



FoxToledo.com

Always On.

On-Air. Online. On Mobile

Advertising and Sponsorship Opportunities



TELEVISION | DIGITAL | ONLINE

Create the Power of Advertising for Your Business Online!

Why Advertise on FoxToledo.com?

In 2010, FoxToledo.com grew by 87% to over 4.5 Million Page Views and by 74% to over 1.75 Million Total Monthly Unique Visitors.

2010 Site Traffic Stats

- 4.5M Page Views
- 1.75M Monthly Visitors
- 1M Video Streams
- 18 1/2 Minute Average Visit

Source: Omniture.com 2010

User Profile

- 51% Male, 49% Female
- 63% Age 25 - 54
- Average Age = 40.2
- 33% have an annual household income of \$75k+

Source: Marshall Marketing & Communications March, 2010



Ad Opportunities on FoxToledo.com

April is National Car Care Month!
Care Care Special
\$89.95*

Tuffy
Auto Service Centers

- Full Service Oil Change
- 2 Wiper Blades - 22" or less
- Top-Off Washer Fluid
- Rotate Tires
- Evaluate Fluid Conditions
- 41-Point Inspection
- Provide Manufacturer Scheduled Service Recommendations

*In lieu of other offers. Most cars and light trucks. All participating locations only. Offer expires 6/30/09.



- **Banner Ads**
- **Rich Media**
- **Video**
- **Mobile**



the total package.

MV

Purchase any 4 Services and we'll take
\$50 off

Your choice of services include:
Facial Analysis • Cut • Color
Intense Conditioning • Make Up • Inha
Manicure • Pedicure

MATTHEW VINCENTE SALON & SPA
419.861.4247
6010 Garden Rd. • Maumee, Ohio

Offer valid for same day services only.
Please call ahead to schedule your total package.

Report Abuse and



Lucas County
Children Services

Leaderboard
728x90

Mobile/Phone | Newsletter | About Us | Advertise

FOX TOLEDO.com FOX TOLEDO NEWS @ 630 ALL-NEW NEWSCAST

News | Weather | Traffic | Sports | On Air | HD2 | Face of FOX | Contests | Entertainment | Community | Video

Home | News |

Top News

TMACOG summit talks Toledo's future
TMACOG area officials met Friday morning to talk about transportation infrastructure. Several speakers made addresses at the transportation summit to discuss what's being done in the region.

Local News

It's NOT TOO LATE TO DONATE! We care. Providing money to family's needing help getting unneeded medical bills...

Chin

- What the healthcare bill means for you
- Rechnowiczki recap: March 23
- AAK: Use job pieces like sports
- Obamacare implementation: need 11 percent
- Health care turns up health lawmakers

Midwest

- Chrysler to build 48-vehicle Fiat 500
- Chrysler to build 48-vehicle Fiat 500
- Honda recalls 49,000 for brake problem
- Toupee declines runway Fiat report

Most Wanted

- FOX Toledo's Most Wanted March 19
- Man indicted after Peabodyburg crash
- APD: America's Most Wanted Feb 25
- FOX Toledo's Most Wanted Feb 19
- FOX Toledo's Most Wanted Feb 5

Local News

- TMACOG summit talks Toledo's future
- AAK: Use job pieces like sports
- Money: edge up value for state size
- Avenue Court gets federal funds
- Rechnowiczki recap: March 21
- Family seeks help with funeral costs
- Man indicted after Peabodyburg crash
- APD: America's Most Wanted Feb 25
- Perfect Eagles win first state title
- FOX Toledo's Most Wanted March 19

Home | Weather | Traffic | Sports | On Air | HD2 | Face of FOX Toledo | Contests | Entertainment | Community | Video

Site Tools

- RSS Feeds
- Mobile
- Twitter
- Facebook
- Google Desktop
- Widget
- Text Alerts
- E-mail Newsletter
- Facebook
- Buy

News | Weather | Traffic | Sports | On Air | HD2 | Face of FOX Toledo | Contests | Entertainment | Community | Video

