

THE NUTS 'N BOLTS OF AAM BRAND VIEW: FIVE EASY STEPS TO CREATE YOUR PROFILE

NEWS MEDIA ALLIANCE / ALLIANCE FOR AUDITED MEDIA
SUMMER WEBINAR SERIES

SESSION 2 : JULY 13, 2017



FEATURED PRESENTERS:

- Tom Feary, *Senior Director of Client Strategy*, **USA TODAY NETWORK**
- Kevin Rehberg, *Director of Client Development*, **Alliance for Audited Media**
- **Moderator:** John P. Murray, *VP Audience Development*, **News Media Alliance**

Session 2:

THE NUTS 'N BOLTS OF AAM BRAND VIEW: FIVE EASY STEPS TO CREATE YOUR PROFILE



Me, *the News Media Alliance's VP of audience development*, host of today's session. I will also share a few things that you should know about AAM Brand View.



Tom Feary, *senior director of client strategy at USA TODAY NETWORK*, who will share The Tennessean's hands-on experience with Brand View and how they decided what data and promotional elements to include in their profile.



Kevin Rehberg, *AAM's director of client development*, who will give tips for creating and publishing a Brand View profile, and offer actionable ways to use it to market and monetize your credible media portfolio to local and national advertisers.



- **What the series is:** AAM and the News Media Alliance have been working together on a summer webinar series to help publishers understand how AAM's new solutions can help position your AAM-verified products with advertisers.
- **Goal of the series:** The purpose of this series is to share how media companies are using these solutions to market their brand to local and national advertisers and, ultimately, increase ROI.
- **About today's session:** The webinar is called "*The Nuts 'n Bolts of AAM Brand View: Five Easy Steps to Create Your Profile,*" where we will show you how to create a profile in 20 minutes or less.



The Nuts 'N Bolts of AAM Brand View: What You Need to Know

John Murray
VP,
Audience Development
News Media Alliance



Now Available: The Basics of AAM's **FREE** Brand View Profile

- Brand View is a platform that allows you to position your AAM data with local and national advertisers.
- It is the new way that buyers who **engage with news media data more than 2,100 times per week** will see your data in AAM's Media Intelligence Center.
- Brand View's responsive interface enables you to easily integrate the credibility of your brand into your conversations with businesses in your local markets.

Your Presence in the Media Intelligence Center: Now and Then

Quarterly Reports | Reports Library

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Previous Quarterly Data Reports

Anytown News
Anytown, IL | ATN.com

Quarterly Data Report
Q1 2015
Subject to Audit

AUDIENCE SUMMARY

READERSHIP	Print Readership: In Market				Online Readership: In Market		Net Combined Audience: In Market (unduplicated)	
	Sun	Weekday	Saturday	Past 7 Days	Past 7 Days	Past 30 Days	Past 7 Days	Past 7 Days Print Past 30 Days Online
DMA Readers	1,291,428	1,181,736		1,397,300	35,800	45,106	DMA Audience	1,325,114
Reach	51.9%	37.8%		65.1%	310	442	Reach	68.4%
NDM* Readers	1,180,456	1,075,381		1,184,651	37,792	40,597	NDM* Audience	1,206,840
Reach	61.4%	46.3%		76.0%	24.9%	33.0%	Reach	79.7%

Source: 2014 Release 2 Nielsen Scarborough Report. Copyright 2015, Nielsen Scarborough Research. All rights reserved.

