you avoid all the tire-kickers who just waste your time, shopping around for the lowest prices in town or online.
2. **On page 42, Garber reveals the single greatest "secret weapon" for making money in any business.** How powerful is this secret? Quite simply, is the best source of ongoing and predictable income, referrals, and repeat business in the world. And, it has almost *zero* downside risk. Sadly, almost *no one* knows about this.
3. **How Garber made \$578,463 in one year, with a small list of customers, without spending a dime on advertising... and almost all at 90% profit.** Managing a small handful of customers

is hassle-free and *very* profitable, when you know the secrets to making maximum money. And the nice thing is, these secrets *don't* involve joint venture partners or affiliate marketing. **They are self-sustaining fresh ideas anyone can use.**

4. **As you know, there are only three ways to make more money:** Raise your prices... get more customers... or increase the value of your average transaction size. In the middle of page 164 is a strategy that gets up to 98.4% of your customers to spend more money with you, every time they buy, increasing your average transaction size, *dramatically.* And the good news is, it'll take you *less* than ten minutes to implement this.

5. **Why most business and marketing advice is useless, because it revolves around exchanging time for money.** Look, whenever you're trading time for money, your income is always limited by the amount of time you're either *willing*, or are physically able, to work. There are two simple strategies that eliminate this problem, and they're on page 135 and page 321. David Lowrey, the owner of a service business in St. Petersburg, Florida, said, "*Using these two techniques, I now have literally 2 to 3 extra hours, every day. I'm having the time of my life and I no longer complain to my wife how miserable I am, dealing with my employees badgering me all day long.*"

6. **Are you uncomfortable or just flat-out "not good" when it comes to selling?** Lots of people are, so Garber gives you a reliable system that does all your selling for you. This same system has been responsible for building *vast* sums of wealth, and has been around since the early 1900's. *Yet...* 99% of all business owners are completely clueless about it. (But the ones who use it, are *filthy* rich!)

And if you're good at selling, this system *rapidly* multiplies your efforts... *and* your cash-flow.

7. **How to sell your goods and services online and offline, for top-dollar and at much higher profit margins than your competition.** The secret to charging high prices is knowing how to "position" yourself in the marketplace. This is actually *much* easier to do than you think, as you'll see Chapter 10, "*How To Become Number One In Your Industry.*" You'll also discover (on page 148) why "branding" is a *complete* waste of your time, and what you should be doing, instead.



8. **And how about your advertising? Are you sick and tired of running online and offline ads that *never* get the kind of responses you want? Is your website more like a ghost town than a bustling freeway, filled with traffic?** Don't worry, because Chapter 23, "*How To Write A Sales Letter That Sells,*" gives you the












# Mixed with editorial, matches form, clearly labeled and behaves like editorial

[News](#) [Sports](#) [Brandview](#) [TV](#) [Radio](#) [Live](#) [Weather](#)  94°


MARKETPLACE  
[Classifieds](#) [Cars](#) [Homes](#) [Jobs](#) [Local](#) [Deals](#)  




**Dog house left on I-15 contributed to fatal crash, UHP says**




**SPONSORED**  
**5 tips for moms who aren't getting enough sleep**  
Intellibed | Posted Sep 28th - 10:29am  
If there's one thing all moms are short in it is sleep. Sleep deprivation is a very normal thing for new and more experienced moms. Even so, there are ways to help get the sleep you need. Here are 5 tips.






**Has Forrest Fenn's treasure been found?**





**Search continues for boy missing in High Uintas**





**Police, victims warn Lehi residents of potential scam**


**LATEST NEWS & FEATURES**



**U.S. reviews war plan for defending South Korea amid North Korean buildup**  
 Barbara Starr CNN Pentagon Correspondent | Posted Aug 24th - 2:44pm  
A North Korean buildup and partial mobilization of military forces since late last week caused so much consternation at the Pentagon that top U.S. commanders reviewed the U.S. war plan for defending South Korea in case there was a sudden...



**UPDATED**  
 KOD Gillies, Associated Press | Posted Aug 24th - 2:32pm  
The hack of the cheating website Ashley Madison has triggered extortion crimes and led to two unconfirmed reports of suicides, Canadian police said Monday.



**ORGE**  
ROVEN RESULTS



# How do we take native to the next level?

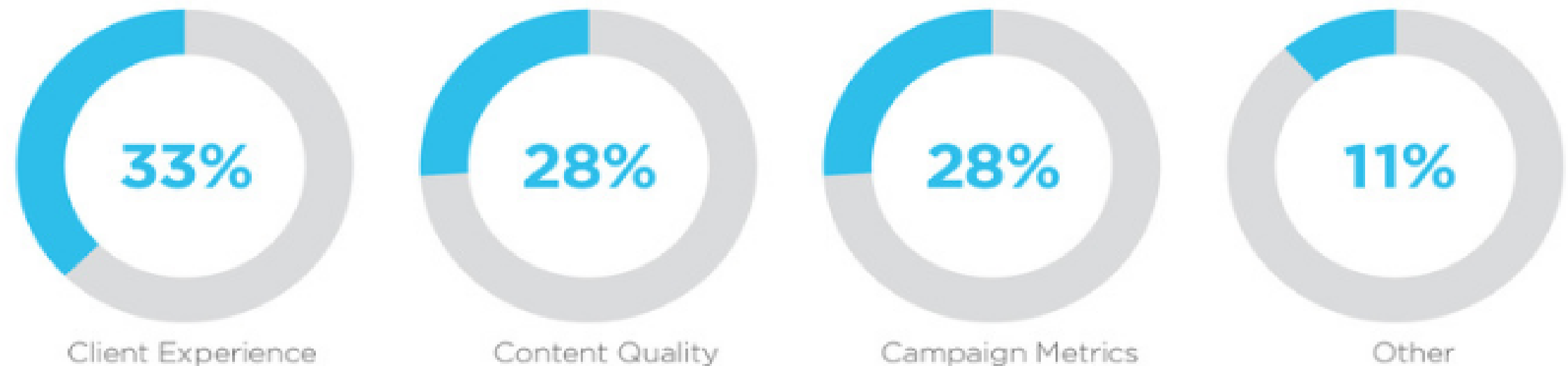
1. Tell **better** stories in **creative ways**
2. Focus on the audience
3. Think mobile

# 1. Tell stories

Joan Didion famously said, “We tell ourselves stories in order to live.”

