



KEY EXECUTIVES

Mega-Conference

Joining together for media solutions



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Native Advertising *on a shoestring*

Jaci Smith, native advertising coordinator
APG Media of Southern Minnesota



Seen this?



<http://bit.ly/1zoeGYy>



How about this?

<http://nyti.ms/1znUQNt>



Over the past three decades, the number of women serving time in American prisons has increased more than eightfold.



So, what is native advertising?

It is content paid for by the advertiser that is created by the publisher or its representative and that runs in the same format and is of the same high quality as that publisher's regular editorial content.



What it is...

- **In the stream:** It's part of the brand's RSS feed, the timeline, the status updates.
- **Sharable:** The consumer can pass the word.
- **Engaging:** It allows the consumer to weigh in.
- **Placed in context,** visually and socially: You find NA where consumers are looking and its content is what the consumer wants to read.
- **Timely**
- **High quality**
- **Clearly labeled**



What it isn't...

- **Jarring or off-kilter:** If it doesn't feel like it belongs, it is likely hurting both your brand and your client's.
- **Annoying:** Native advertising is about establishing a conversational relationship rather than a hard sell.
- **Deceptive:** Though it seeks to be seamless within context, it is still clearly designated as advertising.
- **Self-referential:** Most native advertising doesn't directly mention the brand.



BUSINESS 3/05/2013 @ 2:12PM | 3,821 views

The Washington Post Dives Into Native Advertising

“Big Media” is doing native and making money.



Tribune Publishing Invests in a Content-Marketing Shop

Contend Makes Videos for Tribune Advertisers



But small market publishers cannot emulate their business model.

