

## Advertising on FoxToledo.com FAQs

### Why does Fox Toledo have a web site?

Fox Toledo has a web site because our viewers expect access to local news, weather and sports when it is convenient to them. [FoxToledo.com](http://FoxToledo.com) allows our viewers to view articles that are presented during our 4:00pm and 10:00pm News. It allows our reporters to update their stories throughout the day and to present additional information without the time constraints of a traditional on air newscast. Viewers can frequently access this information in written and video format. [FoxToledo.com](http://FoxToledo.com) also offers visitors access to news content from around the world, local and national sports and weather, the latest information on their favorite Fox TV shows, contests and our Community Calendar.

### Why advertise on a web site?

Web sites allow you access to consumers throughout the day. Internet usage peaks during the time most individuals are at work... As the following slide from research conducted by [Eckstein Summers](#) shows, **daytime is primetime!** for internet usage. The prime time for internet usage is from 11am to 1 pm.

# Daytime is Primetime Online



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## Is Web advertising is effective?

Research according to [eMarketer](#) shows that online advertising is now a more influential advertising media than newspapers...

**Types of Advertising that Have the Most Impact on the Buying Decisions of Internet Users in Select Countries, September-October 2008 (% of respondents)**

	Brazil	Germany	Japan	UK	US
TV	75%	73%	90%	84%	88%
Magazine	57%	50%	47%	54%	49%
Online	45%	57%	61%	45%	48%
Newspaper	30%	49%	54%	44%	42%
Radio	30%	49%	54%	44%	27%
Billboards or outdoor	14%	21%	6%	14%	10%
Social networking site	8%	2%	6%	6%	8%
In-theater	8%	6%	4%	11%	7%
DVD	9%	4%	3%	8%	7%
Blog	6%	2%	13%	4%	6%
Video game	9%	3%	2%	6%	4%
Mobile phone	19%	3%	7%	5%	3%
Virtual world	7%	1%	0%	1%	1%

Note: n=8,824; respondents were asked for their top three  
 Source: Deloitte, "State of the Media Democracy Third Edition," provided to eMarketer, January 12, 2009

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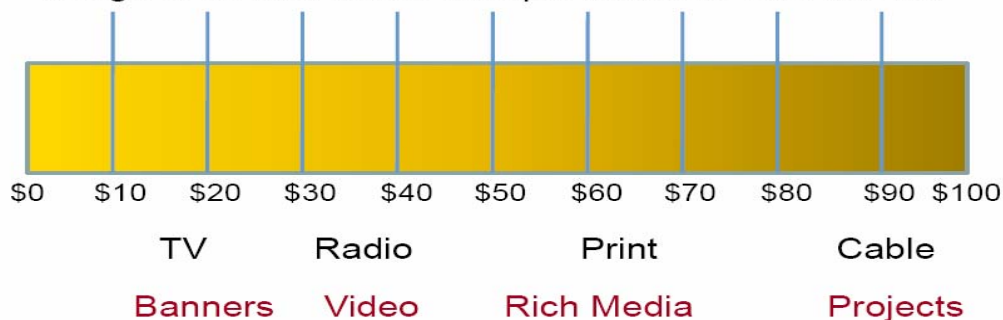
www.eMarketer.com

**Is Web advertising is affordable?**

Banner advertising is the new media equivalent of TV. Like TV, display ads on our web site provides the ability to get your message in front of thousands of consumers at the lowest possible price. Below is a guide to the cost per thousand (CPM) of traditional and new media channels.

**The Spectrum of Cost-Efficiency:  
Reach Customers for Less!**

Range of CPMs Across Multiple Media in Your Market



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Affordability is best measured by effectiveness. The true measure of advertising is “does it work? Does it reach your target audience? Will prospects respond?” A [recent study](#) by [Inmar](#) shows that consumers are 13 times more likely to use a web coupon than a print coupon.

## Online Coupons Clipping Along

MARCH 12, 2009

### Don't clip—click!

With the recession in full swing, US retail shoppers are looking for ways to save, and are finding deals through online coupons.

Not surprisingly, retailers are finding online coupons effective for bringing customers to their stores.

According to coupon processor [Inmar](#), 13% of online coupons were redeemed in 2008, versus only a 1% redemption rate for print coupons.

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#### US Coupon Redemption Rates, Online vs. Print, 2008

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Online	13%
Print*	1%

*Note: \*coupons found in newspaper inserts, on the back of sales receipts and on product packaging*  
*Source: Inmar Inc. as cited by The Wall Street Journal, February 25, 2009*

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www.eMarketer.com

## Why should I advertise on FOXToledo.com versus other local web sites?

FoxToledo.com recently launched a newly redesigned version of our web site. While a number of factors drove this design, two of the most important were:

**Ease of use by the visitor.** The most beautiful web site in the world is useless if no one uses it. The new look to FoxToledo.com organizes materials so viewers can intuitively find the information important to them. Note the emphasis on video and the new [Video section!](#) Since the re-launch in November 2008, the average time visitors spend on

our site has risen from 8 minutes to over 20 minutes per session! This means more exposure to your message.