From the 20,000 year old cave paintings, to the bedtime stories we hear as children, and hope to one day tell our own kids, storytelling is a part of the human fabric.

What is the biggest influence on renewals?



Client experience has become a critical part of the renewal equation for branded content programs. When asked what has the biggest influence on renewals, there is a fairly even split between client experience, campaign metrics and content quality.

The most interesting discovery is perhaps a throwback to the Mad Men era: a third of publishers believe client experience is the number one driving force behind renewals. Although campaign metrics are examined by every client, most publishers feel they are not the primary influence on renewals.

# Re-imagine storytelling





# STORY LAB



deseret**connect**



 **Deseret News**

 **familyshare.com**

 **familias.com**



## BRANDFORCE

DIGITAL CONTENT STUDIO by DDM 

**GANNETT**

**WRAL.com**

**wtop** | 103.5 FM  
WTOP.COM

***elsalvador.com***



 **THE  
OKLAHOMAN**



@rtstephens267









# STORY LAB

Creative Mindset  
Creative Rhythm

@c\_lauramontoya

@kladown23

@ChrisJonesDigi



# PRESCHOOL TEACHERS! WAGES



Median Hourly Wage

- High School or less
- Associate Degree
- Bachelor's or Higher



School-sponsored

Infographics



# Infographics

*Long-form*



*Short-form*

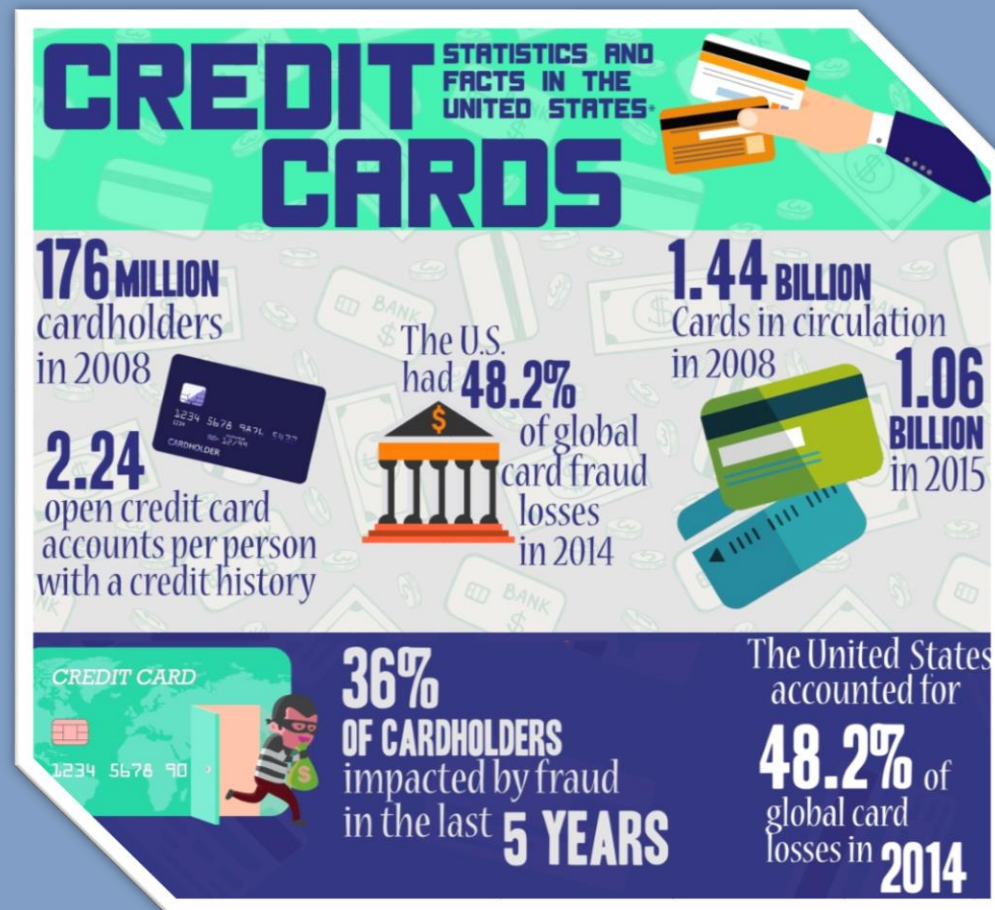


*Bite-sized*

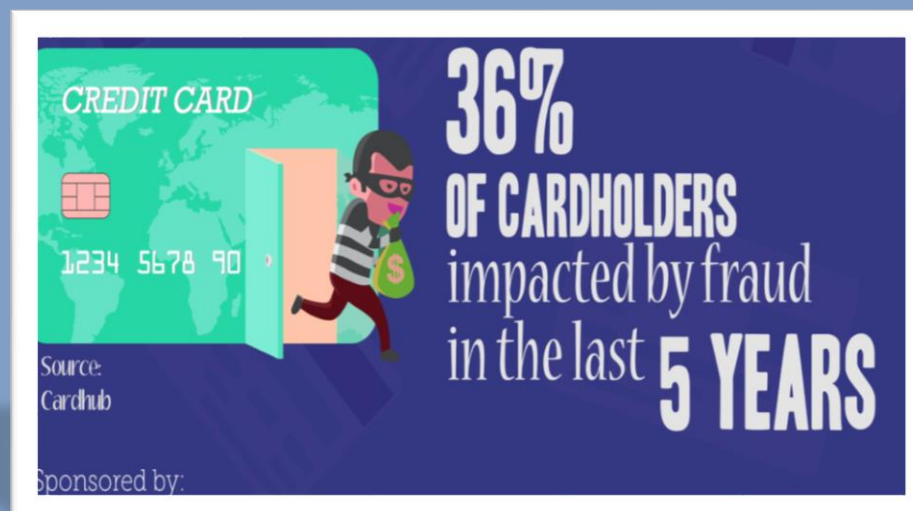


# New Media

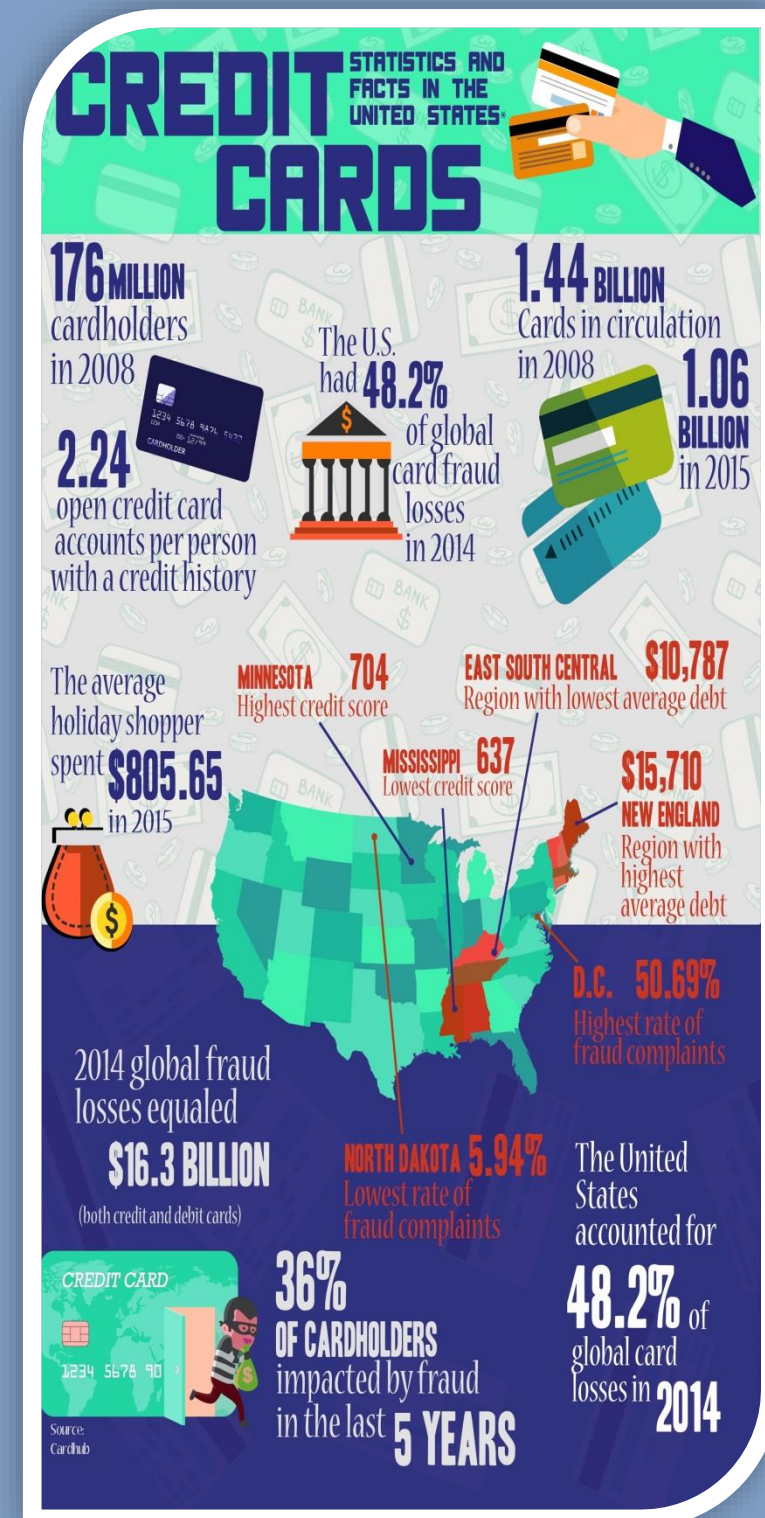
Short-form



Bite-sized



Long-form





When "Sunday Funday" means  
something different to you



*The Ten Today: Sabbath Day*

Memes

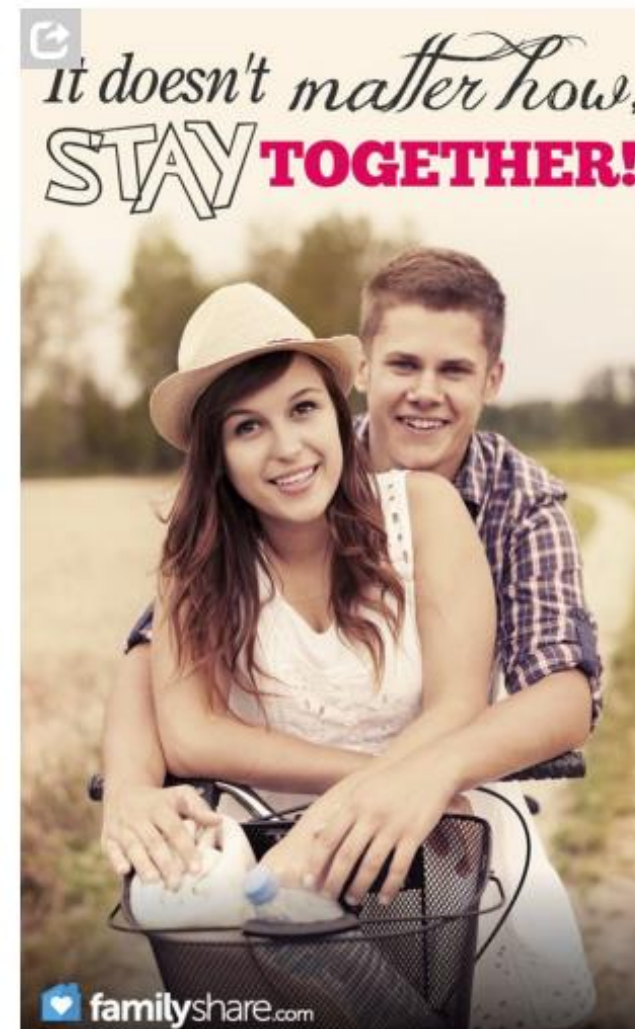


# Illustrated video



## 25 fun things to do with your spouse

*Put your spouse first and spend more time with her. Out of ideas? Here is a list of 25 things to do with the rose of your life!*



**Carla Pinheiro Alves**

228,536 views | 352 shares

*Translated and adapted by David Hall from the original article "25 Coisas Legais para Fazer com seu Conjuge" by Carla Pinheiro Alves.*

