



KEY EXECUTIVES

Mega-Conference

Joining together for media solutions

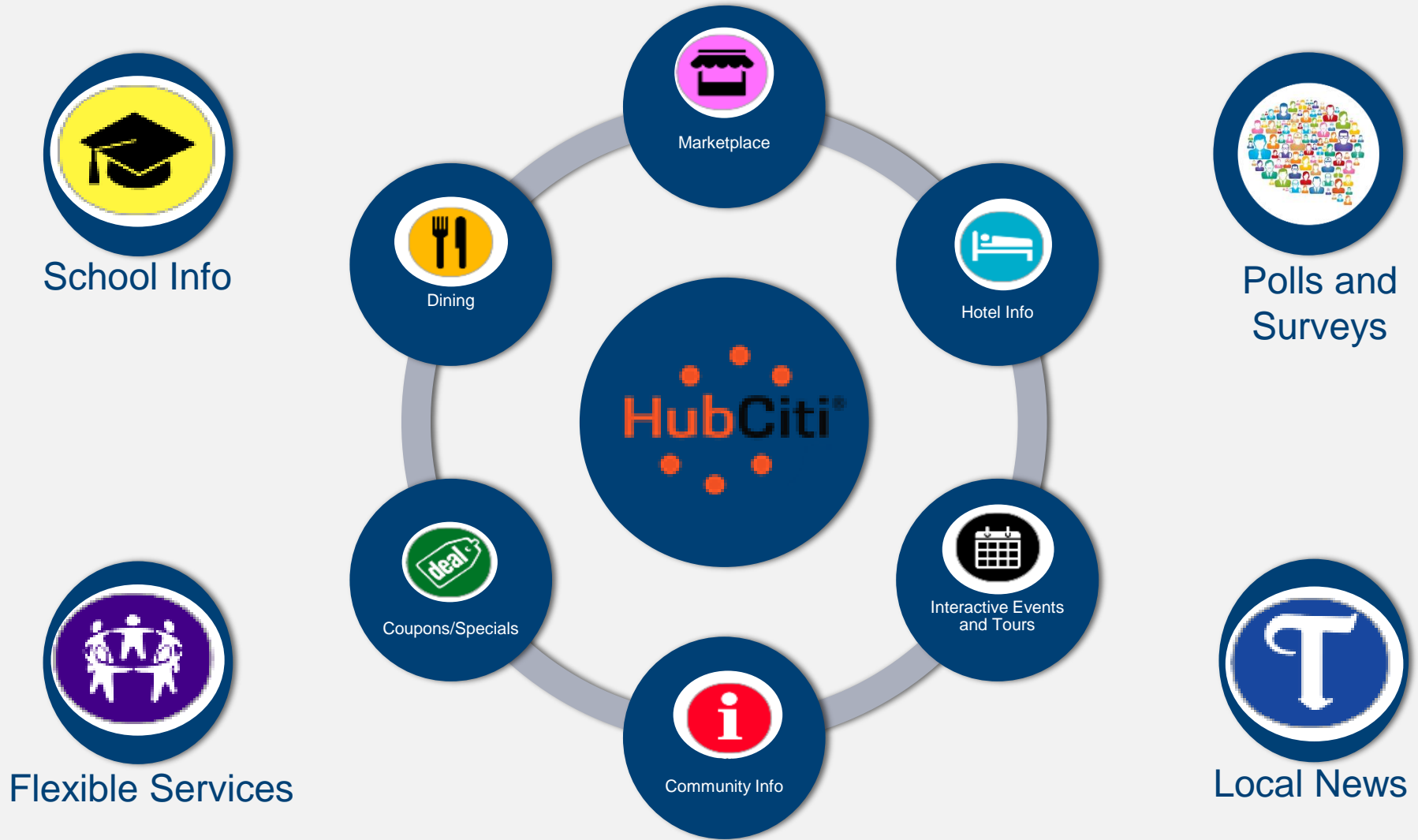
Mobile Apps Can Open New Revenue Opportunities