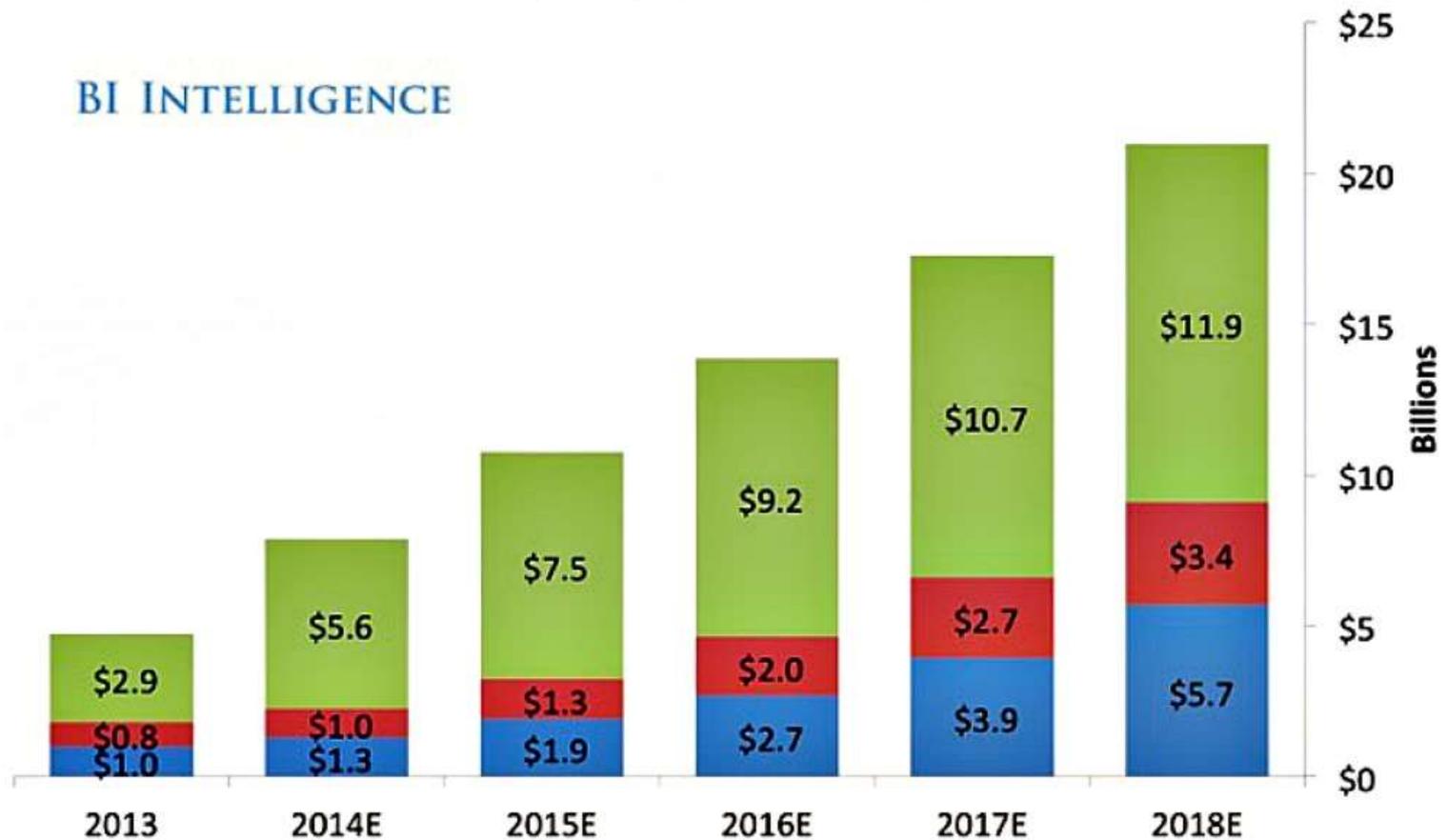


Native Advertising Revenue (US)

Desktop And Mobile

■ Native-Style Display ■ Sponsorship ■ Social

BI INTELLIGENCE





Reynolds Journalism Institute Fellowship

rjionline.org

- **Resources:** Fellowship paid for additional staff
- **Support:** Regular brainstorm sessions, email exchanges
- **Science:** Mizzou grad students conducting customer attitude survey
- **Exposure:** Opportunity to test program and talk, blog about it



Success!

- More than 100 pitches, with a close rate of 75%*
- Attendance at regional “Lunch and Learns” topped 50% of invitees
- Average time spent viewing: 1 minute, 15 seconds
- Click-through rate around 5-7 percent
- Significant increase (10-15 percent) in participation in special sections
- On track to “significantly” increase digital ad revenue in 2015



Native: Step-by-step

1. Gauge demand and form a task force. Create timeline.
2. Develop a mission statement and guidelines for display, transparency, ownership of content, definition of terms.
3. Identify platforms to use and prepare technology infrastructure.
4. Determine resource allocation and training.
5. Set limits: How much is too much?
6. Determine pricing, analytics.

This took APG Media 7 months



NATIVE ADVERTISING RATES

Effective January 1, 2015.

A LA CARTE:

A LEVEL – Northfield/Faribault/Owatonna markets: \$295
All others: \$275 Includes: Story, Listicle, Video, Infographic, photo gallery (in house shooting)

B LEVEL – Northfield/Faribault/Owatonna markets: \$235
All others: \$220
Photo gallery (contributed photos), Q&A, Press release

C LEVEL – Northfield/Faribault/Owatonna markets: \$65
All others: \$60
Submitted column, sponsored Facebook/Twitter posts, sponsored Pinterest pin, sponsored link

Products can be added to packages using A La Carte prices. Packages cannot be split between markets.

NATIVE ADVERTISING PACKAGES:

Sponsored content packages that engage customers and brand you as the expert. Contact your multimedia consultant for details:

1-MONTH COMMITMENT

Choose any four items (not to exceed 2 A level products)

4 weeks in Northfield, Faribault or Owatonna	\$605.00
4 weeks in any other market	\$565.00
50% discount for any additional markets purchased	

2-MONTH COMMITMENT

Choose any eight items (not to exceed 3 A level products)

8 weeks in Northfield, Faribault or Owatonna	\$1,100.00 (\$550/mo)
8 weeks in any other market	\$1,030.00 (\$515/mo)
50% discount for any additional markets purchased	

3-MONTH COMMITMENT

Choose any 12 items (not to exceed 4 A level products)

12 weeks in Northfield, Faribault or Owatonna	\$1,515 (\$505/mo)
12 weeks in any other market	\$1,425 (\$475/mo)
50% discount for any additional markets purchased	

