

WYFF4.COM

Online marketing solutions



WYFF4.COM
NEAREST TELEVISION INC.

GREENVILLE - SPARTANBURG - ASHEVILLE - ANDERSON



- ▶ **878,550 households**
- ▶ **1.6 million adults 18+**
- ▶ **38.5 median age**
- ▶ **\$28 billion retail sales**
- ▶ **Highest satellite penetration in metered markets**



GREENVILLE • SPARTANBURG • ANDERSON • ASHEVILLE

WYFF4.COM
HEARST television inc



Age

18-25	11.6%
25-34	18.3%
35-49	36.6%
50+	33.5%



22.6%

Household
Income of
\$100k+



54.8%

College
Educated



43.3%

Shopped or
Bought Online



56 / 44

Female / Male



82.3%

Are Married or
Living Together

610,998

Unique Visitors per Month

7,944,511

Page Views per Month

73%

Traffic Between 7am-6pm

5 Pages

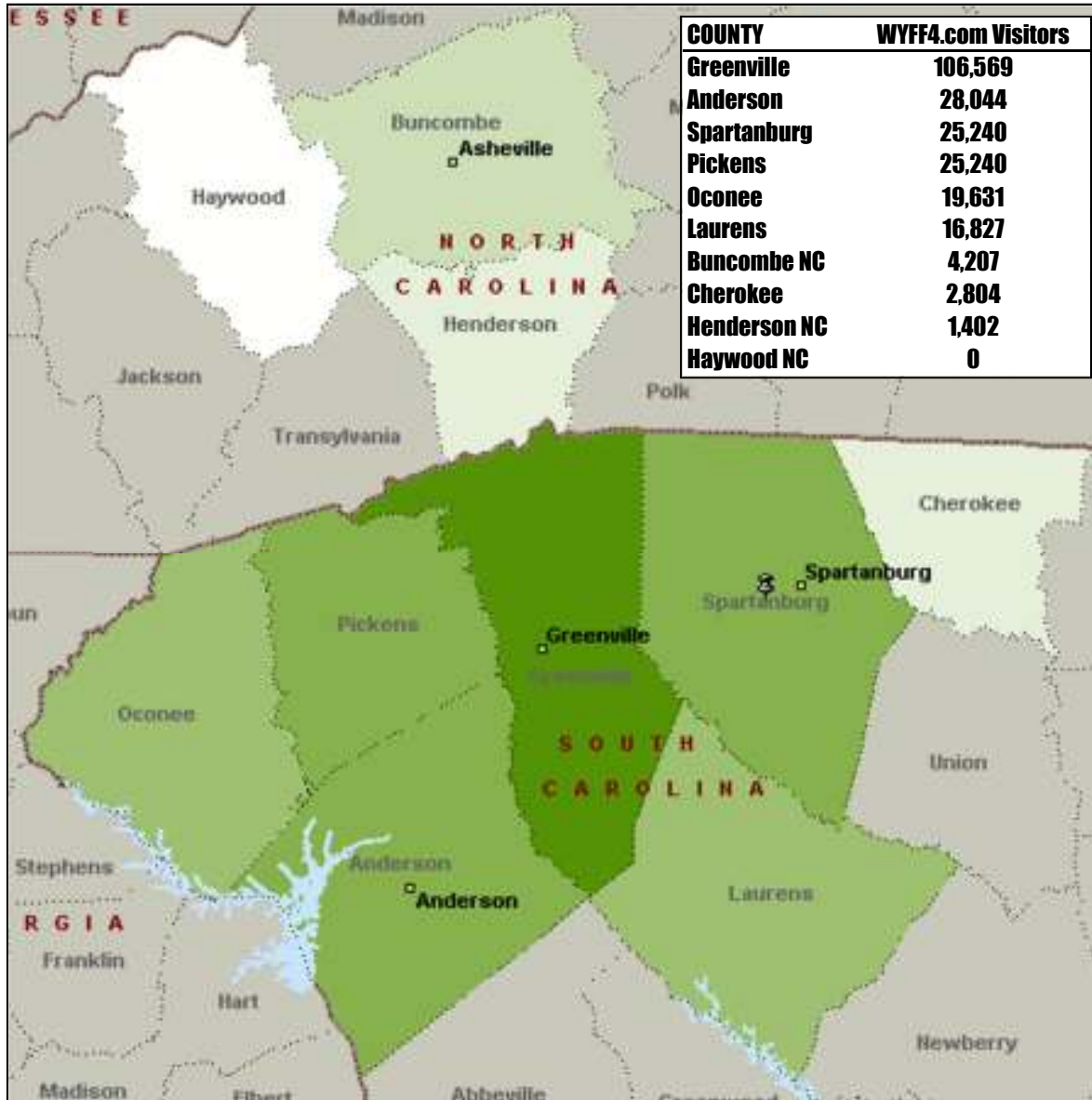
Per Visit by Viewer

WYFF4.com is right on target.

