Digital Opportunities

We are Not into counting people—we're into people who COUNT.

***CityScene* visitors are coming to the site LOOKING for and FINDING arts & entertainment options—*CityScene* content is RELEVANT.**

❶ Sponsorships!

Home Page: $400/month (300 x 600)
maximum of 4
Secondary: $250/month (300 x 250)
maximum of 4
Tertiary: $200/month (300 x 250)
maximum of 4

Tab Sponsorship: $300/month (300 x 600)
EXCLUSIVE: ONE on each tab

Features	*Dublin Life*
Arts & Entertainment	*Westerville*
Luxury Living	*Tri-Village*
Food & Drink	*Healthy New Albany*
Health	*Pickerington*
Travel	

Threading:
❷ Features: $300/month
Each category on the home page: Arts & Entertainment, Luxury Living, etc.
Threads through three pages: home page logo; click on arts & entertainment = fixed position box ad; click on specific article = fixed position box ad
AVAILABLE: ONE in each category:
- Features
- Arts & Entertainment
- Luxury Living
- Food & Drink
- Health
- Travel

Threading:
❷ Community Home Pages: $200/month
Threads through two pages: community home page logo; click on article = fixed position box ad
AVAILABLE: One per section per community
- *Dublin Life*
- *Westerville Magazine*
- *Tri-Village Magazine*
- *Healthy New Albany*
- *Pickerington Magazine*

❸ Splash Gallery: (655 x 300)
Home Page: $400/month, maximum 1 of 5
Tab Page: $300/month, maximum 1 of 5
Continuous rotation with editorial and ads

❹ Calendar: $200/month
Home page—ad continues when calendar expands
AVAILABLE: 1

❺ Video: $100/week
Use an existing video or commercial or create a new one
AVAILABLE: 1/week

❻ Links We Love: $100/month
Fixed position on specific, relevant pages

❼ Polls: $50/poll (4 - 6 days)
AVAILABLE: 1

❽ 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

❾ Banner Ad: $300/month (728 x 90)
Run of site—through all six magazine home pages and feature pages

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

Digital Edition Sponsorship: $400
AVAILABLE: 9/year
Includes "sponsored by" banner (linked) in the email that is sent out to all digital subscribers

Newsletters—Call for details!

www.CitySceneColumbus.com Stats*

Bounce Rate: 45%
Time on Site: 2.07 minutes
Unique Monthly Online Audience: 20,000

**August 2013*

cityscene media group
781 Northwest Blvd., Suite 202 ▪ Columbus, Ohio 43212
614.572.1240 • www.cityscenecolumbus.com

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 .16%.

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.

Bounce Rate: The number is the percentage of users who leave the website after viewing only one page. This number can be skewed by users who use a selected website as their homepage if they navigate away from the site without any interaction.

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

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.

FUN FACTS:

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

60,000 new websites are launched every hour throughout the world.

SOURCES: Google AdSense, Google Analytics, MediaMind, GTxcel

cityscene media group
781 Northwest Blvd., Suite 202 ▪ Columbus, Ohio 43212
614.572.1240 • www.cityscenecolumbus.com