CROSS-MEDIA METRICS

WEBSITE ACTIVITY	Period
AnytownYouthNews.com (web)	March 2015
Unique Browsers	985,000
Page Impressions	5,000,000
MunicipalNueva.com (web)	March 2015
Unique Browsers	300,900
Page Impressions ⁽¹⁾	600,000
m.ATN.com (mobile)	March 2015
Unique Devices ⁽²⁾	35,000
Page Impressions	175,000

Source: ⁽¹⁾ Adobe Analytics ⁽²⁾ comScore Media Metrix

MOBILE APP ACTIVITY

MOBILE APP ACTIVITY	Period
ATN app	March 2015
Unique Devices	50,000
Page Impressions	300,000

BEFORE

This is a news media property who has not activated their profile

Your Presence in the Media Intelligence Center: Now and Then

The screenshot shows a web interface for 'The Tennessean' within the 'Alliance for Audited Media' system. The top navigation bar includes 'Overview', 'Audience', 'Print Distribution', 'Affiliated Publications', 'Digital', 'App', 'Social Media', and 'My Output'. The main content area features the 'THE TENNESSEAN' logo (PART OF THE USA TODAY NETWORK), a welcome message, and a 'Media Kit' button. Below the text are images of the newspaper on various devices, a street scene in Nashville, and the 'USA TODAY NETWORK TENNESSEE' logo.

AFTER

This is a news media property who has activated their profile

Capitalize on This Opportunity: The Benefits of Brand View

- Brand View is now available to your media company
- It is **free** to all AAM and CAC clients
- When your company files its Q2 2017 data, be sure to activate your company's profile to start streaming Q2 data into this new interface
- Get your brand story in front of the advertisers who are looking for up-to-date data in the Media Intelligence Center
- Incorporate your profile into your conversations with local advertisers

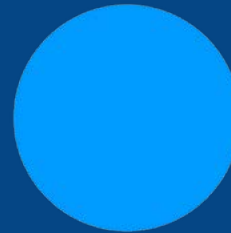


How The Tennessean is Using Brand View to Stand Out to Advertisers

Tom Feary

Senior Director,
Client Strategy

USA TODAY NETWORK



**USA TODAY
NETWORK
TENNESSEE**

Background: Marketing Multiple Markets to Local and National Advertisers

- THE USA TODAY NETWORK has multiple titles in the state of Tennessee
 - The Tennessean
 - Clarksville Leaf Chronicle
 - Knoxville News Sentinel
 - Jackson Sun
 - Murfreesboro Daily News Journal
 - Memphis Commercial Appeal

Situation: Aligning Sales Teams and Brand Stories Across Media Properties

- Streamlining the operations across the state
- Focused on companies and local businesses who buy directly with media properties within THE USA TODAY NETWORK
- Looking for ways to leverage the influence of the USA TODAY properties in **Nashville, Clarksville, Knoxville, Jackson, Murfreesboro** and **Memphis** on both a national and local level

Opportunity: Starting to Talk About the Story in Tennessee via AAM Brand View

The screenshot shows a web interface for 'The Tennessean' brand view. At the top, there is a dark blue header with the 'Tennessean' name on the left and the 'Alliance for Audited Media' logo on the right. Below the header is a navigation bar with tabs for 'Overview', 'Audience', 'Print Distribution', 'Affiliated Publications', 'Digital', 'App', 'Social Media', and 'My Output'. The main content area features the 'THE TENNESSEAN' logo with the tagline 'PART OF THE USA TODAY NETWORK'. A large heading reads 'Welcome to The Tennessean, the largest Media company in Tennessee.' Below this is a paragraph of text: 'The Tennessean is a leading next-generation media company committed to strengthening communities across middle Tennessee. Through trusted, compelling content and unmatched local-to-national reach, The Tennessean touches the lives of more than 4 million people monthly across our print, online, mobile and social platforms. As the regions #1 media and marketing company, we have a passion for growing local business. We take time to understand your unique business objectives so that we can develop custom marketing strategies tailored to your customers to drive results.' A blue button labeled 'Media Kit' is positioned to the right of the text. At the bottom of the content area, there are three images: a stack of 'THE TENNESSEAN' print publications, a collection of digital devices (laptop, tablet, smartphone) displaying the website, and a photograph of a Nashville street scene with a 'BRANFORD ROBB RECORD SHOP' sign and a guitar-shaped sign. To the right of these images is the 'USA TODAY NETWORK TENNESSEE' logo.