Source: Marshall Marketing 2010 and 2010 WYFF4.com website data



Visited WYFF4.com Past 30 Days by County



DMA Adults 18+



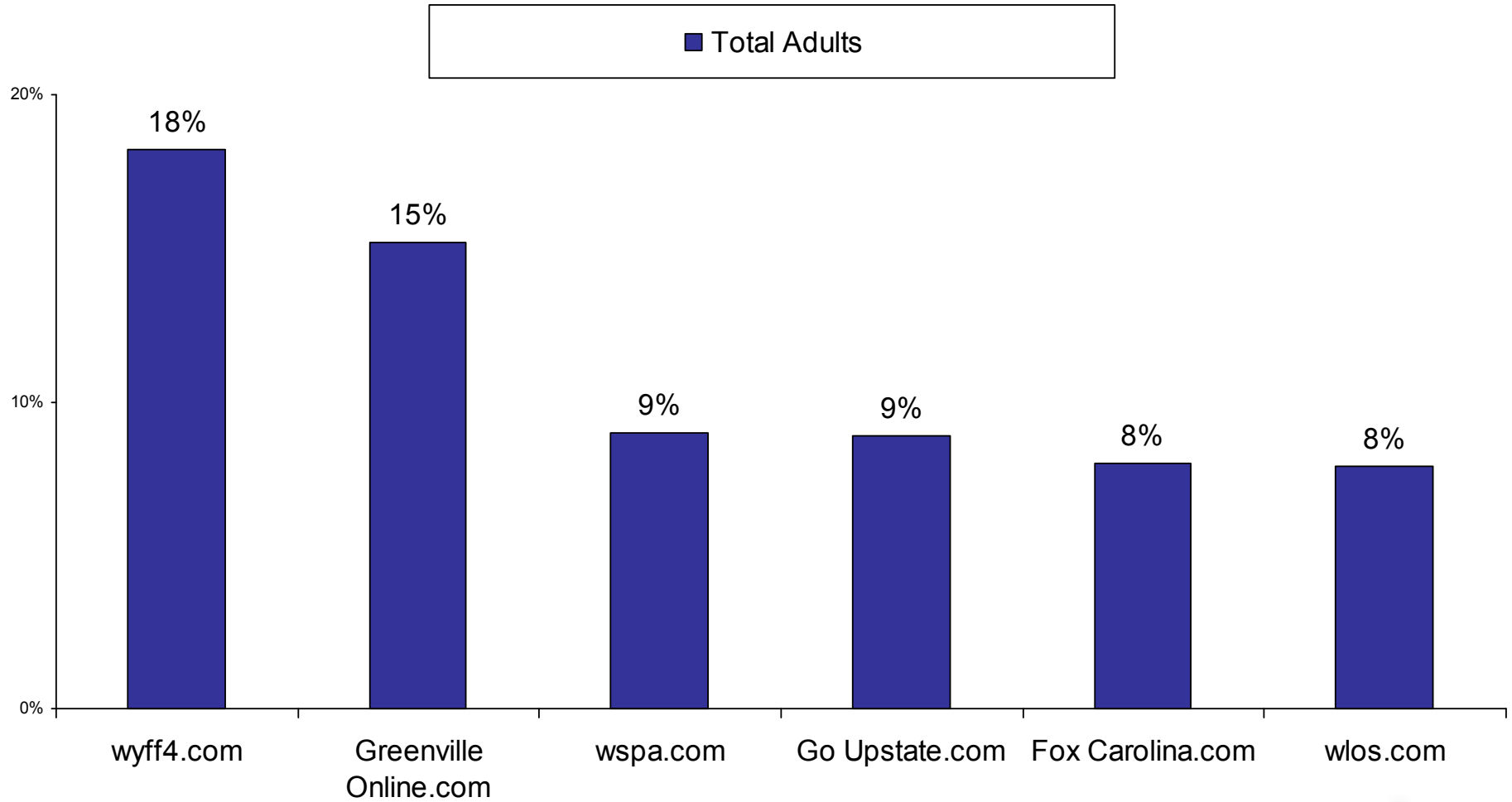
Surveyed area in DMA



Source: Marshall Marketing 2010 : Local Market Survey For Adults 18+ in Greenville, Spartanburg, Anderson, Oconee, Pickens, Laurens, Cherokee, Union SC and Buncombe, Haywood, Henderson NC

WEBSITES VISITED-30 DAYS

Which of the following websites have you visited in the past 30 days...?