Contact your local multimedia consultant for more information: southernminnmedia.com/contact or Jaci Smith, native advertising coordinator, 507-649-1693 or jsmith@faribault.com



On the home page

[SoMoW](#) [Northfield](#) [Faribault](#) [Dwight](#) [Waseca](#) [Le Center](#) [Le Sueur](#) [Kernon](#) [St. Peter](#) [Lansdale](#) [Jennings](#) [Bloomington](#) [St. Cloud](#)

Faribault Daily News

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Faribault awards one-year towing contract...
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Children's Exchange moving to Central...
Updated: 12 hours ago
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FILL UP WITH WARMTH

Hot Pie, Medium Drink, Choc. Chip Cookie



KFC

1410 WEST HIGHWAY 60 • 507-334-7075

Sponsored Content



Meet Darlene Meillier

Sponsored **New!** From our sponsor, The State Bank of Faribault, 428 Central Ave., Faribault. 507.332.7401.

Updated: 11:28 am
[Comments](#)

Nutrition Facts

Serving Size 1 (270g)
Amount Per Serving

Calories 280		Calories from Fat 150	
Total Fat	15g	% Daily Value	30%
Saturated Fat	7g	% Daily Value	14%
Trans Fat	0g	% Daily Value	0%
Cholesterol	25mg	% Daily Value	5%
Sodium	100mg	% Daily Value	20%
Total Carbohydrate	30g	% Daily Value	6%
Dietary Fiber	2g	% Daily Value	4%
Sugars	10g	% Daily Value	20%
Protein	5g	% Daily Value	10%

VIDEO: Looking for a new Super Bowl snack? Try this

Sponsored From our sponsor, Waseca Hy-Vee, 1230 State St. N., Waseca. 507.835.8030.

Updated: Yesterday
[Comments](#)

Latest News

[Sign up to receive the Morning Report](#)

Rep. Daniels to host property tax listening session

In response to expressed constituent concerns regarding rising property taxes, State Representative Brian Daniels (R-Faribault) will hold a property tax listening session in Faribault on Thursday, Feb. 5 at the Truckers Inn, 2519 Lyndale Avenue N., from 7 to 8:30 p.m. [Comments](#)

Meet Darlene Meillier **Sponsored** **New!** [Comments](#)

1-27 Rice County court log [Comments](#)

1-27 Rice County public safety report [Comments](#)

Faribault awards one-year towing contract, staff to discuss future contracts **Spotlight** [Comments](#)

Children's Exchange moving to Central Avenue in downtown Faribault **Spotlight** [Comments](#)

49th annual Faribault Lions Club pancake and sausage breakfast slated for Sunday **Spotlight** [Comments](#)

Reader ToolBox

Forms, Contests and Special Content

gf girlfriends

Parade

Faribault Daily News Forms



Are you drinking enough?

Sponsored From our sponsor, Minnesota Valley Health Center, 621 S. Fourth St., Le Sueur. 507.605.3375.

Updated: January 22
[Comments](#)



Q&A: Get to know Lora Halvorson

Sponsored From our sponsor, Minnesota Valley Health Center, 621 S. Fourth St., Le Sueur. 507.605.3375.

Updated: January 20



southernminn.com

Sponsored Content

Welcome back, Jaci Smith Logout | My Dashboard

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Clay Target League fall season participation doubles, same expected for spring

Story Comments Image (5)

Share Print Font Size: - +

Tweet 0 Like 6

Posted: Friday, October 10, 2014 10:00 am | Updated: 1:50 pm, Fri Oct 10, 2014.

By JACI SMITH jsmith@faribault.com



Posted on Oct 10, 2014
by Jaci Smith

From our sponsor, [Ahlman's](#), 9525 W. 230th St., Morristown, 507-685-4244, 507-685-4243.

Led by the support of their schools and volunteer coaches, co-ed student athletes will participate on their high school team in shooting sports for six weeks through October at shooting ranges throughout Minnesota.

Story page



Boosted post



Owatonna People's Press

December 13, 2014 · Edited 171 ·

12/13/14

-It's the last sequential day for the rest of this century. It won't happen again in our lifetime. The next one is on Jan. 2, 2103.