Site Tools

Home | News |

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Banner Ads Static Ad Sizes

Leaderboard: 728x90

- Internet Advertising Bureau (IAB) Standard 728x90
- Accepts static display, animated display, rich media or third party creative
- Available for all pages & sections
- Availability for bottom of page placement: Home Page

2010 Average Click-Through Rate = .07%

728

90

Elk & Elk
Injury Lawyers

"Serious Lawyers for Serious Injuries"

Serving All of Ohio
1-888-ELK OHIO



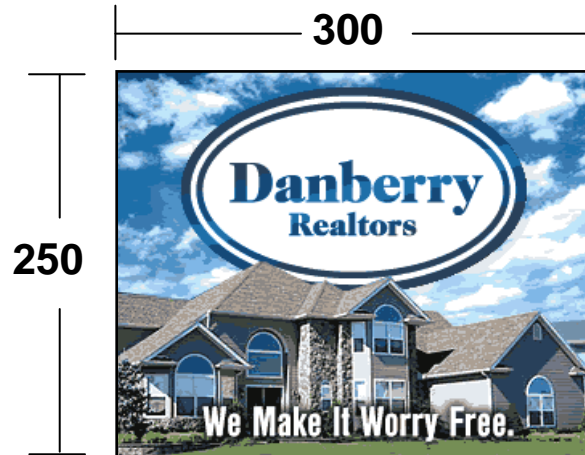


Banner Ads Static Ad Sizes

Super Cube: 300x250

- Internet Advertising Bureau (IAB) Standard 300x250
- Accepts static display, animated display, rich media or third party creative
- Available for all pages & sections

2010 Average Click-Through Rate = .14%





Banner Ads Static Ad Sizes

3:1 Banner: 300x100

- Internet Advertising Bureau (IAB) Standard 300x100
- Accepts static display, animated display, rich media or third party creative
- Available for all pages

(except Video and Weather Sections)