February 22, 2015

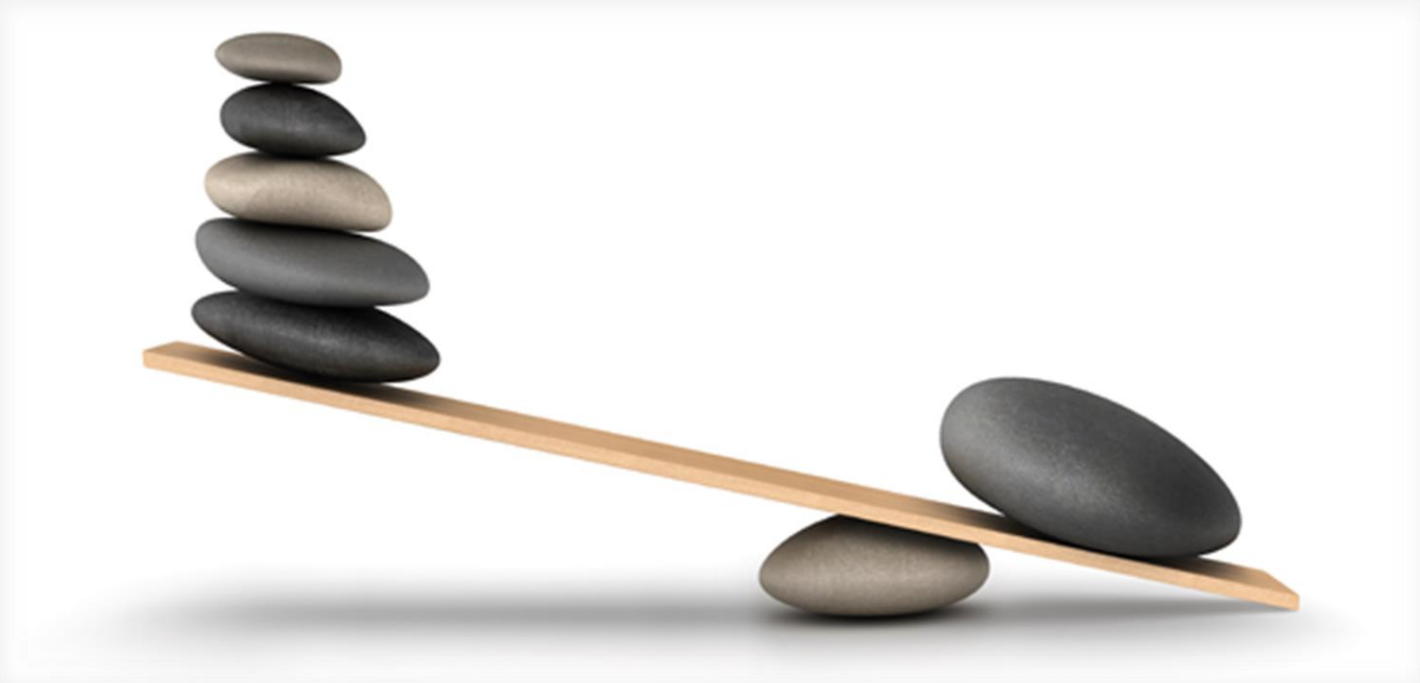


What Does HubCiti Do?

Makes Your App a Daily Habit



Not All Revenue Options are Made Equal



Mobile Opens Doors to Many Revenue Opportunities

Traditional

Banner/Splash/
Sponsorship



Paid
Placement/Push



Enhanced
Listing/Search
Words



Deals/In-Line Ads



Classifieds



Non-Traditional



Partnerships



Bundles/Inserts/
Specialty



Events/Tours



Surveys/Polls/
Games



Video/Marketing
Services



Case Study:

Tyler Morning Telegraph



THE CHALLENGE

Limit impact on TMT team



Unified Mobile Approach



How to Package and Market



How to sell



Capture greater share of wallet from advertisers



HubCiti did all the configuration, design, data management and content development with review and approval by TMT

Consolidated multiple properties into one convenient app while expanding with additional content

Defined digital offerings, created targeted bundles, developed awareness campaign

Training materials, “buddy” calls, objection handling, pricing strategy

Collaboratively designed community app that advertisers wanted to be apart of

There's a Lot of Good Mobile Options



News Only



Specialty Apps and Online Only



Community Apps

Social Marketing



Thank You!