WYFF4.COM Marketing Opportunities

- “Display” Advertising
 - Leaderboard or Medium Rectangle
 - Synchronized Ads
 - Click-to-Print Coupon
- Content Showcase
 - 4 Your Information
- Rich Media Opportunities
 - Expandable Ads
 - Floating Rich Media with Leave Behind
 - Countdown Clock
 - Hover Ad ... Static/Animated/Video/with Coupon
 - Pushdown Ad
 - Peelback Ad
- Video Advertising
 - Pre-Roll Video
 - Video Medium Rectangle
 - IAB Expanding Video Ad
- Section sponsorships
- E-Mail Marketing
- On-line Contests
- Full Page Ads / "Splash" pages
- Web Driver TV Commercials



WYFF4.COM
NEAREST TELEVISION INC.



Large Format Ad units provide strong branding, visibility and creative opportunities on the Homepage as well as throughout the website:

- Leaderboard (728x90)
- Medium Rectangle (300x250)
- Impression-based delivery schedules are guaranteed on a monthly basis.
- Reporting on impression delivery and website click-through is available.



The screenshot shows a news website layout. At the top, there is a navigation bar with the WYFF4.COM logo and a search bar. Below the navigation bar, there are several promotional banners. The most prominent one is for 'UNCLAIMED FURNITURE', which features a yellow background and text that reads 'Inventory Reduction Sale!', 'Maximize Markdowns!', and 'Save 30% to 60% off 1st Quality Name Brands'. Below this banner, there is a main content area with a news article titled 'Ladies Flock To Carolina First Center'. The article includes a video player with a play button and a thumbnail image of a woman. To the right of the article, there is a sidebar with 'Next Read' and 'Most Watched' sections. The 'Next Read' section lists several news items, including 'Grandmother: Child Stranded By Bus Driver' and 'Woman Finds Stranger's Camera In Her Luggage'.

Synchronized ads consists of two ad units that are scheduled to run simultaneously on a page (i.e. 'roadblocked').

The animation in each of them is timed to give the appearance that the ads interact with each other.

Synchronized ads are available on section (index) pages only. The ads are placed on pages where both the leaderboard and the display appear above the fold so the viewers see the synchronization.



Placement in 4 Your Information consists of an image, headline and teaser text.

4 Your Information widgets will be found on every page through out the site. Including homepage, section and story pages.

(Weather pages are not currently included.)

Utilize the 4 Your Information widget to promote more editorial type content on WYFF4.com. These widgets can also be used to promote special products and/or services.

These widgets may link to your website or to a special landing page created by WYFF4.com.

4 Your Information

Ten Tips To Boost Your Interview IQ



Interviewing is a learned skill, and there are no second chances to make a great first impression. So study these 10 strategies to enhance your interview IQ. [More Details](#)

What To Know About Adult Vaccinations



Infants aren't the only ones who need immunizations - their parents do, too! Here's the lowdown on what shots you need. [More Details](#)

Five Great Plants You Can't Kill



Having a hard time maintaining a beautiful garden? Check out these five plants that even you can't mess up. [More Details](#)

Similar to Large Format Ad units,
Expandable ads ...

- Provide higher impact
- Have better recall
- Ads look more like “national” ads
- Provides a “wow” factor
- Impression-based delivery schedules are guaranteed on a monthly basis
- Reporting on impression delivery and web site click-through is available.

The screenshot shows the WYFF4.COM website interface. At the top, there is a navigation bar with the WYFF4.COM logo and the text "Live! Local. Breaking News." To the right of the navigation bar is a large banner for AAA with the text "Get Help 24/7 from AAA Join Now!". Below the navigation bar, the page is divided into several sections. On the left is a sidebar with a search bar and various navigation links. The main content area is titled "Entertainment" and features sections for "Top Entertainment News", "Top 5 Movies", and "Entertainment Headlines". The AAA advertisement is positioned on the right side of the page, partially overlapping the "Entertainment Headlines" section. The ad features a red GMC Acadia SUV and the text "INTRODUCING A BRAND NEW DEFINITION OF A CROSSOVER VEHICLE GMC ACADIA." Below the car image, it says "PERFORMANCE. COMFORT. SAFETY" and "GMC. CLICK FOR DETAILS".