"It is the time you have wasted for your rose that makes your rose so important." This famous phrase from **The Little Prince** by Antoine de Saint-Exupery teaches us about the importance of spending time with those we love. In the end, if we do not have time for them, then they must not be important to us.

[Read 10 compliments your husband needs to hear](#)

In order for a rose to survive, beautiful and well perfumed, it must

be taken care of, watered correctly, and given the right amounts of sunlight and shade. In **The Little Prince**, the Little Prince constantly cares for his rose during his travels. He always remembers it and tells others about it. The Little Prince misses his rose so much that he returns frequently to his little planet to see it.



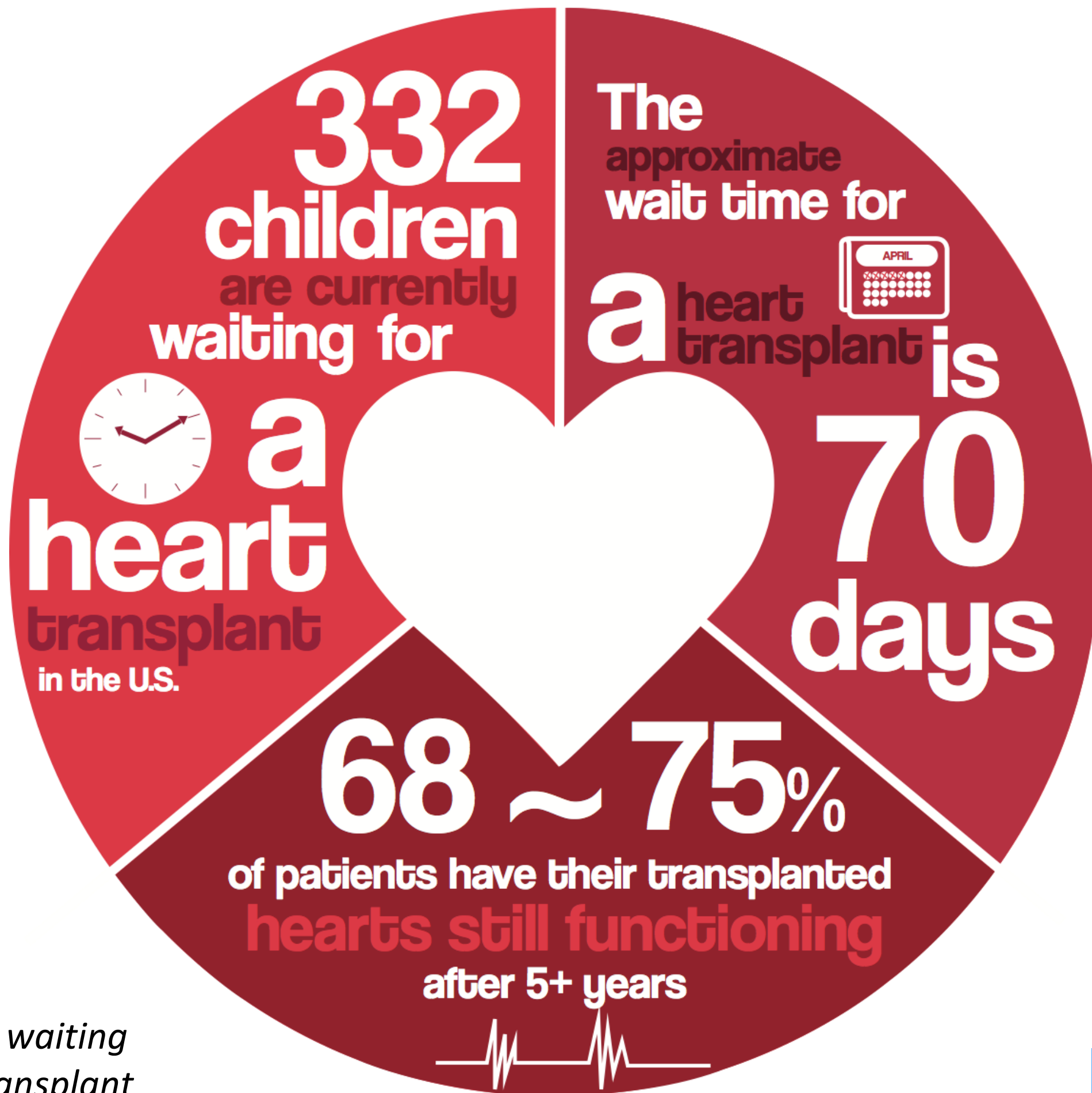
A photograph of a woman with blonde hair in a ponytail, wearing a light blue hospital gown, kissing a man on the cheek. The man is also wearing a light blue hospital gown and has a blue blood pressure cuff on his left arm. He is smiling and looking towards the camera. They are in a hospital room with medical equipment visible in the background. A semi-transparent yellow circle is overlaid on the right side of the image, containing text.

