

# ATTENDEES SHOULD ASK QUESTIONS BY TYPING INTO THE QUESTION BOX ON THE GOTOWEBINAR USER INTERFACE AT ANY TIME DURING THE PRESENTATIONS.

We will create a queue and answer as many questions as possible following the presentations.

Additional questions should be directed to Nicole Horsford at nicole@iab.net



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Global Entertainment ar Outlook 2012 – 2016 Vebinar ID: 661-548-112	nd Media
<b>GoTo</b> Webinar	

# THE BUSINESS OF NATIVE ADS



## **KUNAL GUPTA** CEO at Polar



## **KELLY ANDRESEN**

Director, Ad Innovations & Product Strategy at The Washington Post



## ANTHONY DEMAIO

Associate Publisher at Slate

# BY THE END OF THIS GUIDE, WE'LL HAVE SHOWN YOU HOW TO INCREASE YOUR REVENUE USING NATIVE ADS

# HOW NATIVE ADS WILL HELP PUBLISHERS.



# 2 YEARS:

# CONTENT PROGRAMS 50%

# 

## **DIRECT-SOLD DISPLAY**

25%



# **DIGITAL NATIVE AD SPENDING.**



# **IT'S LIKE SEARCH ALL OVER AGAIN...**



# TODAY'S AGENDA.



# ALL THE COMPONENTS TO A NATIVE AD CAMPAIGN.



## NATIVE VIDEO PLACEMENTS

## NATIVE AD ENGAGEMENT

# NATIVE AD MEDIA.



# **EXTREME PUSHUP**



## DRIVE LIKE A "DUDE"

We review this season's best driving gloves that give you the best traction, control, and feel. Read more  $\rightarrow$ 

BUILD THE BODY OF A HERO SPONSORED BY FITNESS WORLD The Spartacus Workout has already helped thousands of people cut fat and sculpt their bodies. <u>Read more</u> →

**FOOTBALL TIPS** Never fumble again with these killer tips from football pros. <u>Read more</u> →

THE LOW-CALORIE BURGER

We all talk about it, now we show you how to make it. A delicious burger

## FITNESS HEALTH NUTRITION STYLE



# DISPLAY MEDIA.

Roadblocking.	Run-of-site.
000 EXTREME PUSHUP	000 EXTREME PUSHUP
BUILD THE BODY YOU'VE Always wanted 20 locations!	BUILD THE BODY OF A HERO 🚏
BULD THE BODY OF A HERO   SPONSORED BY FITNESS WORLD   Image: Construction of the second	Image: Constrained by the second se
The Spartacus Workout challenges your whole entire physique with special consideration to the legs, core and shoulders. Power endurance in these muscle tissues is of utmost intervention the second state of	FOOTBALL TIPSTHE BEST BURGER

# BUILD THE BODY OF A HERO





FEEDING YOUR YOGA BODY



THE BEST CITIES IN THE WORLD TO YOGA

## TRY THE NEW CROSS-BARRE-YOGA-ZUMBA-PILATES WORKOUT



## 000

## Audience extension off-site.

# IT'S NOT A MONKEY AT A TYPEWRITER...

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kapost	<b>© MOVABLE MEDIA</b>	
VLITTLE BIRD	textbroker	
Outbrain SELECT	<b>B</b> BRAFTON	<b>IN-HOUSE</b>

# CUSTOM CONTENT GROUP

## SAMPLE RATE CARD

ТҮРЕ	PRICE	QTY.	BUDGET
Article	\$2,000	12	\$24,000
Photo gallery	\$4,000	4	\$16,000
Video	\$7,500	3	\$22,500
Info- graphic	\$6,500	10	<b>\$65,</b> 000
Research	\$14,000	4	<b>\$56</b> ,000

# SHOUT YOUR MESSAGE WITH PAID DISTRIBUTION.







Sponsored by <u>Fitness World</u> Posted 3 hours ago



Share: **f** 🎔 🖗 🖇

## **BUILD THE BODY OF A HERO**

The Spartacus Workout challenges your whole entire physique with special consideration to the legs, core and shoulders. Power endurance in these muscle tissues is of utmost importance. In case your legs tire you gained the



# NATIVE AD ENGAGEMENT/VIEWS.



Sponsored by Fitness World Posted 3 hours ago

Share: **f y p S**<sup>+</sup>

## **BUILD THE BODY OF A HERO**

The Spartacus Workout challenges your whole entire physique with special consideration to the legs, core and shoulders. Power endurance in these muscle tissues is of utmost importance. case your legs tire you gained the