2010 Average Click-Through Rate = .03%



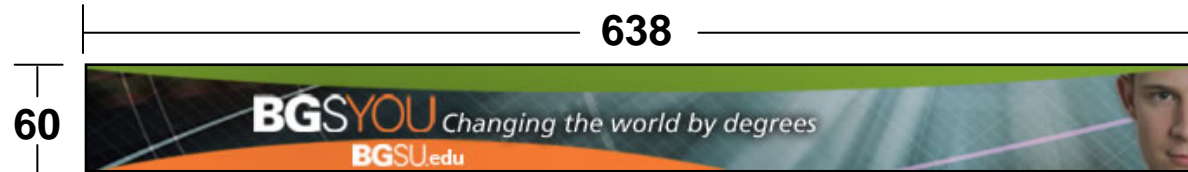


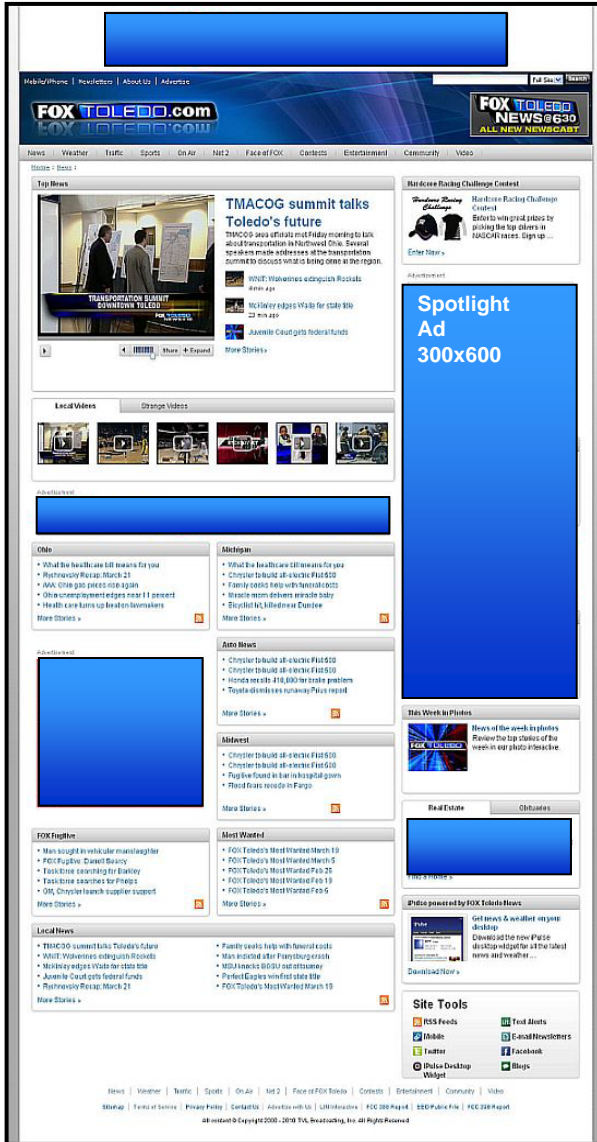
Banner Ads Static Ad Sizes

LIN Custom Banner: 638x60

- Internet Advertising Bureau (IAB) Standard 638x60
- Accepts static display, animated display, rich media or third party creative that are not animated
- Available for all pages

2010 Average Click-Through Rate = .09%





Banner Ads Static Ad Sizes

Spotlight: 300x600

- Internet Advertising Bureau (IAB) Standard 300x600
- Accepts static display, animated display, rich media or third party creative
- Available for all pages (except Video and Weather Sections)

New!

300

600

The advertisement features a red background with a collage of various items framed in black frames, including a 'TOLSON 3' t-shirt, a handgun, a framed photo, and a small table with items on it. The text reads: 'we'll frame it!' in a speech bubble, 'No Picture Frame Job is Too Big or Too Small', and 'WE'LL FRAME ANYTHING' in large, bold letters. At the bottom, it provides the address '328 Dussel Drive in Maumee, Ohio' and the phone number '419.897.0591'.





Banner Ads Static Ad Sizes

Skyscraper: 120x600

- Internet Advertising Bureau (IAB) Standard 120x600
- Accepts static display, animated display, rich media or third party creative
- Available for all pages (except Home and Weather Sections)

New!

120

600



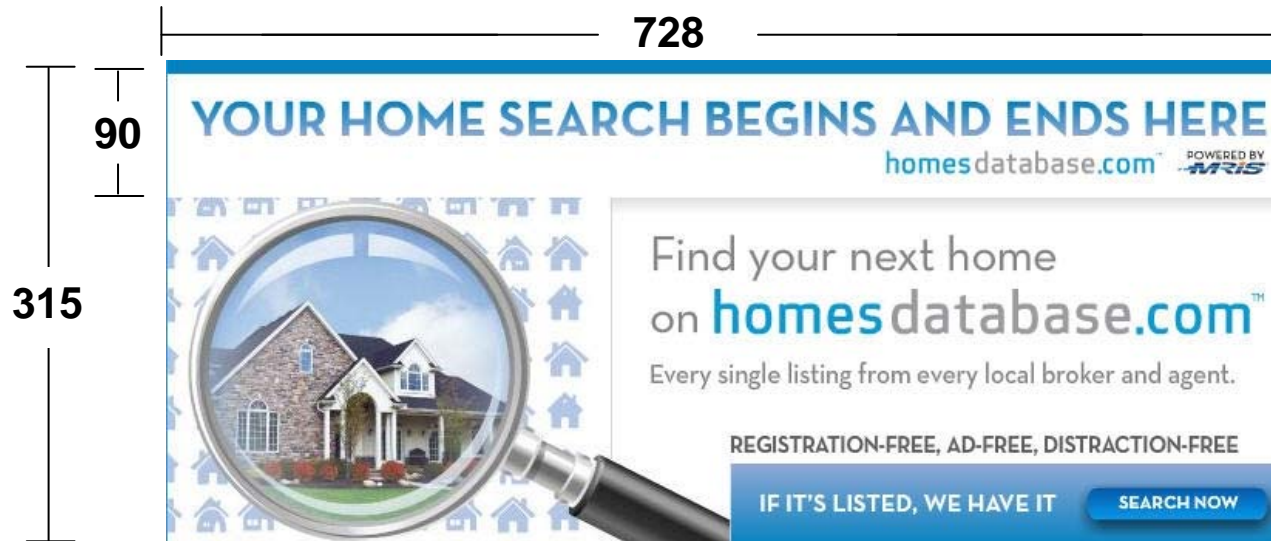
Rich Media Expansion Ads

LIN Media sites offer the several high impact *Rich Media advertising* opportunities described below:

