



Agenda

- Who We Are
- Packages for Extension Offices
- Georgia Farm Bureau Rates
- Reporting



Sinclair's own digital agency allows you to get in front of potential clients inside and outside of the broadcast space by empowering you with technology, tools training, strategy and cutting edge digital marketing solutions

Completely transparent white label experience.





**FARM
BUREAU**
GEORGIA



GROW PACKAGE

- Banner Outreach/Retargeting
- Facebook Sponsored Ads
- 66,666 Estimated Total Monthly Impressions
- Estimated \$7.58 CPM

\$500 per month



**FARM
BUREAU**
GEORGIA

HARVEST PACKAGE

- Banner Outreach/Retargeting
- Facebook Sponsored Ads
- 108,333 Estimated Total Monthly Impressions
- Estimated \$6.95 CPM

\$750 per month



**FARM
BUREAU**

GEORGIA

PRODUCE PACKAGE

- Banner Outreach/Retargeting
- OTT with Zip Code Targeting
- Facebook Sponsored Ads
- 81,371 Estimated Total Monthly Impressions
- Estimated \$12.35 CPM

\$1,000 per month

Advertising Opportunity	Net Rate	Minimum
Banner Outreach	\$6 CPM	
OTT DMA	\$34 CPM	
OTT Comscore Demo	\$36 CPM	
OTT Zip Targeting	\$34 CPM	
OTT Targeting BITS	\$36 CPM	
Geo Fencing	\$5 CPM	
Geo Fencing + Retargeting	\$5 CPM	
Facebook Retargeting	\$10 CPM	
Website Small Business Package	\$850	
Website-Custom Site Design	Custom	Custom
Search Engine Marketing	60/40	60% towards spend, 20% agency commission, 20% Compulse
Facebook Ads	60/40	60% towards spend, 20% agency commission, 20% Compulse
YouTube	60/40	60% towards spend, 20% agency commission, 20% Compulse
Geo Fence Video	\$13 CPM	
Native Programmatic	\$8 CPM	

Reporting

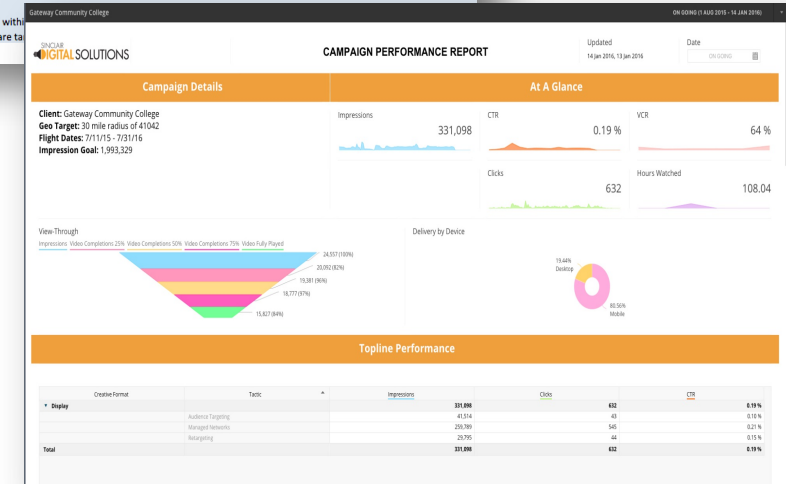
- Detailed media plan that includes the list of target sites and performance goals.
- Real-time reporting in an interactive dashboard with key metrics and performance benchmarks.
- Business intelligence to better understand your customers, media spend, and brand.

- ✓ Daily trends for last 7 days
- ✓ Topline Performance
- ✓ Key Metrics: Impressions, Clicks, CTR, Video Completed Views, Video Completion Rates
- ✓ Top Sites of Ad Placement
- ✓ Performance Summary by Display and Video Ad

Client: Ski New Mexico - NM
Flight Dates: 01/14/2016 - 03/20/2016
Ad Unit: Display Banner (Desktop and Mobile)
Target: Adults 25-49; High HH; Travel Enthusiasts

CUMULATIVE MEDIA PLAN	
Tactic	Line Item
Outreach: Audience Targeting	Outreach: Audience Targeting with eXelate data: Video*
	Outreach: Audience Targeting with eXelate data: Display*
	Geo Targeting: Albuquerque DMA
	Outreach: Audience Targeting Total
Outreach: Managed Networks	Outreach: Managed Networks: Video
	Outreach: Managed Networks: Display
	Geo Targeting: Albuquerque DMA
	Outreach: Managed Network Total
Retargeting	Re-targeting: Pixel based audience of www.skiNewMexico.com Video*
	Re-targeting: Pixel based audience of www.skiNewMexico.com Display*
	Geo Targeting: Albuquerque DMA
	Re-targeting Total
	Grand Total

*Please note that re-targeting impressions are estimated based on site traffic and are not guaranteed. Any remaining monthly budget will be switched to the delivered.
*Audience targeting impressions are estimated based on audience overlap in the DMA and are not guaranteed. Any remaining monthly budget will be switched to the delivered.
**Keyword targeting impressions are estimated based on historic keyword level data analysis and are not guaranteed. Any remaining monthly budget will be switched to the delivered.
+Please note, the products or services contained within this report are not guaranteed to be delivered. Any remaining monthly budget will be switched to the delivered.



Thank You