-If you want to get really crazy and wild, stop for a moment around 9:10:11 a.m. or p.m., or 15:16:17 (3:16:17 for those not on a 24-hour clock)

-You can also geek out and celebrate the date of all prime numbers on Nov. 13, 2017. Or how about a Fibonacci numbers day on Aug. 13, 2021? A Fibonacci number is the sum of the two numbers preceding it in a list.

-Want to learn how you can save money on 12/13/14? Click here:

<https://www.facebook.com/HyVeeOwatonna>

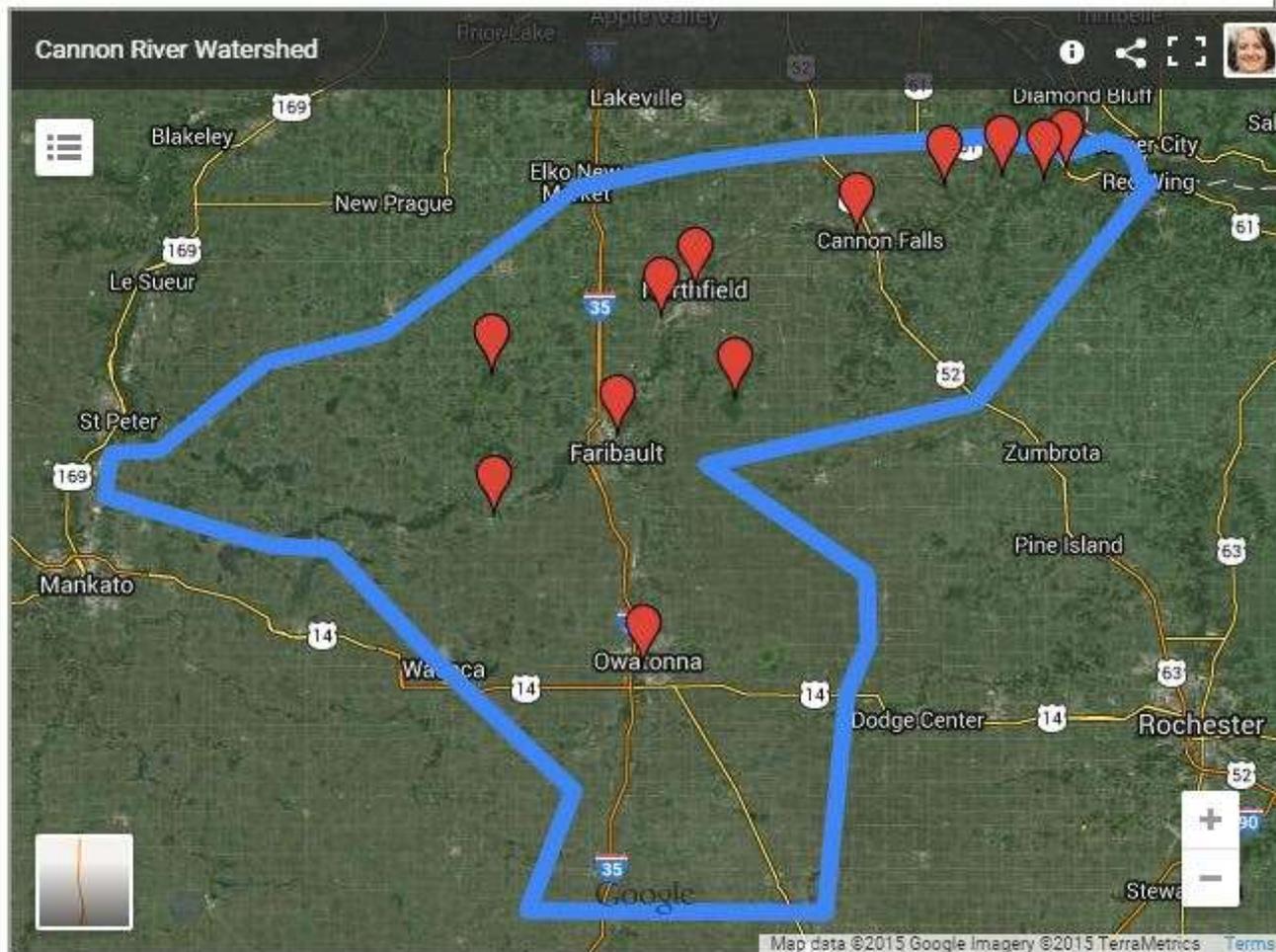
From our sponsor, Hy-Vee Owatonna



13 people reached

See Results

Like · Comment · Share · 27 5 20



Infographic



Listicle

<http://bit.ly/1Fu7Kk9>



As seen on southernminn.com

10 Reasons To Be Fresh

It's Farmer's Market week on Aug. 3-9. What are you waiting for?

by Faribault Daily News 7 months ago 629 Views ▾



7 QUESTIONS · TAKEN 92 TIMES

What kind of cheese are you?