Exclusive advertising opportunity on any of the Index pages of the site. (not available on home page)

The Floating Rich Media Ad unit provides advertisers with an interactive ad to grab the viewer's attention. This ad is run once per user per day.

The screenshot shows the WYFF4.COM website interface. At the top, there is a navigation bar with the WYFF4.COM logo and the tagline "Live. Local. Breaking News." To the right of the logo is a banner for "Care begins with me" featuring the Mercy logo. Below the navigation bar is a search bar and a "Hot Topics" section with links to "HNL Questions", "Upcoming HREvents", and "Race Car".

The main content area is titled "Top Stories" and features several news items:

- Ex-CHP Sgt. Sentenced For Molestation:** A former California Highway Patrol sergeant was ordered by a judge to serve 300 days in the Placer County jail for child molestation incidents involving two girls. **Man Ordered To Serve 300 Days In Jail**
- UCD Classes Begin With Protest:** Students, faculty and other staff at University of California, Davis took part in a protest Thursday over budget cuts and planned tuition hikes. **Students, Faculty Upset Over Cuts**

On the right side of the page, there is a floating rich media advertisement for "MARCHAND CREATIVE KITCHENS". The ad features a green header with the company name, two images of kitchen interiors, and the slogan "The Look. The Style. The Price." Below the ad, there is a "Most Read" section with a list of popular articles:

- Dead Man Shows Up At Funeral
- Woman Charged In July Double Slaying
- Police Concerned About Hediant Theft
- Monson Follower Susan Adams Dies

At the bottom of the page, there is a "Local Headlines" section with several items:

- Ad: Move Small Businesses To Nevada
- Fire Damages West Sacramento House
- Elk Grove Man Accused Of Molestation
- Tow Truck Flips On Jackson Highway
- Man Accused Of Indecent Exposure

There is also a "Video" section with two video thumbnails:

- Raw Video: Footage Of Sugar Plant Blast Released
- Showbiz Minute: Guard, Jackson, Gibson

At the bottom right of the page, there is another floating ad for "Communicate Your Way" with a yellow and blue design.



The screenshot shows the WYFF4.COM website interface. At the top, there's a navigation bar with the WYFF4.COM logo and the tagline 'Live. Local. Breaking News.'. Below this is a search bar and a 'Hot Topics' section. The main content area is divided into sections: 'Top Stories', 'Headlines', and 'WYFF TV Listings'. A prominent advertisement for 'Valentines Day' is circled in red. The ad features a photo of four women and the text 'FEBRUARY 14TH VALENTINES DAY 3:00 CENTER BUY YOUR TICKETS TODAY!'. Below the ad, there are sections for 'Most Recent', 'Most Watched', and 'Most Commented' news items.

Countdown to your big event!

The online Countdown Clock may be used in two ways ...

As a fixed position on the section Index Page of WYFF4.COM for one-week leading up to the launch of your special event/product launch/etc. ... (not available on the Home Page)

OR ...

On a run-of-site basis as a leaderboard or display ad position. In this case, the ad unit is purchased by ad impression and sold on a cost per thousand.



Hover Ad ... Available Static or Animated

The Hover Ad is the next generation in Rich Media. This ad is designed to give local advertisers *dominant*, above-the-fold presence and provides viewers *control* during their experience on your site.

The Hover Ad anchors itself to the bottom of your browser window on any section you target. As you scroll up and down on your site's page, the IB Hover Ad follows.



The Hover Ad gives viewers the choice to collapse the message. When this happens, a client-branded Leave Behind appears at the bottom left of the screen and remains above the fold.

The Leave Behind allows viewers to re-expand to view the original message or close the ad entirely.



WYFF4.COM Hover Ad ... With Video

The screenshot shows the WYFF4.COM website interface. At the top, there's a navigation bar with 'WIBS' and 'morgantown' logos, and a 'JOIN TODAY!' button. Below the navigation bar, there are sections for 'HOME SALES', 'Weather' (showing 52° in Morgantown and 54° in St. Paul), and 'Video'. A large hover ad for Paul Davis Restoration & Remodeling is visible, featuring a video player with a 'PAUL DAVIS' logo and the text 'How Can Pantyhose Save Your Gutter This Winter?'. The ad includes a 'Click To See How!' button and a 'PAUL DAVIS' logo with the word 'EXPAND'.