The redesign means **less ad space, but more visibility for your message**. Each page offers standard IAB ad sizes including 300x250, 728x90 and 120x90. We also select ad sizes like 638x60 and 88x31 sponsorships.

To see how FoxToledo.com visually compares with other media web sites, [follow this link](#).

### **Can FoxToledo.com help me design an ad?**

Absolutely. However, before an ad is designed, your Account Executive will sit down with you and review your business with you. It is important to set clear goals and objectives prior to starting any advertising campaign. Your Account Executive is a marketing professional who has access to a wealth of business and advertising experience at Fox Toledo and can offer you advice based on that experience.

We then take your message to our Graphical Arts Department and they design your ad. It is then sent back to your for review and approval, before it is scheduled to run.

### **Does the ad link to my web site?**

It can, but it does not have to be directly linked to your existing web site. Your Account Executive can request that we build you a Splash Page within our web site. This page gives you the ability to fully tell the story behind your offer. For most ads, the primary objective of the ad running on FoxToledo.com is offer the visitor a reason to request more information about your offer.

Our Splash pages are designed to tell your story! There is ample room at the top to insert ad copy. In the right column we include a map to your location and include contact information. The primary graphic is 600x300 and you can also include 300x250, 728x90 and 300x100 graphics on your custom page. If your web site offers information about the product, we can import this information in a news format.

Here are a couple of examples:

[http://www.foxtoledo.com/subindex/community/community\\_05](http://www.foxtoledo.com/subindex/community/community_05)

[http://www.foxtoledo.com/subindex/community/community\\_04](http://www.foxtoledo.com/subindex/community/community_04)

All the graphics on your Splash Page are designed to then link to your web site.

### **What type of reports can I expect?**

Your Account Executive will work with you to provide as much or little information as your would like. The most common metrics are impressions and click through rates.

### **What will my click through rate be?**

Click through rates are under the advertisers control. Want to a get 100% click through rate? Give away free money. But it is hard to be profitable by giving away money! Current industry research shows that the current national average for all click through rates is 0.05%.

At FoxToledo.com, our clients routinely beat the national average. Last month one client experienced a 3.59% click through rate. Our secret? Our Account Executives work hard to learn your business. They draw on their years of experience and bring in additional expertise when needed. Our goal is to have clients that are profitable and that continue to do business with us for years.

### **I am already a TV client, why would I add web advertising?**

In short, TV advertising fills the sales funnel. The first step in any sale is to make consumers aware of your product or services. Then it needs to be familiar to them. (This is called the Law of Familiarity – visit [MyCustomersAreDifferent](#) for more information). The third step is Brand Awareness – brand recognition without stimulus.

The fourth step in the sales cycle is Purchase Consideration, followed by Shopping and finally the Purchase. The role of the internet is more pronounced in the latter stages of the process, 4-6. *The interested consumer goes to the web* (or is driven to the web) to learn more about the product or service. With more information, the consumer's desire for the product or service increases, leading to an ***actual purchase*** (increasingly enabled by ecommerce).

**FOX TOLEDO** **FOX TOLEDO.com**

**TELEVISION AND INTERNET**

**Television**  
***FILLS THE FUNNEL***

**Internet**  
***FEEDS THE FUNNEL***

Traditional media, especially **television**, has the greatest impact or influence in the early stages of the funnel, 1 through 3.

The role of the internet is more pronounced in the latter stages of the process, 4-6.

*The interested consumer goes to the web* (or is driven to the web) to learn more about the product or service.

With more information, the consumer's desire for the product or service increases, leading to an **actual purchase** (increasingly enabled by ecommerce).

In the space of a decade, the **internet** has become a **primary source** of additional purchase information. There is no question this new resource has increased the efficiency of converting an **aware consumer into a purchaser**, which places a higher value on each aware consumer.

That, in turn, places a higher value on TV advertising as the leading producer of aware consumers.

David F. Poltrack  
President, CBS Vision  
A new research unit designed to explore & offer insight  
on emerging technologies, media consumption patterns  
& advertising value

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**I have another question...**

Still have more questions? We would love to hear from you. Please call Brian Lorenzen, General Sales Manager at (419) 244-2496 or email him at [BLorenzen@FoxToledo.com](mailto:BLorenzen@FoxToledo.com).