Expandable Display Ads

728x90 Overlay Expansion

- Availability: Any page except home page
- May **expand** downward to maximum size of 728x315



- NOTE: Push down expansion is not supported



Rich Media - Expansion Ads

LIN Media sites offer the several high impact *Rich Media advertising* opportunities described below:

Expandable Display Ads

300x250 Overlay Expansion

- Availability: Any page with a 300x250 ad slot (Fig. 1)
- May expand left from the column 3 ad slot to overlay content with a maximum size of 600x250
- May expand right from the column 1 ad slot to overlay content with a maximum size of 600x250 (Fig. 2)
- May expand down from the column 3 ad slot to overlay content with a maximum size of 300x600



Rollover Instructions



Link Instructions



The logo for FOX Toledo, featuring the word "FOX" in white on a black background and "TOLEDO" in white on a blue background.

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The website address FOX TOLEDO.com, with "FOX" in white on black and "TOLEDO.com" in white on blue.

Rich Media - Expansion Ads

LIN Media sites offer the several high impact *Rich Media advertising* opportunities described below:

Expandable Display Ads

300x250 Push Down Expansion

- Availability: Section Landing Pages (except Weather and Video), Story Pages
- May expand downward from the column 3 ad slot to push down content with maximum size of 300x600



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Pencil Push-Down Ad - Specialty Expansion Ads

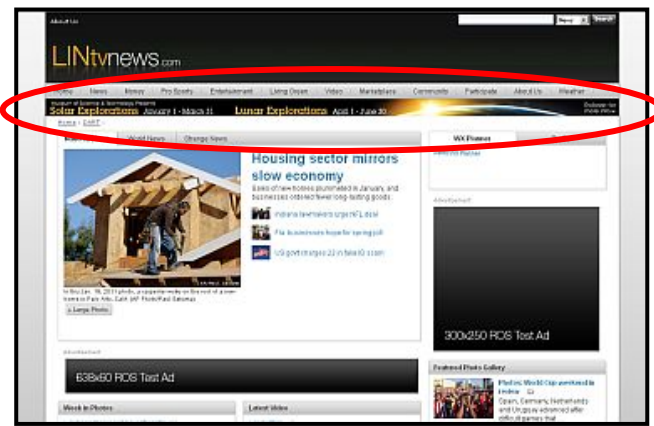
The pencil push-down ad unit is a specialty *Rich Media ad* unit located just below the primary navigation of any LIN Media website and can expand downward to push the page content below down (fig.1). When retracted, (fig.2) it collapses to a thin, narrow, floating leave-behind ad that is anchored to the top of the page which can expand again when rolled upon.

- Availability: Home Page, Section Landing Pages
- Frequency cap: 1 per user per 12 hours (2x per day) for expandable; remainder of the event day's impressions displays the retracted pencil ad
- Limited to 6 one-day events on the home page per site per month

Fig. 1



Fig. 2





Wallpaper Ad - Specialty Ads

The wallpaper ad unit is a specialty *Rich Media ad* unit that is served independently from a specific in-page display ad placement that replaces the normal site background with the wallpaper whose goal is to create an immersive experience.

- Availability: Home Page, Section Landing Pages
- Must be accompanied by a 638x60 display ad which shall contain the click-through



In-Banner Video - Video & Overlay Ads

Specialty High Impact Rich Media Events

Bottom-Anchor Overlay

The bottom-anchored floating ad with leave-behind unit is a specialty Rich Media ad unit that is served independently from a specific in-page display ad placement that **(fig.1)** can span up to the full width of the content body and overlays the content at the bottom of the page when expanded; when retracted, **(fig.2)** it collapses to a small, floating leave-behind ad that is anchored to the bottom of the page.