Smooth or nutty? Sharp or mellow? Easy going or an acquired taste? Take this short quiz to find out exactly which type of fromage is most like you. And when you're done, be sure to head over to Ferndale Market's Artisan Cheese event from 10 a.m.-1 p.m. on Feb. 21 to try out some local cheese.

START



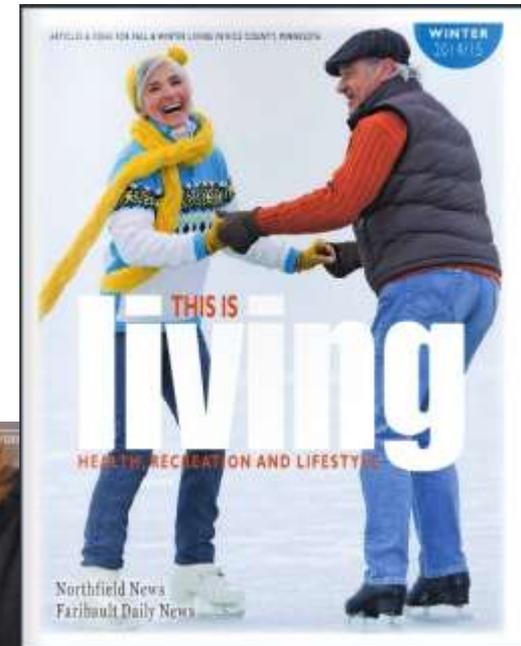
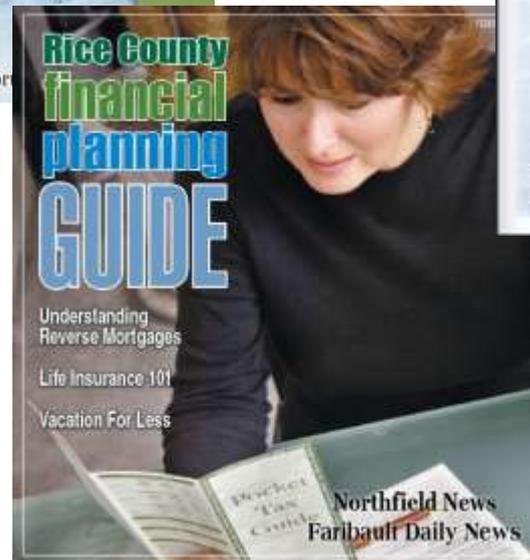
MADE BY
JACI SMITH

Quiz



Special sections:

Buy a display ad at full price, get a native ad at half-price





Secrets your mechanic should've told you (and that a good mechanic will)

By JACI SMITH
jsmith@forbauk.com

From our sponsor, Mike's Garage, 1515 Lyndale Ave. N., Fairbault, 957-334-2886.

We all take our cars to a mechanic, because they know more than we do about why our car is making that funny noise, leaving a puddle behind when we drive away or just plain won't start.

But we're never entirely certain we're getting the whole story. In fact, complaints about auto repairs consistently rank among the top grievances filed to state attorneys general, according to the National Association of Attorneys General.

But we don't have to be completely in the dark, and a quality mechanic — one you trust to give you accurate information every time without the sales pitch — will guide you in your education about auto maintenance.

Here are five simple secrets about basic car care that your mechanic already knows — but that you should know, too. You never know when it's just a simple fix that will get your car running again, or that will keep it running and keep the expensive repairs at bay.

PHOTOS COURTESY OF MIKE'S GARAGE. INFORMATION SOURCE: FORBAUK.COM. AAK: COURTESY OF AAK.