000

## **EXTREME PUSHUP**

## **BUILD THE BODY OF A HERO** SPONSORED BY FITNESS WORLD



The Spartacus Workout challenges your whole entire physique with special consideration to the legs, core and shoulders. Power endurance in these muscle tissues is of utmost importance. In case your legs tire you gain the capability of effectively transferring around and evade your opponent. If your core tires

000



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# **EXTREME PUSHUP**

# **BUILD THE BODY OF A HERO**

SPONSORED BY FITNESS WORLD



## Share: **f y p S**<sup>+</sup>

**FITNESS** 

# SEE AND HEAR, NOT JUST READ WITH BRANDED VIDEO.

## $\bigcirc \bigcirc \bigcirc \bigcirc$

**IN-FEED VIDEO** 

6

## **EXTREME PUSHUP**

### FITNESS HEALTH NUTRITION STYLE



**DRIVE LIKE A "DUDE"** 

We review this season's best driving gloves that give you the best traction, control, and feel. Read more →

### TRENDING NOW





BUILD THE BODY OF A HERO SPONSORED BY FITNESS WORLD

The Spartacus Workout has already helped thousands of people cut fat and sculpt their bodies. <u>Read more</u> →



Watch Guide 2014 The Perfect Suit Ducati Monster 600





## THE LOW-CALORIE BURGER



## Native and

## video working

## together!

# PACKAGING AND PRICING.

NZ

NZ

NZ

NZ





CATEGORY

Sponsorship

Total:



Sponsorship price includes: · Native ad impressions Companion display media · Content creation

# \$75,000

# \$75,000

## PRICE



CATEGORY	PRICE		
e ad impressions	\$75,000	3 million QTY	impression TYPE
Total:	\$75,000		
	<b>CATEGORY</b> e ad impressions Total:	e ad impressions	e ad impressions

## **TERMS**



ons for native ads



# CPM builds in: · Native ad impressions Companion display media · Content creation

# SAMPLE PACKAGE C

CATEGORY	PRICE	
Native ad media budget	\$75,000	3 million impression
Content creation budget	\$15,000	<b>12</b> QTY
Display media budget	\$30,000	<b>2 million</b> for QTY
Total:	\$120,000	

## TERMS



or display ads at



DURATION

# SAMPLE PACKAGE D

CATEGORY	PRICE	
Native ad media budget	\$75,000	3 million impression
Content creation budget	\$15,000	I2 QTY
Display media budget	\$30,000	2 million for
Content amplification	\$20,000	80 Honsand impressio
Branded video	\$20,000	1 million vide
Total:	4160000	



## TERMS



articles over

or display ads at



30 days

DURATION

sions across all sites at 254 CPC

deo impressions





# PACKAGE YOUR OFFERINGS.

MEDIA:



## **EXTREME PUSHUP EXTREMEVOICE** SPONSORSHIP PACKAGES

"El	_IT	<b>E</b> "	AD	PA	СК

1MM native impressions

∠ 4 articles created

1MM display

L Desktop and mobile PLACEMENT: *L* Section and article page

\$25,000 VALUE:

## **"SUPER ELITE" AD PACK**

- ∠ 4MM native impressions 12 articles created ß
- 6MM display 6
- ∠ 10% paid amplification
- Lesktop and mobile └ Section and article page
- Le Home page

\$100,000



# WHAT'S IN A NAME?

To give you some ideas, let's look at some native ad brands already in use:



J. OM IOS	HUFF POST partner Studio
ournal Studios	Huffington Post Partner Studio
lare	Yahoo!
e Ads	Yahoo Stream Ads and Yahoo Gemini

# { WP BRANDCONNECT }



## » Branded Content Consulting

- Making branded content engaging / shareable
- Branded Content Strategy



## » Content Creation

- Custom Videos & Articles
- Our team will help you make content our audience wants



## » Social Amplification

- Organic and/or Paid
- Timely Headlines to take advantage of current events



## » Advanced Measurement

• Engagement and Social Metrics for deeper understanding



# SLATE CUSTOM.



# **BADGING YOUR PROMOTED CONTENT.**



# Badge when the SPONSOR writes the content

26

## SPONSOR GENERATED CONTENT

## PARTNER CONTENT

# **BADGING WITH THE WASHINGTON POST.**

values, and cracked jokes, at a party fundraiser Friday.