Fig. 1

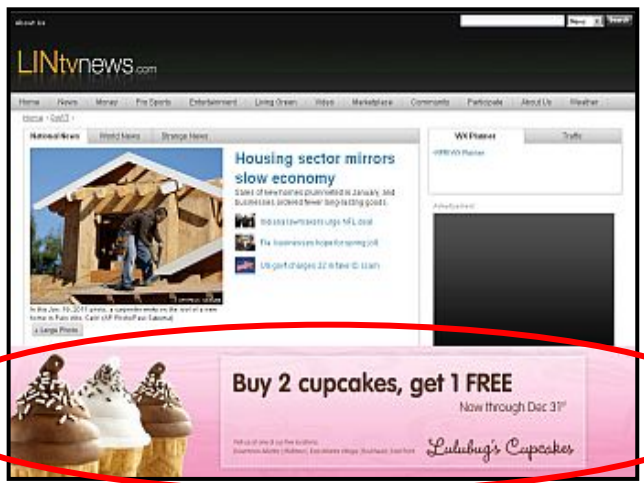
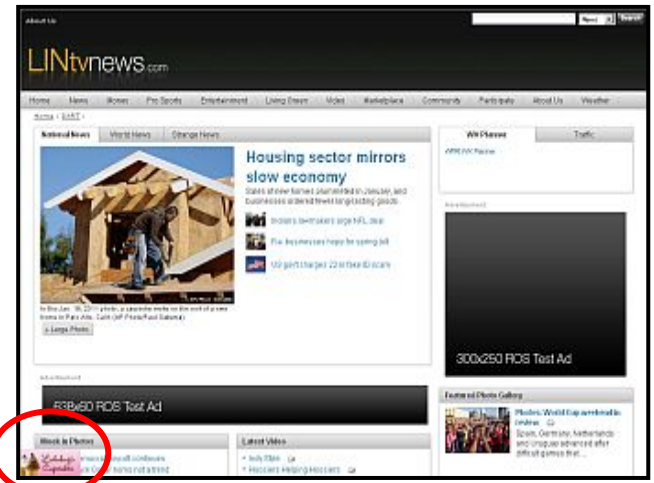


Fig. 2

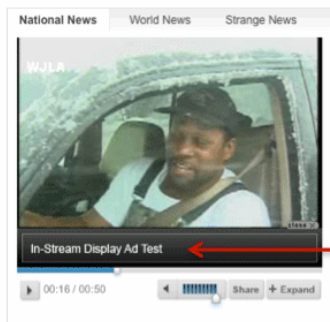


- Availability: Home Page, Section Landing Pages

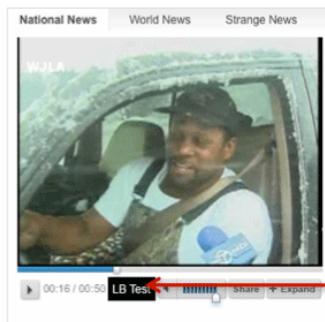
Video

In-Stream Display & Leave-Behind Ad Example

- The 320x40 *in-stream display ad* appears while a video story plays on the site 10 seconds **after** the start of video buffering
- This ad unit *retracts* automatically after 15 seconds unless user interacts with it prior to that time
- If user clicks on the in-stream display ad, they will go to the *click-through destination* defined by the client
- The in-stream must be paired with a 50x25 *leave-behind display ad* which displays once the in-stream unit is closed
- If user clicks the *leave-behind display ad*, the in-stream display ad reappears



320x40 In-Stream Display Ad



50x25 Leave-Behind Display Ad



Video - Pre- and Post-Roll

LIN Media's news and entertainment sites offer a variety of video solutions.

