

NATIVE ADVERTISING



What is Native Advertising?

Native Advertising is the use of paid ads that match the look, feel and function of our news content. In fact, native ads do not look like ads at all. They look like part of the editorial flow of the page, but they convey a message that is important to the brand or products your company sells. The key to native advertising is that it's non-disruptive, exposing our readers to your valuable content without looking or reading like an ad.

Deadlines:

A minimum of 21 business days needed to launch and fulfill a native campaign. First come, first served on the choice of days and publications.

Why Use Trib Total Media?



It's all about audience. You might have an amazing idea for cool content to position yourself as an expert in your field, but without an audience, it won't ever deliver results. TribLIVE.com is the most visited media website in Western PA, so we can deliver the audience you need to drive results. So think of native advertising as content marketing on steroids (content+audience=results).

You'll also get great writers. Most of our customers are great at what they do (plumber, chiropractor, insurance agent, car dealer, etc.), but few have the time or often skillset to write about it. By partnering with TTM, your brand has access to the same great writers of the Tribune-Review, TribLIVE.com and our other weekly newspapers throughout the Pittsburgh DMA.

A-La-Carte Package Options:



NATIVE \$999

- 500-600 word Native story, with story photo
- Content will be editorially focused and informative linking to your business, product or service.
- Runs natively in the 3rd story position on TribLIVE.com for 24-hours (your choice of Westmoreland, Allegheny, Valley News Dispatch, or Sports Page)
- 728x90 and 300x250 digital display ads, and a 320x50 mobile ad to run along story.
- Evergreen content that will live in Partner News (meaning it stays forever)
- Multiple backlinks to your website for search engine optimization (SEO)

NATIVE ENGAGED \$1,499

- All Native package features Plus
- 100,000 impressions on TribLIVE.com to promote your story

NATIVE TARGETED ENGAGED \$2,199

- All Native package features Plus
- 50,000 impressions on TribLIVE.com to promote your story
- 50,000 impressions targeted (geo, demo and behavioral) to promote your story

FREQUENCY DISCOUNTS

4X Save 5% | 6X Save 10% | 12X Save 15%

All native advertising copy needs to be written by Trib Total Media staff. If, for some reason, a client needs to submit their own copy, a thorough review and edit of the copy will need to be completed, which may extend the timeframe needed to publish the content. Publication of any native advertisement is at the sole discretion of the publisher.

You do not have to choose just one package to earn a frequency discount. You can mix and match any of these native programs within 12-months to earn the discount.

PRINT OPTION \$500

With the purchase of any Native Advertising Package, you can choose to add a print publication to your buy. Your Native ad would run as a half page in the Westmoreland Tribune-Review or Valley News Dispatch. It would run as a full page in any of our weekly products.