[Tour The Tennessean's Brand View Profile](#)



How to Make Your Brand View Profile In 20 Minutes or Less

Kevin Rehberg
Director,
Client Development
Alliance for Audited Media



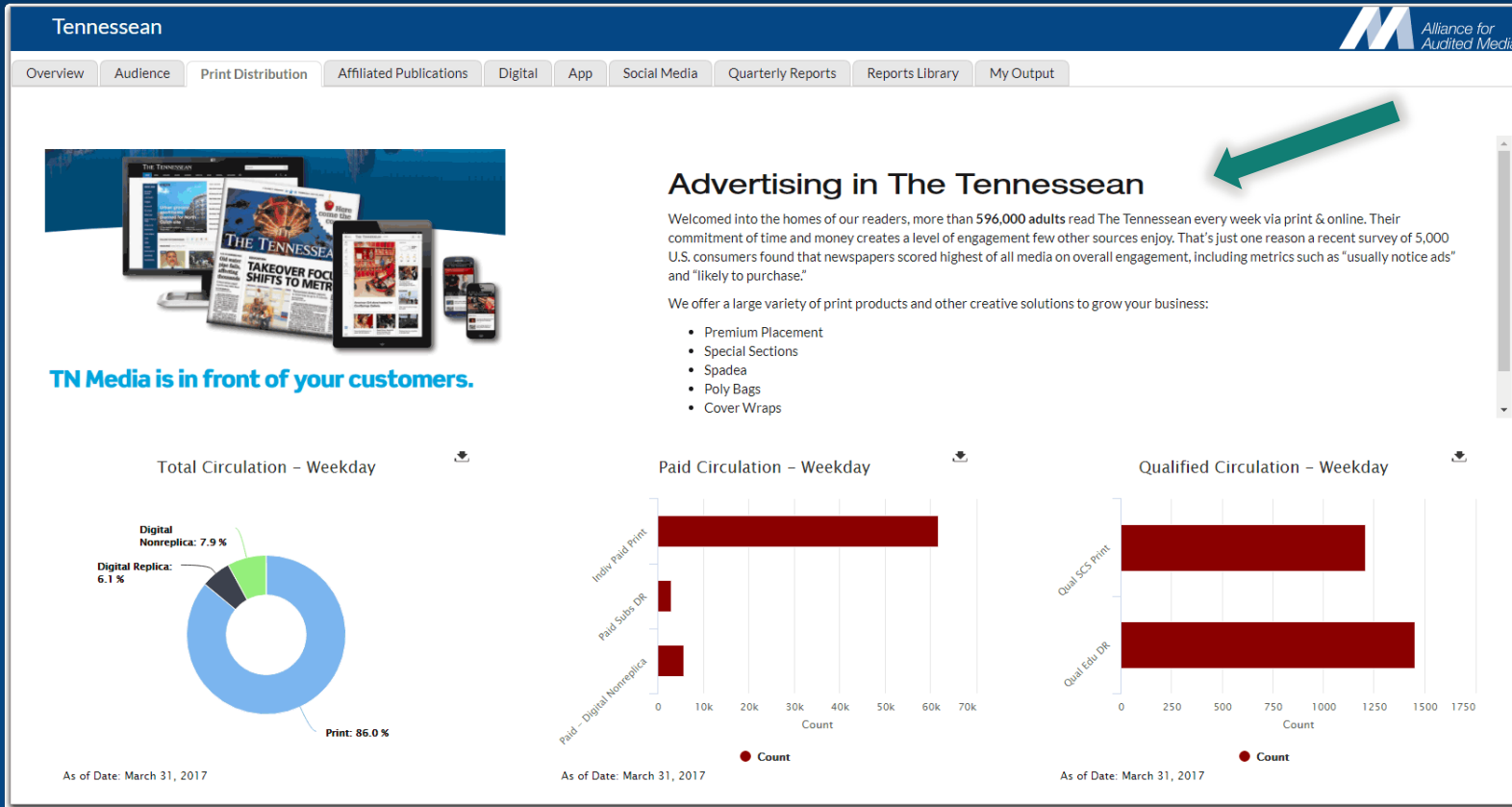
What's Needed to Get Started with AAM Brand View?