DJ Hansen  
volunteered  
to **donate** his  
kidney to his cousin.  
“I knew that  
I couldn’t not do it,  
he said.”









*13-year-old waiting  
for heart transplant*

# Videos (Pre-canned)









## 2. Focus on the audience

"In this rapid technological change, it's oohs and aahs of a good story that matter most. We forget numbers, but we never forget how something makes us feel."

- Peter Guber, former CEO of Sony Pictures.



  
 236  
 Like  
 Tweet  
310  
 Share  
12  
 G+1

In fact, he says that by 2020 they'll be 500% more information on the Internet than there was in 2015.

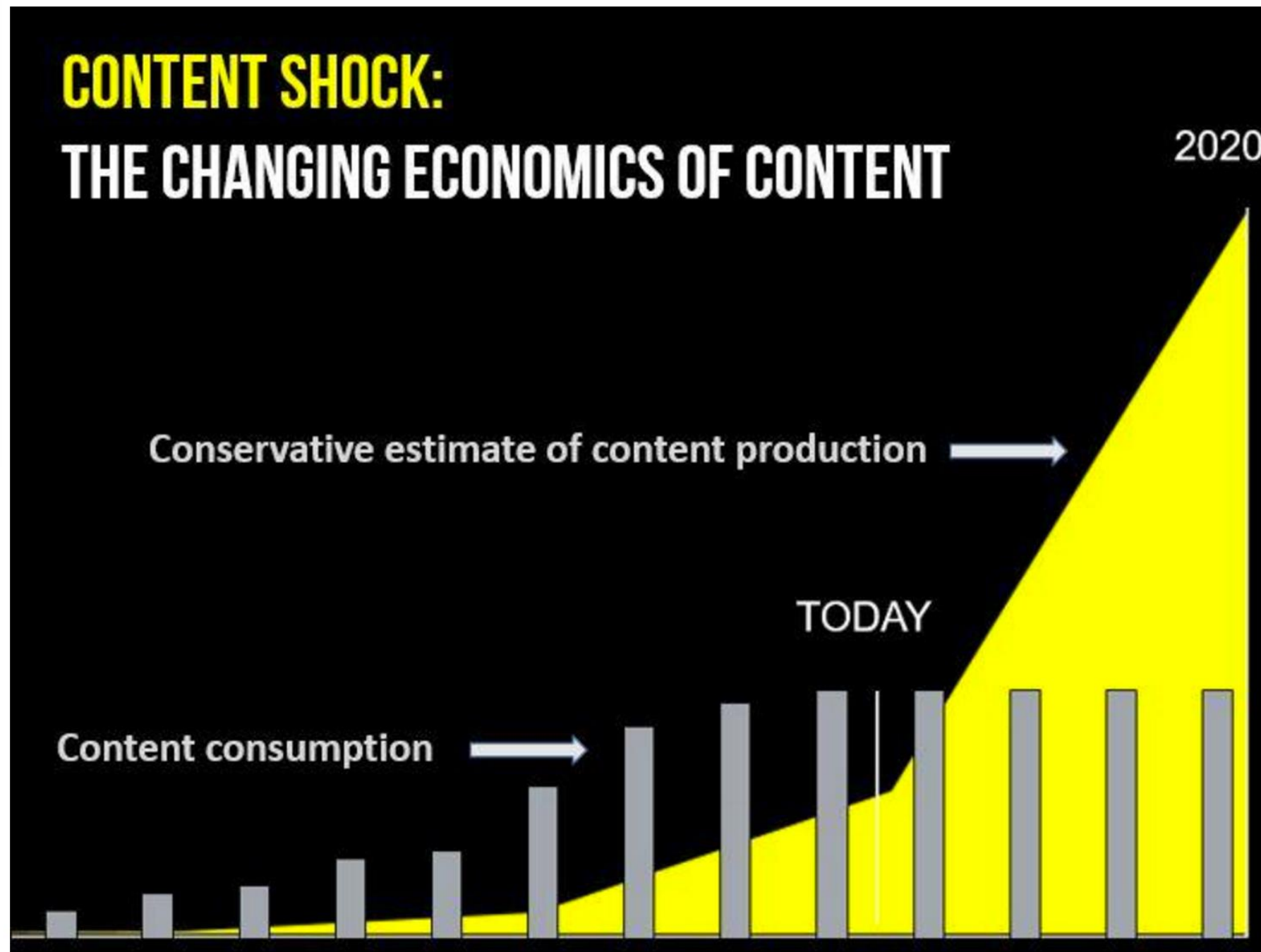


Image via: [{grow} blog](#)

# THE PREMIER LEAGUE TOP 25

A GUIDE TO ENGLAND'S MOST EXCITING PLAYERS

PRESENTED BY EA FIFA 15



ST 81

Bony

Physical

Pace

Shooting

Passing

Dribbling

Defending

PLAYER INFO COMPARISON

25	Age
6'0"	Height
200 lbs	Weight
Ivory Coast	Nation
ST	Position(s)
Right	Foot
Medium	Attacking Work Rate
Low	Defensive Work Rate
★★★★★	Weak Foot
★★★★★	Skill Moves

the conversation, and in an order that might not be precisely correct, but is definitely there or thereabouts.

