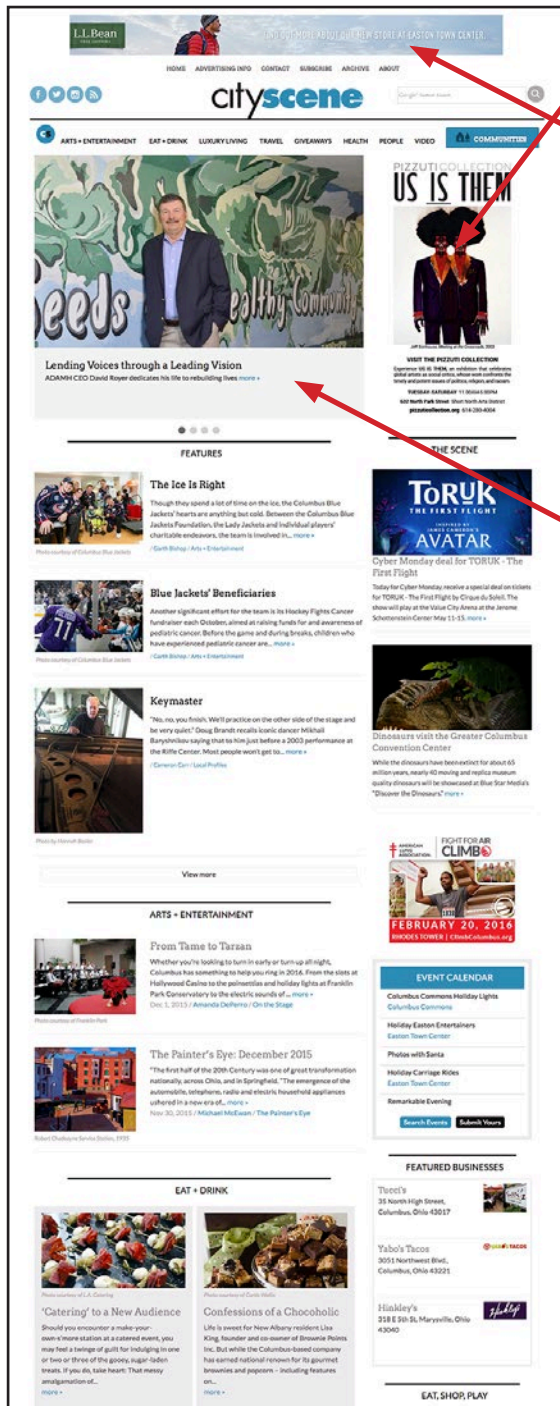


Digital Opportunities



CityScene visitors come to the site **LOOKING** for and **FINDING** arts, entertainment & home options — **CityScene** content is **RELEVANT**

Mobile/tablet responsive



Sponsorships

Half Page: \$400/month (300 x 600)
maximum of 4

Leader Board/Banner: \$300/month (728 x 90, 320x50, 970x90)
Run of site—through all seven magazine home pages and feature pages

Box Ad: \$200/month (300 x 250)
Rotates run of site—through all seven magazine micro sites

Section Sponsorship: \$300/month (300 x 600)

EXCLUSIVE: ONE on each

Features	Dublin Life	Video
Arts & Entertainment	Westerville	People
Luxury Living	Tri-Village	Giveaways
Food & Drink	Healthy New Albany	
Health	Pickerington	
Travel	Discover Grove City	

EXCLUSIVE OPPORTUNITY Splash Gallery: (737x432)

Home Page: \$400/month, maximum 1 of 5
Continuous rotation with editorial and ads

Calendar: \$200/month

Home page—ad continues when calendar expands
AVAILABLE: 1

Video: \$150/week

Use an existing video or commercial or create a new one

Contests: \$200

Two – four week time frame, includes opt-in emails. Listed on Contest home page and expands to full screen with data collection fields

www.CitySceneColumbus.com Stats

Time on Site: 1:50

Unique Monthly Online Audience: 30,000

cityscene
media group

1335 Dublin Rd., Suite 101C • Columbus, Ohio 43215
614.572.1240 • www.cityscenecolumbus.com

FUN FACTS:

20 – 30% of Google searches are the result of an ad being seen on another site.

1.8 billion websites Jan. 2018

Digital Edition Sponsorship: \$400

AVAILABLE: 9/year

Includes "sponsored by" banner (linked) in the email that is sent out to all digital subscribers

Open Rate - 13.5% **over** industry average

weekendscene

WeekendScene is a weekly e-newsletter promoting upcoming local events within the Ohio Arts & Entertainment industry. With a growing list of more than 3,500, this is a cost-effective way to reach a very exclusive niche audience.

Open Rate - 6% **over** industry average



Leader Board Banner

728x90

\$150/week

\$400/month

Square Banner

250x300

\$100/week

\$300/month

Large Sky Scraper

300x600

\$100/week

\$300/month

**PURCHASE A PRINT AD
IN A CMG PUBLICATION
FOR AT LEAST 3 ISSUES
AND GET 50% OFF THE
WEEKLY PRICE OF
WEEKENDSCENE
ADVERTISING!**

Glossary of Digital Terms

Click Thru Rate (CTR): The click through rate (CTR) is the number of ad clicks divided by the number of impressions, page views, or queries you received. For example, if you received 7 clicks out of 1,000 page views, your ad CTR would be .7%. The standard banner CTR is .3%.

View Thru Rate: (VTR): The number of people in an audience that viewed an ad from start to finish. This differs from CTR in that it is passive, meaning no clicks are required. The ad simply is played/viewed all the way through.

Share of Voice: The number of ads and content an individual company's ad is exposed along side. If your ad is the only one on the page, your share of view is 100 percent. If you share the page with two other ads, your share of view is 33.3 percent.

Unique Visitor: The number of individuals who visit a website. This number tracks the IP address of a user and only counts them once; despite how many times they actually view the website in the given timeframe. Typically measured monthly.

Return Visitor: The number of individuals who come back to your website. This number tracks visitors who have been to your page twice or more in the given time period. This is a good judgment of how well the page sticks with the audience. A website like Google has an incredibly high amount of return visitors because users turn to www.google.com to solve many of their issues.

Time on Site: A user's visit duration. If a campaign has compelling content, such as great editorial and an interesting video, the time on site will be greater. If a page is basic and lacks any sort of interaction with the user, or if users are quickly checking weather or sports updates the time on site will be low. National average time on site is 10-20 seconds.*

Impressions: The number of times an ad shows up, even if it is not clicked. Technology has been put into place to filter robotic activity that skews this response data.

Page Views: Simply each time the website URL is fully loaded. This number reflects the amount of times users load each page of the site. This number is most commonly falsely inflated by use of video. A new page view is recorded each time a video (like weather radar) refreshes.

Actionable Impressions: The number of times an ad needs to be viewed before a user takes action. In print—**three views**; digital needs **SEVEN views**.

SOURCES: Google AdSense, Google Analytics, MediaMind, GTxcel

* Nielsen Nelson Group

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