This screenshot shows the same WYFF4.COM website interface, but with the Paul Davis hover ad expanded into a full-screen video player. The video player displays the Paul Davis logo, the text 'Restoration & Remodeling', the website 'www.pdr-pa.com', and the phone numbers '866.765.0773' and '717.291.6000'. The video player also includes a 'Call Paul!' button and the text 'AVAILABLE 24-7-365'. The video player is set against a background of a man in a dark shirt, presumably Paul Davis, and a house.

The Hover Ad with video has all the functions of a standard Hover Ad, but includes a silent video “teaser” in the body of the ad to attract viewer attention. When a viewer clicks on the video, it expands into full screen, complete with sound and additional customer branding. The video will extract automatically when the video is over, or if the viewer clicks on the close button during the video. The video may be 15 or 30 second in length.



Hover Ad ... With Coupon



Combine the power of the Hover Ad with the popularity of online couponing! According to eMarketer.com, 88.2 million US adults will redeem an online coupon this year, making the Hover Ad with Coupon a great marketing opportunity for you!

The Hover ad with coupon has all the functions of a standard IB Hover Ad, but includes a click-to-print coupon. When a viewer clicks on thumbnail image, it expands and displays a 400x300 printable coupon.

Source: eMarketer, June, 2011

<http://www.emarketer.com/Article.aspx?R=1008414>



Earth Day *revolves* around you. COLLAPSE



EarthFair Outdoors
 (April 22, 2012 - 12:00pm - 7:00pm)
 A two-day festival of art, music, and the environment on Vanderbilt Avenue from 42nd to 45th Streets.

WIBS   **JOIN TODAY!**
 CLICK HERE

HOME WEATHER SPORTS ENTERTAINMENT HEALTH POLITICS TECHNOLOGY MARKETPLACE AUTO STATION

RSS | E-mail | Desktop Alerts | Mobile



HOME

Area Home Sales Surge Despite Predictions From Economists

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Green talk: \$1 million get jobless benefits

Wall Street Blue for back-to-work sentiment

Weather

Minneapolis	St. Paul
 52°	 54°
Partly Cloudy	Light Showers
More Weather >	

Earth Day is Sunday, April 22, 2012. PM Expand

WIBS   **JOIN TODAY!**
 CLICK HERE

HOME WEATHER SPORTS ENTERTAINMENT HEALTH POLITICS TECHNOLOGY MARKETPLACE AUTO STATION

RSS | E-mail | Desktop Alerts | Mobile



HOME

Area Home Sales Surge Despite Predictions From Economists

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Wall Street Blue for back-to-work sentiment

Weather

Minneapolis	St. Paul
 52°	 54°
Partly Cloudy	Light Showers
More Weather >	

An improved 'pushdown ad'!

Pushdown ads are large animated ads that grab the visitors' attention.

The pushdown ad slides and pushes down the entire content on the site when a page is first loaded. This process takes approximately seven seconds. When the ad contracts it leaves behind a small expandable teaser ad (the pencil ad) at the top of the page that allows a visitor to re-expand it.



Peelback Ad



The Peelback Ad, a high impact rich media ad that offers advertisers prime, top of the page placement. Pair the Peelback Ad with a roadblocked Leaderboard ad to create a highly visible sponsorship opportunity. The ad may appear on the Home Page or Index Pages throughout the site. Visitors click on the teaser to peel back the page, revealing an animated message within. The user has the option to close the ad at any time, however, the ad will resolve itself after 7 seconds.

Put your video message out in front of the website visitor through the use of pre-roll video.

- :15 commercials (video or animation) run BEFORE video segments on WYFF4.com.
- A companion leaderboard ad on the video page is synced to your video ad in the player window.



Video Section & Viewer Playlist



The screenshot shows the WYFF4.COM website interface. At the top, there's a navigation bar with the WYFF4.COM logo and a 'MOBIZING' banner that says 'Text wyff4deals to 90947 now for great deals!'. Below the navigation, there's a search bar and a 'WATCH LIVE' section for Casey Anthony trial coverage. The main content area features a news article titled 'Canada To Greet William, Kate On Royal Tour' with a sub-headline 'Royal Couple Heading To California After Canada Trip'. The article text mentions that the royal couple will arrive in Ottawa on Thursday afternoon. A video player is embedded in the article, showing a close-up of a gavel with the text 'PLAY WITH SOUND' and a play button icon. To the right of the article, there's a 'WYFF on Facebook' section and a 'Related' section with links to 'Kate's Stunning Wedding Gown' and 'Newsworlds Head To Buckingham'.