Here are some other fun (sarcasm) lights that brighten your dashboard. You should learn when you can and cannot safely ignore them:

OIL LIGHT: Find the nearest gas station and check your oil. Add more as needed. Do not keep driving.

BATTERY LIGHT: This means your battery is not holding a charge and soon you'll be needing a jump every time you start your car. Replace the battery.

ABS LIGHT: This isn't fun. See notes above. No immediate action is no.

BRAKE LIGHT: First check your emergency brake. This is usually the issue. This normally will smell burning rubber driving with the brake engaged. If that's not it, it could mean your brake is dangerously low. Stop at the next gas station and have it checked.

TIRE PRESSURE LIGHT: Head to a gas station with an air pump as soon as being on an underinflated tire is as on the list and can lead to a dash blowout or flat while you're traveling high speeds.

TEMPERATURE GAUGE: If this reads the red or hot, don't wait. Pull over and let the car immediately and call a tow. Something with the fluid gauge or if means you're low on the fluid it keep your car engine cool. An over engine that continues to run is on that will soon need to be replaced.

YOU:



Be sure to get a professional estimate your first year and then every 6 months. This will help you understand your car's condition and what you need to do to keep it running smoothly. It's also a good idea to get a second opinion if you're not sure about the estimate.

MECHANIC:



Don't get a car with a lot of mileage. The car should have 5,000 miles, because that way you can see the car's condition and what you need to do to keep it running smoothly. It's also a good idea to get a second opinion if you're not sure about the estimate.

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MECHANIC:



A good mechanic will recommend you get an oil change every 3,000 miles or so. Depending on the type of oil you use, you may need to get an oil change more often.

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FROM OUR SPONSOR: Twiehoff Garden & Nursery, 917 St. Paul Road, Faribault, 507-334-6606, www.twiehoffgardens.com

Pictures of fall in Faribault



By Jack Smith
jsmith@faribault.com

Readers sent in some of their favorite scenes (and we added a couple of our own) that just go to show no one does fall like Faribault. We are a colorful community. Our thanks to: Jessica Kooley, for her photo of Garrett (left) and Thomas Kooley enjoying the carving of a few pumpkins in their glow-in-the-dark



skeleton. Plus, Wendy Morawiec for the photo of baby Molly getting into her first pumpkin (literally) at a Va meeting; the family of Jeff Henry, who messaged us on Facebook to tell us about the funny poses he was putting his pumpkin scarecrows in; and Derrine Kooley, for her photo of Gretchen Aaron and Joel Blue and Thomas and Garrett Kooley playing in the leaves at grandma's house. ■



Our first foray into Native in the daily print product



FROM OUR SPONSOR: *The Faribault Area Chamber of Commerce and Tourism* - www.faribaultmn.org

40 Under 40: a new program celebrating our bright future

By Dan Hedge,
Guest columnist

Faribault has always had a lot to be proud of, even as it is so often overlooked. Lately, I have seen a desire to let others know what a treasure we have, and a drive to make it even better. You can see this



Hedge

on many different levels, such as the individual citizens who have taken on projects like the Tilt-a-Whirl restoration. Our city government is doing this with their visioning project, Faribault 2040. The Chamber of Commerce and Tourism has made their theme for 2013 "Your Vision Your Future." These are just a few of many examples I could give of looking forward with both hope and pride.

It is in this atmosphere that the Chamber is launching 40 Under 40, a program to recognize and honor forty individuals under the age of 40 who are making a difference in our community. There are some outstanding men and women of all different backgrounds who have made Faribault their home and are seeking to make it a better place. Some have grown up in this town and others have adopted it, but they are making a difference.

They are able to make this difference because of the good work of those who have come before and who have been investing in the community for years and even decades. Our honoring these individuals does not diminish any of the work that's been done or is currently being done by

those over 40. Instead, we want a chance to share this next generation on, and to celebrate their efforts and encourage them in their achievements. We want to build the excitement for our great community by shining the spotlight on its people, which, beyond our history and resources is what truly makes this a great place to live and work.

Each week for forty weeks we will recognize a different individual under the age of 40 who is making a difference. They will be highlighted in the paper each week, and you can go online to find a video with even more information about these remarkable individuals. At the end of the year we will have a celebration where we will recognize all 40 of them together.