- ✓ Logo
- ✓ Publication description (e.g. boilerplate)
- ✓ Link to media kit (optional)
- ✓ 3 promotional images for overview page
- ✓ 3 promotional images for audience page
- ✓ Additional images, descriptions for additional verified channels (web, social, etc)
- ✓ Collaborate with your marketing and sales teams to plan your profile

Email kevin.rehberg@auditedmedia.com with questions

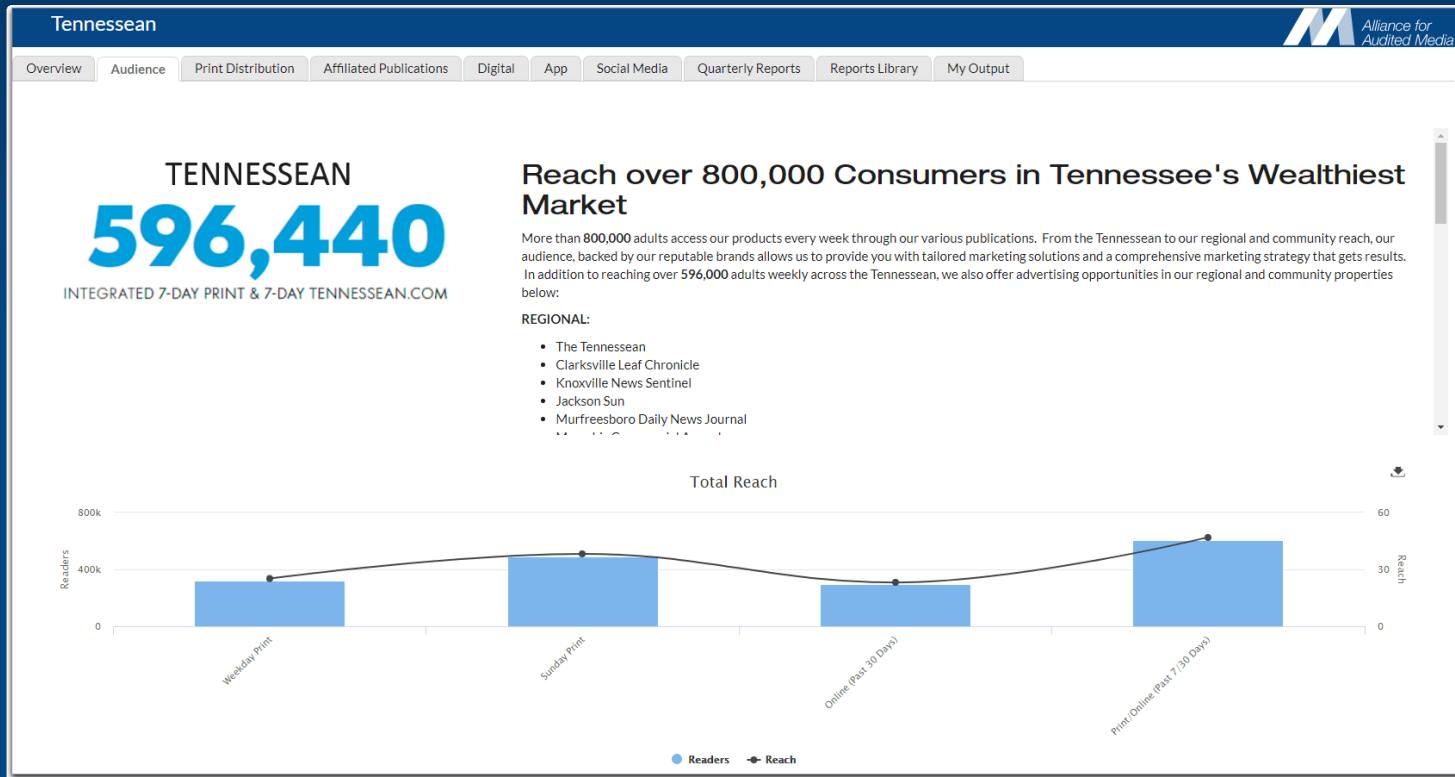
Let's Get Started.