Standard Pre-Roll

- Standard pre-roll is a video advertisement that runs **before** a video story plays within the standard home, section front or story page multimedia module
- Has a 300x250 *static* or *Flash* **companion ad**



Post-Roll

- Post-roll is a video advertisement that runs **after** a video story plays on the site – in a play list, a pre-roll will run at the end of the queue
- Has a 300x250 *static* or *Flash* **companion ad**

Video

News Teaser Pre-Roll (Third-Column Video Player)

- Availability: All pages *except* the home page and most weather pages
- The news teaser pre-roll is a video advertisement that runs before a video story plays within the column three video player



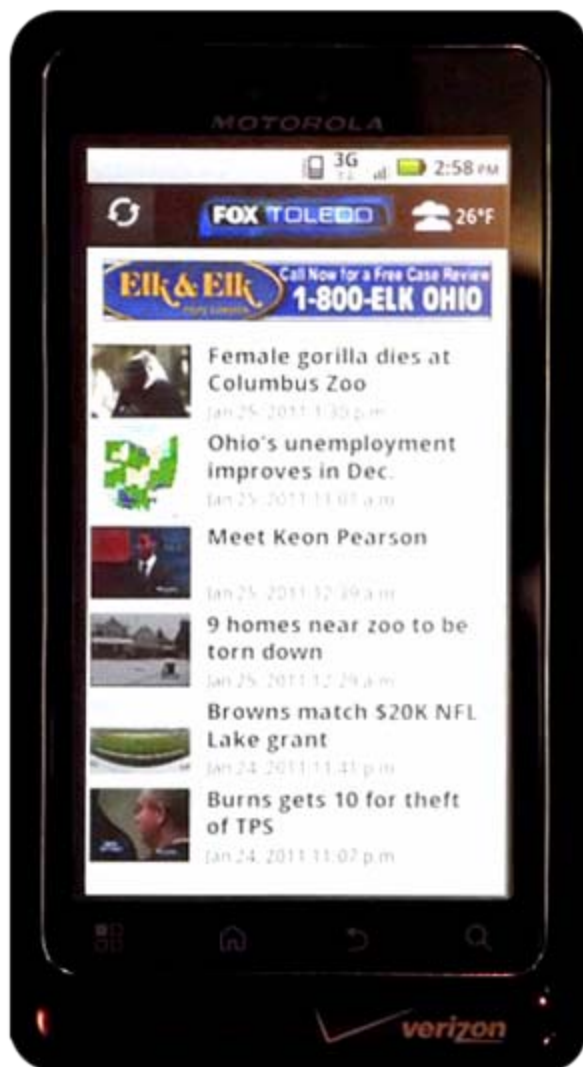
Audio is Viewer-Activated

300x100 Companion Ad



88x31 Leave-Behind Ad

- The video *autoplays* with no sound and an option to *unmute*
- 300x100 companion ad displays during pre-roll and is a required accompanying element
- 88x31 leave-behind ad displays during video story and is a required accompanying element



Mobile Display Opportunities:

LIN Media offers mobile ad units across our mobile web sites and applications.

Mobile Web Display Units:

- Extra Small: 80x15
- Small: 120x20
- Medium: 168x28
- Large: 216x36
- iPhone / Android: 300x50
- iPad: 768x90

Glossary Of Terms

Ad Impression: an ad which is served to a user's browser

Click Through (CT): a measurement of the user-initiated action of responding to (such as clicking on) an ad element causing a re-direct to another Web location or another frame or page within the advertisement

Click Through Rate (CTR): ratio of ad clicks to ad impressions

Cost Per Thousand (CPM): cost of 1,000 impressions

Page View (PV): when the page is actually seen by the user

Stream: continuous audio and video delivered to a computer from a remote Web site

Unique Visitor (UV): unique individual or browser which has either accessed a site within a specific time

Visit Duration: the length of time the visitor is exposed to a specific ad, Web page or Web site during a single session

Hits: Be cautious of those who use this measurement as it does not measure uniques users or page views and is not a good measurement to use when determining site traffic

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FOX TOLEDO.com

FoxToledo.com

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On-Air. Online. On Mobile

Thank You!



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