This program is being led by The Faribault Chamber of Commerce and Tourism in partnership with the Faribault Study Sites and Xcel Energy. Individuals will be selected based on nominations from the community at large. Nomination forms can be found online at faribaultmn.org or can be picked up at the Chamber offices on Wilson Avenue. If you know someone deserving to be recognized, please fill out a nomination form and turn it in.

2013 has just begun, and it looks toward a very bright future for a community that has always had a lot to be proud of. We seek to celebrate that bright future, including by acknowledging those who will help us get there. ■

Dan Hedge, of Pantheon Computers, is a Faribault Area Chamber of Commerce and Tourism board member.

40 under 40



Native: The APG way

1. Rep meets with client. Explain native. Are they interested? If so, what would be the goal of their ad/campaign?
2. Email or call native ad coordinator with the following:
Contact info for client, goal if rep got it and a deadline for contact.
3. Native ad coordinator works up a proposal, sends it to client and rep. Starting this month, they will include pricing.

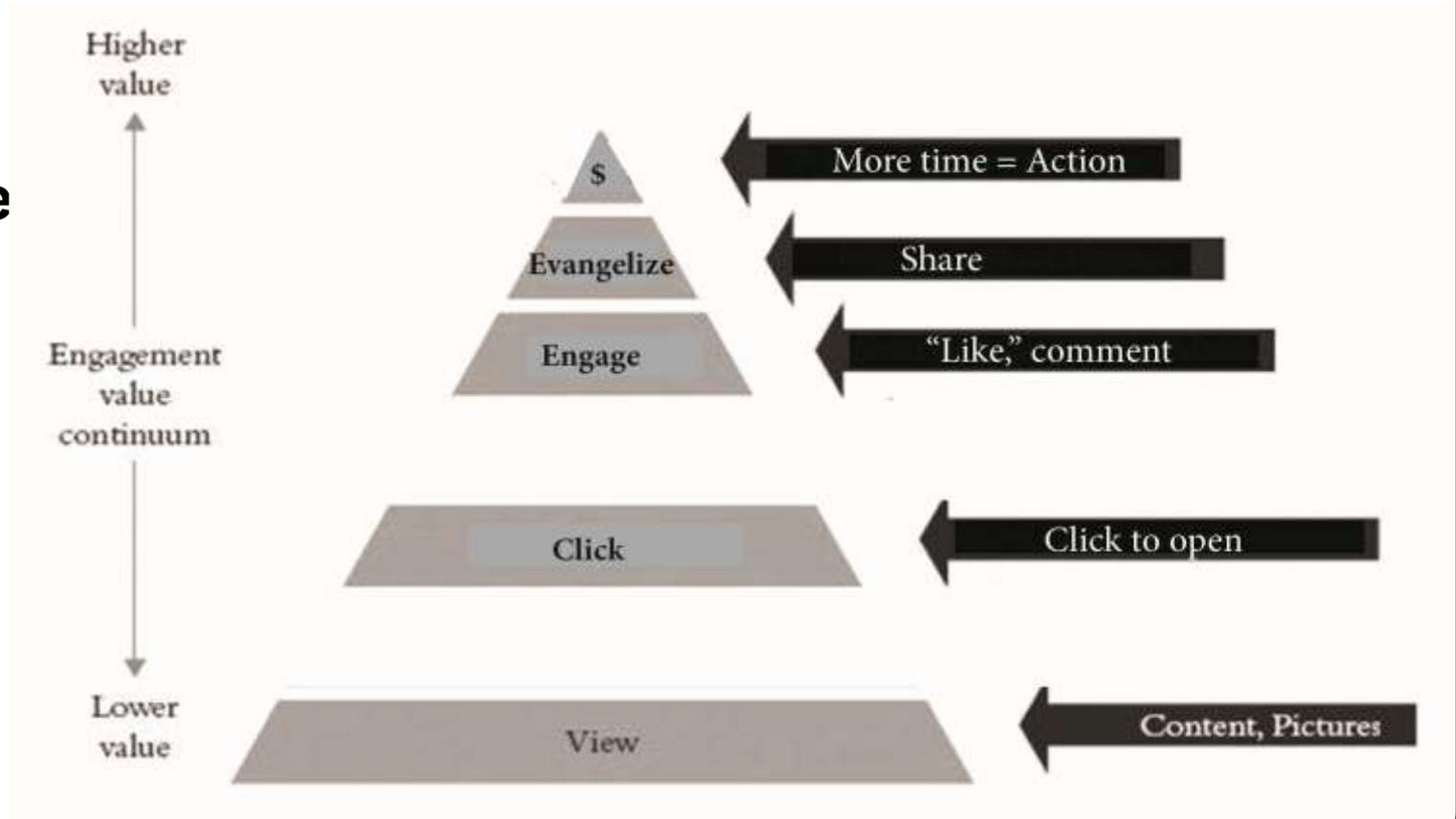


Native: The APG way

4. Yea or nay? If yea, native ad coordinator (and creative) creates the content.
5. 48 hours before publication it goes to rep and client via email.
6. Feedback is taken, content runs. Analytics are delivered 2 to 4 weeks later to rep and client.

Analytics

What should we measure?





Opportunities?

- Clients less interested in packages than “one-offs”
- Not all sales staff work “consultatively” with their clients; some don’t “get it”
- Clients struggle with subtlety of native
- Time investment much greater than other ad forms
- The slippery slope into advertorial



Here's everything you need to get started

<http://www.rjionline.org/blog/wonderful-world-native-advertising-according-jaci-smith>

<http://bit.ly/1vGRDac>



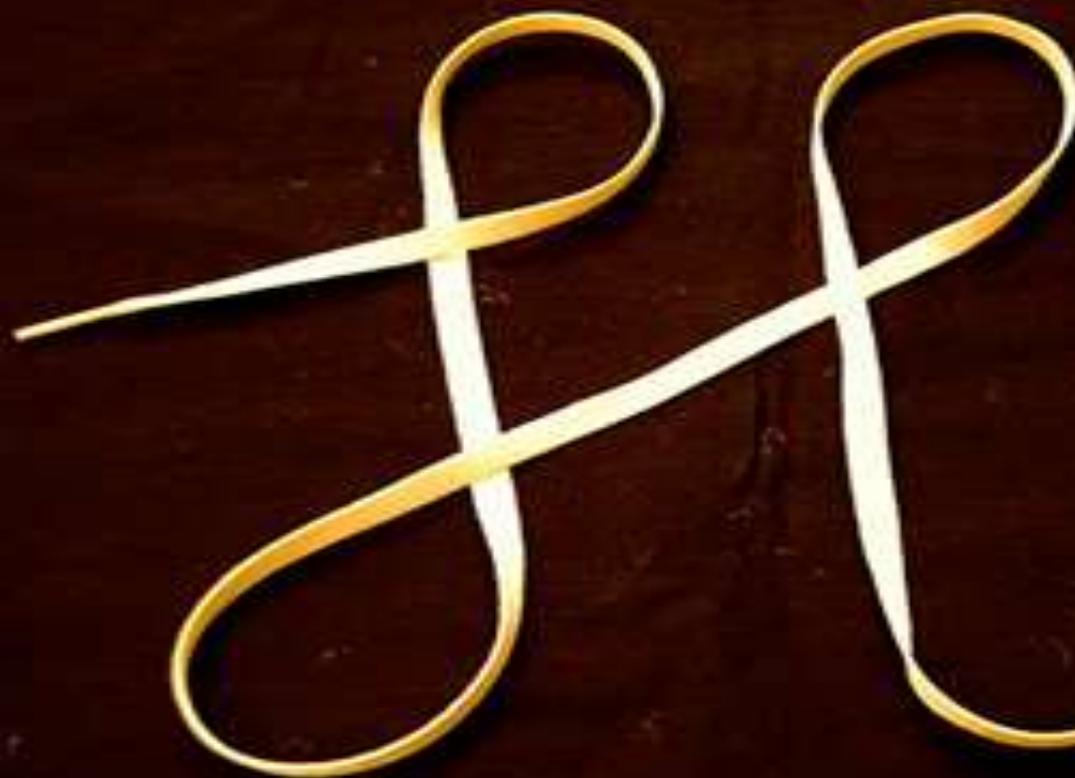
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