Here, most importantly, are 25 footballers that we like, admire and enjoy, and that we think make watching the Premier League a thing worth doing. Though if you're reading, Adnan, Nemanja, sorry. We tried.

and this list is in order. Doubtless you will have agree with those names that have been ave not. Probably you'll also disagree with the

he arguments; spiteful and bitter has been the the way things turned out: he's obviously two what on earth is he doing here while he's med of ourselves.

led that while we could probably keep tweaking e a waste of everybody's time. So here are 25 ing in the Premier League, but are certainly in



25	WILFRIED BONY	SWANSEA
----	---------------	---------



The Curse of the Eredivisie Striker is one of the




# NOT Awesome

BrandView


This story is sponsored by DAYBREAK

6 reasons to spend all one's days at Daybreak

By Cameron Jackson



Daybreak  
Find a Home  
Community Life




This story is sponsored by Daybreak, which has donated the \$100s to over \$1 million - shopping, light rail and more.

Most people have heard the buzz and seen all the Daybreak hype?

Well, running trails, community gardens and even fresh-baked pastries, at Daybreak was recently named **Community of the Year** by the Utah Association of Home Builders. Daybreak now celebrates its 10th anniversary, maybe it's time to take a look at this idyllic community that continues to draw Utah families.

Designs are distinctive

Living in Daybreak, the chances of someone accidentally pulling into the wrong driveway are slim to none. That's because this isn't the average cookie-cutter subdivision. At Daybreak, architectural variety is a cornerstone of the community. Not only does this give a home a certain personal uniqueness, it also adds to the distinct beauty of the neighborhoods. Not to mention that residents never find themselves saying, "...and we're the seventh beige house on the left."




BrandView

This story is sponsored by UTAH TRANSPORTATION COALITION

Utah: A national model and blueprint for the future

By Utah Transportation Coalition



13 Comments

Read or add comments

LET'S MOVE TOWARD CLEANER AIR

This story is sponsored by Utah Transportation Coalition

You put together a design before you build your house. You figure out how much money to save before you retire. You all look ahead for the important things in life to make sure we're investing appropriately and making the

SUPPORT THE PATH TO A BETTER UTAH

Get involved

UTAH TRANSPORTATION COALITION

Keep Utah Moving

PUT UTAH'S ECONOMY

# Entertaining and informative



- 23,838 Page Views
- 17,064 Uniques
- 1:59 Average Time on Article
- 65 Social Shares
- 42 Link Clicks



- 19,858 Page Views
- 16,332 Uniques
- 2:21 Average Time on Article
- 60 Social Shares
- 409 Link Clicks



### 3. Think mobile







# Native performance



Top performing content on site:	23% higher (pv's) than editorial
Average time spent engaging with the content:	2:11
Average social shares per article:	248
Display ad performance:	3x better CTR than ROS ads
In-story text link performance:	10x better than editorial

