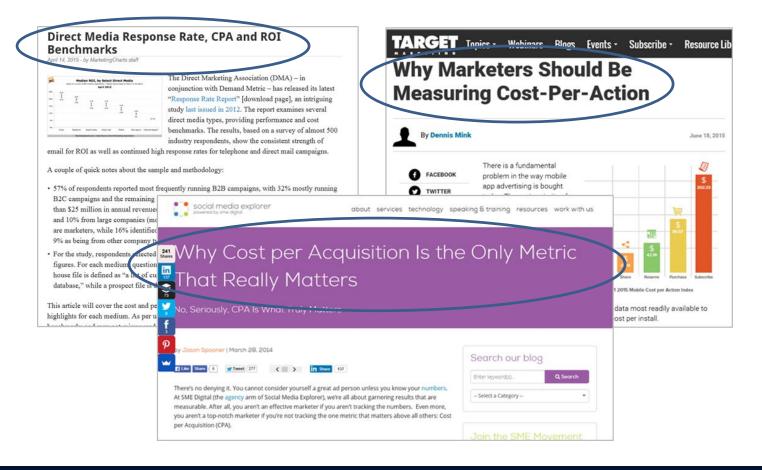


Proven Performance Media

PAY FOR PERFORMANCE

February, 2016

Performance Measurement Gaining Traction with Marketers



5 Years Ago – A Premise PFP can work for Newspapers

Situation:

- Losing more clients in print
- Google and digital pay per click (PPC) raises the question of PFP for other media
- We were challenged by our clients to "Prove print works and I'll pay for it."
- Proven Performance Media was launched as a separate company to AH Belo (owners of The Dallas Morning News) after Publishers, seeing the success of PFP in Dallas, asked us to duplicate the results in their markets

Two Models:

<u>Pay Per Call (PPC):</u> Client pays for results on agreed upon price-point per call <u>Pay Per Sale (PPS):</u> Client pays for results on agreed upon commission percentage

What we learned over past 5 years:

- It's not as easy as it seems
- Can generate a healthy top line number with a healthy margin
- Not all segments and clients are equal
- Media scheduling and credible support are critical to success for both client and publisher
- Limit your risk to a set number and types of accounts, not every client is a candidate
- There is a Halo effect and upsell opportunity with PFP efforts



So What's in it for a Publishing Partner?



New Revenue



Allows leadership to focus on bigger priorities while growing new business with a trusted partner in PPM



Drives advertising back into the printed newspaper



A dedicated focus on new business development through acquisition and recapturing business segments



Gain insights on current clients, Segments, and marketplace



PPM has a proven Business Model for Publishers



Examples of PFP with Non-PFP Ads



NOTABLE

PFP Ads cannot be identified as such...

...Can you tell the PFP ads from the standard contracted ads in this sample from The Dallas Morning News?

These PFP ads have revived low ad days like Mondays and Tuesdays.

PFP has revived several categories and created advertising marketplaces in the printed paper as well as participation of these advertisers across the publishing portfolio – an indicator of an enhanced client/publisher partnership.

To Learn More Contact:

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