- ✓ Log into AAM's [Publisher Filing Center](#).
- ✓ Click on “**Brand View Management**” from the drop-down menu.
- ✓ Once you're there, choose which tabs you would like to include in your profile.
- ✓ Then pick a template to show your marketing elements on each tab.
- ✓ Before publishing your profile, click on the **Preview button** to review your work.
- ✓ When you're ready, click on the **Publish button**. Your profile will be available in the AAM database within 24 hours.



#1 PLAN AHEAD

Talk with your ad sales, marketing, circulation and audience development teams to strategize how to use Brand View to *show your company's big-picture story.*



#2 SHOW TOTAL REACH

Communicate the power and penetration of your brand by presenting your core product, TMCs, affiliated publications, websites, apps, events and more.

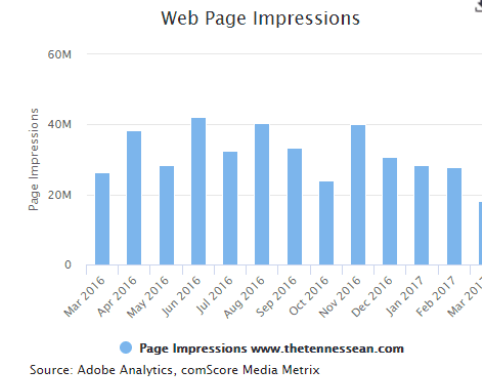
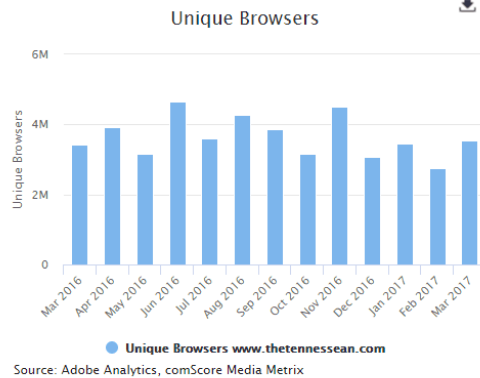


TENNESSEAN.COM

Tennessee's #1 website attracts an audience of **4 million** monthly unique visitors and **10 million** monthly page views.

TN Media is The Tennessean's one-stop shop for all your online, mobile, and social marketing services, connecting local businesses with the people who matter most. We have the tools and the skills to put your brand in the forefront in a dazzling way for your most eligible consumers. Some of our services includes:

- Gravity Ads
- Branded Content



#3 AUTHENTICATE AUDIENCES

Display readership stats and demographics across your publications to *attest to the influence of your loyal audiences.*

Tennessean

Alliance for Audited Media



Overview Audience Print Distribution Affiliated Publications Digital App Social Media My Output

THE TENNESSEAN
PART OF THE USA TODAY NETWORK

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Media Kit



USA TODAY NETWORK
TENNESSEE

#4 ADD COLOR

Illustrate the vibrancy of your brand with photos, videos and promotional text to *communicate how your company connects with readers.*

Tennessean 





Overview Audience Print Distribution Affiliated Publications Digital App Social Media My Output

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[Media Kit](#)



#5 MAXIMIZE REVENUE

Monetize your brand. Include hyperlinks to your ad sales team and media kit, and use Brand View's responsive functionality to share your data with businesses in your local markets.



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QUESTIONS?

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THANK YOU!

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