### THE FIX BY CHRIS CILLIZZA

## This weekend, everyone had an opinion on Ukraine. Here's a quick guide.

Jaime Fuller

Executives, legislators and international leaders lay out the escalating situation.

### SPONSOR GENERATED CONTENT

More than 7 million Americans have diabetes-yet many cases are undiagnosed, study finds

Could a 'reeducated' immune system and other innovative medicines be the key to a cure? - PhRMA

### West Virginia is the most miserable state in the country.



Chris Cillizza

People hate living in West Virginia. And love living in North Dakota.

	and a second
Pre-teen girls accused of stabbing friend 19 please mythological creature	times to As
Meet Jeopardy's winningest woman: Julia C	ollins Se

Five decades later, a historian unearths a dark secret.

More from the Morning Mix

s Syrians cast ballots, Iran sees defeat for U.S.

Lockheed Martin wins 'space fence' contract

### Florida bomber in Syria raises fears about blind spots in U.S. intelligence



Agencies struggle to monitor the flow of fighters moving into conflict dominated by Islamist militants.

Majority of Americans say there's

Aaron Blake

a Benghazi coverup afoot, poll finds



9 things you can do to stay healthy in Brazil



· 92% of Americans see VA's problems as serious

### In Silicon Valley, tech elite are making bold play to put young lawyer in office

Philip Rucker



Some tech giants are helping Democrat Ro Khanna in his bid to oust longtime Rep. Mike Honda.





## More Headlines

chools get road map for improving discipline

Hall of Famer Dan Marino joins NFL concussions suit

FBI captures explosives suspect after 3-day search

Apple unveils new mobile operating system, iOS 8

### World Cup festivities open in 10 days. This is how unprepared Sao Paulo is.



Marissa Payne

EARLY LEAD | It's never a good sign when FIFA holds a news conference in front of what looks like plywood.

SPONSOR GENERATED CONTENT

### **Investing in America**



by AAR America's freight railroads are making investments to keep the economy moving.

0



## The Post Most

The top-read stories of the past fou

- The curious case of E 4 apparent tweet to the
- Female-named hurric 2 than male hurricanes don't respect them, st
- 3 Girls accused of stabl honor mythological cr
- Bodies of 800 babies found in septic tank a home for unwed moth
- See the sparkly, nake 5 Rihanna wore to the ( well, what we can sho

Don't miss a

CLID

# **BADGING WITH SLATE.**



Benghazi is not an outrage. The IRS controversy is not an outrage. Obamacare is not an outrage. The VA Scandal Is an Outrage By John Dickerson SPONSORED CONTENT Brazilian Street This is the Crucial Business Lesson **Artist Creates** From Chipotle's the World Cup's **Roller-Coaster Week** First Viral Image THE CLATECT SEE ALL N

Gay Marriage Wins in Three More States. Is Nationwide Marriage Equality Just Around the Corner?

## The Crazy, Fascinating Life of the Man Who Invented the Banana Slicer

By Tyler Lopez

WEIGEL

MAY 20 2014 5:34 PM

## Election Night in America: Arkansas! Georgia! Idaho! Kentucky! Oregon! Pennsylvania!

David Weigel

Todd Akin Was Not a Tea Partyer, and the Tea Party Is Not Costing Republicans the Senate

Thailand's Military: Trust Ile It's Not a

## Slate

## This Is Slate Plus

You like Slate. And we like you. Introducing Slate Plus, the program Join today for member discounts and exclusiv

### MOST RECENT

10M AGO - DOUG HARRIS - 2M

Two Stupid Password Tricks for Proper Security

11M AGO - DAVID WEIGEL - 1M

The Worst Poll in America

29M AGO - DEE LOCKETT - 1M

Nicki Minaj Returns with an

33M AGO - JESSICA GROSE - 3

Woman Sues a New York Ho Section. Can Doctors Do Tha

# SALES ENABLEMENT.

Your sales team is your key to selling more. Put tools together to educate

them on native ads, your offering, and incentives to sell it.





## Targets and Spiffs

## (example) \$3,000 for closing in the first 90 days

# **BRING YOUR NATIVE ADS PROGRAM TO LIFE.**



# THANKS

We hope you enjoyed our discussion. Hop on over to our site for more resources as we continue to expand our series on native ads best practices.

FOR A COPY OF THIS DECK, EMAIL TONY@POLAR.ME



www.polar.me



www.polar.me/blog



@aboutPolar





# **OPEN DISCUSSION AND Q&A**



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## **KELLY ANDRESEN**

Director, Ad Innovations & Product Strategy at The Washington Post



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