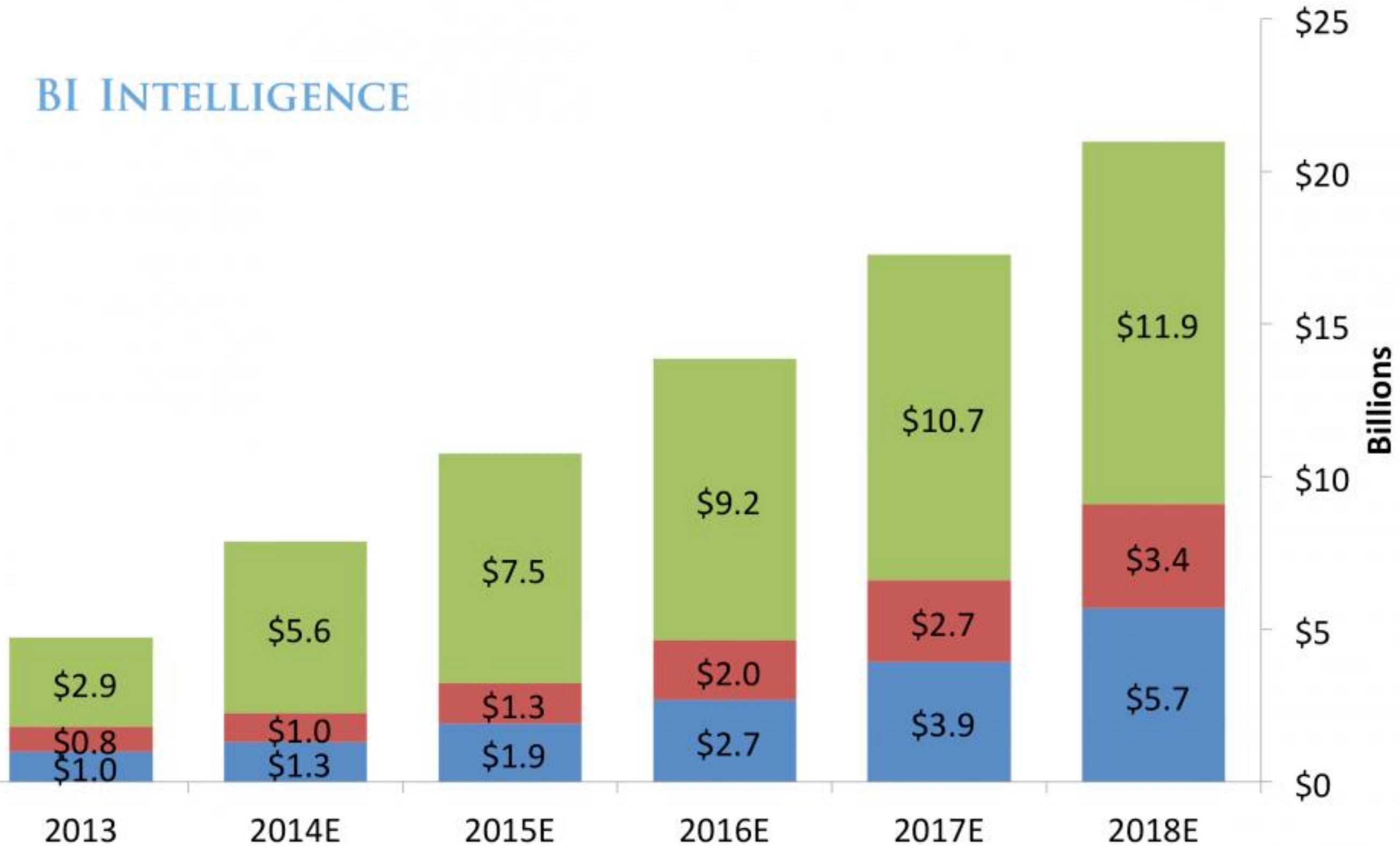
Don't get left behind

# Native Advertising Revenue (US)

Desktop And Mobile

■ Native-Style Display ■ Sponsorship ■ Social

BI INTELLIGENCE

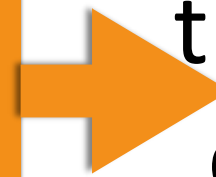




Brands need new  
paths to people



Media needs to  
connect  
people with  
real insight and  
solutions that  
improve their  
lives



People need  
trusted, compelling  
content, products  
and services



Build a better team, tell a more compelling story, no excuses.



+



=



# Remember:

1. Tell stories with your native advertising campaigns and tell them in creative and evolving ways.
2. Focus on the audience. Create entertaining, educational and enlightening content.
3. Go to where your audience is, on a mobile phone!



# BrandForge





# Native advertising. Proven results.

1

Strategic content production  
for native advertising

2

Proven training, tools and  
collateral to help you launch  
and scale your native  
advertising product





# How BrandForge works



Your staff submits a content request via the BrandForge platform

**BRANDFORGE**  
NATIVE ADVERTISING • PROVEN RESULTS



Your BrandForge content strategist helps shape story idea and strategy. The strategist works with our team of writers to produce content



\*We deliver engaging, powerful sponsored content for your audience

**BRANDFORGE**  
NATIVE ADVERTISING • PROVEN RESULTS

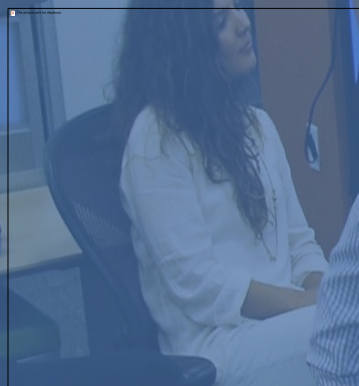




# New to native?

Don't stress. We have the **proven** training, tools and collateral you need to launch and scale your product.

BrandForge Kickstarter Package:



Native Advertising:  
Best Practices



Pricing &  
Packaging



Sales & Go-  
To Market  
Strategies



# New to native?

Don't stress. We have the **proven** training, tools and collateral you need to launch and scale your product.



Monthly:  
Webinars,  
Newsletters and  
other resources

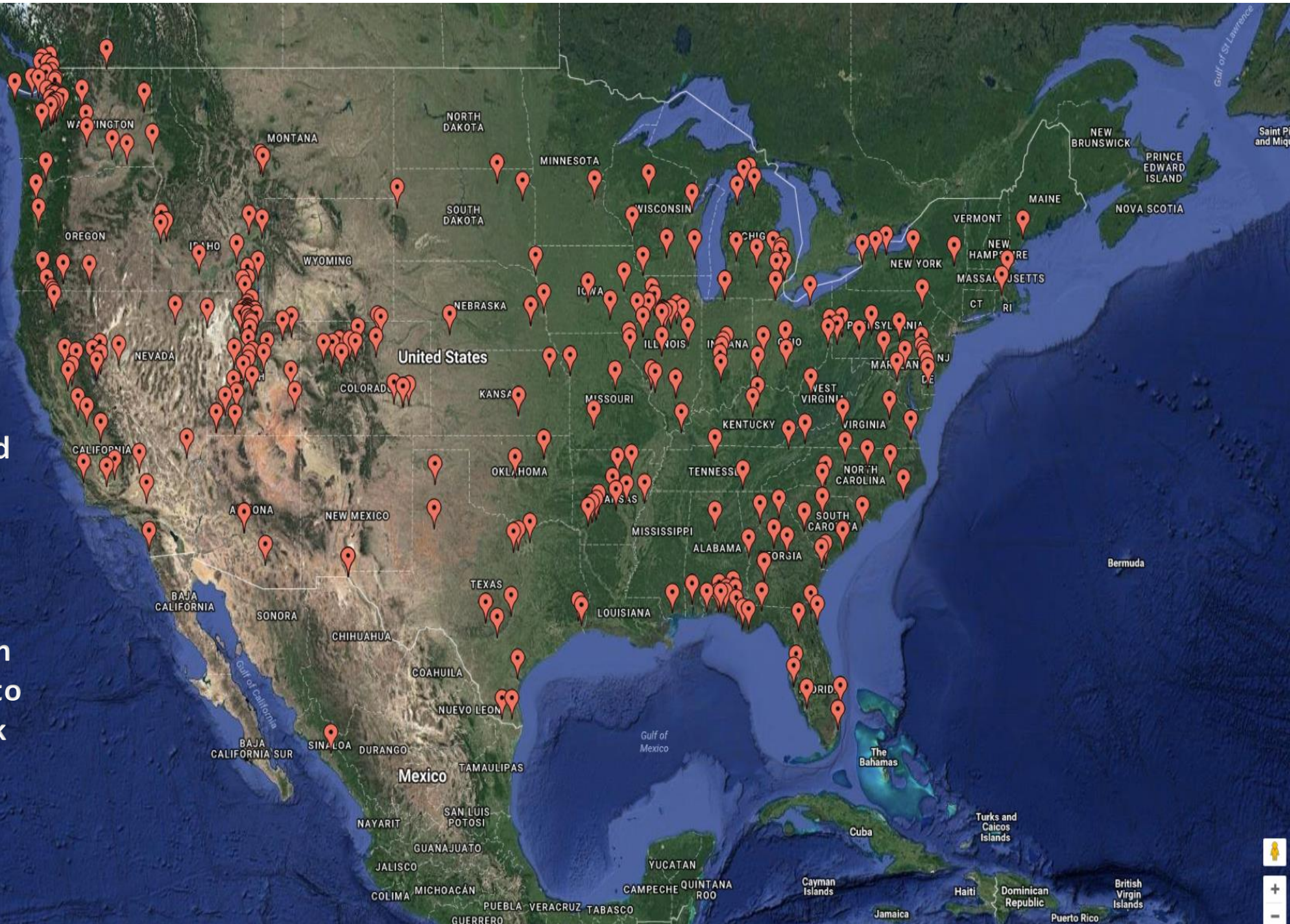


Dedicated  
Content  
Strategist



## Native Ad Network:

- 800 + sites
- Brings regional and national sponsors to partners
- Partners can sell back into the network





# Events

# Why Publisher events?

**“Events have the potential to unlock new revenue, solidify audience engagement, and bolster advertisers’ integrated marketing campaigns” –**

**Gretchen Peck, Pew Research Center**

# 3 reasons publishers are uniquely positioned for successful events

- You are already collecting data you need to learn what interests your audience
- Your writing teams regularly conduct interviews with industry leaders who are also speakers
- Your audiences are hungry to learn from and connect with one another.



## Events



### Forty Under 40

February 23, 2017

11:00 AM - 1:30 PM

Grand America Hotel, Grand Ballroom, 555 Main Street, Salt Lake City, UT 84101



### CEO of the Year Awards

March 16, 2017

11:00 AM - 1:30 PM

Grand America Hotel, Grand Salon, 555 Main Street, Salt Lake City, UT 84101



### 30 Women to Watch

May 2017



### Sandler Foundational Selling Strategies

January 17, 2017

A vertical poster for the 'Forty Under 40' event. At the top, it says 'KIRTON | McCONKIE PRESENTS' above the 'Utah Business FORTY UNDER 40' logo. The date 'February 23, 2017' and 'Register Today' are prominently displayed. Below, it lists 'SPONSORED BY:' followed by logos for Digital Bytes, Weber, and Marcus &amp; Millichap. The bottom of the poster features a decorative border of green hexagons and lines.

[POPULAR](#)[RECENT](#)[COMMENTS](#)

Best Companies to Work  
For 2015

Dec 23, 2015





MANAGE YOUR CONVENTION FROM START TO FINISH WITH GROWTIX  
CONVENTION MANAGEMENT TECHNOLOGY DESIGNED BY EVENT DIRECTORS FOR EVENT DIRECTORS







ELEVATE THE ATTENDEE EXPERIENCE.  
IMPRESS YOUR SPONSORS.  
DELIVER RESULTS.

*For more information visit [growtix.com](http://growtix.com)*

# FULL SERVICE EVENT MANAGEMENT & TICKETING

Growtix provides a full compliment of integrated services that allow us to plan and execute events from start to finish. This allows our clients to focus on developing the content for attendees. You may engage us to manage the entire event or select aspects of the event.

For more information visit [growtix.com](http://growtix.com) or email [jsloan@growtix.com](mailto:jsloan@growtix.com)  
John Sloan, GM of Growtix

## MANAGED EVENTS







## TICKETING & REGISTRATION

### **FULL SERVICE TICKETING SOLUTION INCLUDING:**

- RFID integration
- Mobile check-in app
- Detailed control & real-time metrics
- Ticketing upgradability
- Memberships
- Social marketing integration



## SCHEDULE MANAGER

### **FULL GUEST & PANEL SCHEDULE MANAGEMENT:**

- Push-notification reminders
- Web & mobile app integration
- Class registration & sign-up
- Public & private schedule management

*For more information visit [growtix.com](http://growtix.com)*



## EXHIBIT MANAGER

### **BOOTH & SHOW FLOOR MANAGEMENT:**

- eCommerce event ordering
- Real-time booth selection / management
- Contract & progress management



## MOBILE APPLICATION

### **NATIVE APPLICATIONS FOR MOBILE PLATFORMS:**

- Schedule management integration
- Guest & celebrity integration
- Exhibit manager integration
- Ticketing platform integration

*For more information visit [growtix.com](http://growtix.com)*





## VOLUNTEER MANAGER

### **MANAGE & COMMUNICATE WITH YOUR TEAM:**

- Schedule management & approval
- Team communication & incident management
- Customizable volunteer application



## GUEST MANAGER

### **MANAGE ARTISTS, CELEBRITIES & PANELISTS:**

- Agent & travel management
- Contract terms, fulfillment & reporting
- Private & public scheduling
- Air, hotel & travel management

*For more information visit [growtix.com](http://growtix.com)*



- Focus on award style events
- Monetize through sponsorships and corporate tables
- Events propels ads into magazine and websites
- Part of corporate ecosystem
- 10 per year – \$50,000 each
- 50% margin on each event





JUST  
DO  
IT