- Video Display ads are another way to get your video message across to the online visitor
- The video automatically plays once the page loads and the audio is user-initiated
- Your linking URL is embedded into the file to link your message directly to your website
- This type of ad encourages visitor interaction and provides a showcase for your products and/or services
- Video display ads appear in a standard display ad position and are delivered on an impression goal basis
- Video may be :10, :15, or :30 in length



IAB Expanding Video Ad



The IAB Expanding Video Ad is a great way to incorporate your message and your video into the same ad. The video starts as a teaser inside the body of an ad, then upon a user's click, expands into a video that takes up the entire ad space. The ad will collapse on its own when the video message is done, or if the user chooses to close it.



The Titlebar Logo is a great 'branding' tool. It's simply your logo on the Headlines of a specific section on WYFF4.COM. As a site section sponsor, you will also receive:

- An exclusive 300 x 600 advertorial module on the Index Page to showcase content from your company
- The Advertorial Module will include copy with hyper-links to specific areas on your website

In order to round out your site section sponsorship, we include ROS impressions of leaderboard (728x90) and display (300x250) ads as well as our Best Bets widgets. These added ROS impressions will provide your company, products, and services exposure to nearly all of the unique visitors to WYFF4.COM.



Breaking News



Wind Blown Fire Rages Through Townhomes

A wind-driven fire tore through some townhomes in Greenville County on Monday afternoon. More Details

Other News

- Woman Stole \$1.2 Million From Dealership
- More Than 100 Jobs Coming To The Upstate
- Ed Smart Visits Upstate
- Deputies: Women Beat Victim With Sticks, Rocks
- Man Holds Up Campus Pharmacy
- Police: Cruiser Catches Fire During Traffic Stop

Check out photos & videos of weather, pets, kids & more taken by people in your community

Sign up to share yours. IT'S FREE!

Join Now

local

Radar



Live Super Doppler 4 HD

Current Temperatures

Greenville

Now: 70°F

Wind: west at 17 mph

29.94" Hg

11:00 EST

High: 69°F

- 4 Day Plus, Map Room, Video-Cast, More Weather >>

WYFF4.com viewers can sign up to receive specific weekly E-Mail ranging from Daily news and weather reports to Entertainment Headlines.

Keep your brand in front of our audience every day! Your advertising message can be included on these daily messages.

- Display advertising position available in HTML (graphical) e-mails.
- Text advertising available in text e-mails.
- Only one advertising position on the e-mails delivered



Online contesting is an exciting way to engage viewers, feature products, and develop a valuable Opt-In Database of customer information.

Online contesting can also be used to develop market research information by adding questions or “qualifiers” to the contest entry

Online Contests include:

- Feature in the contests section in Entertainment.
- Inclusion in weekly “contests” e-mail newsletter.
- Advertising support
- Administration of contest database – Client will receive a complete list of all opt-in users for use in follow-up marketing.



The form is titled 'Bojangles Breakfast For Four' and includes a 'Click Here for Complete Rules' link. It contains several input fields: First Name, Last Name, Address, City, State (a dropdown menu), Zip Code, Phone, and Email. Below these fields are three checkboxes for opting into different types of communications: local news headlines, entertainment news headlines, and contest notifications. A 'Click Here To Enter' button is at the bottom of the form.

Thank you for entering the contest.

Please visit www.bojangles.com for location information and special deals for you!

Bounce back or payoff email





We can create a Full Page ad devoted to presenting a sponsor message.

The Full Page ad will be designed with the specifications the client desires and can include a number of elements.

- Information about the goods and services the client provides
- User-initiated video
- Latest specials and offers, including printable coupons
- Lead generation forms
- Location and contact information including maps
- Direct links to specific sections of the client website
- Additional links or content features promoting their campaign
- And much more





Web-Driver On-Air Promotion

- ✓ Web-Drivers are simply 10-second spots that "drive" traffic to your website
- ✓ On-air spots may be used to promote specific areas on interest or sections on your site
- ✓ The quick reminders "brand" your website to the on-air viewer and provide a link between your on-air message and the online visitor
- ✓ Web-drivers may also be integrated as a part of your 'content' sponsorship to drive viewers to that particular section on WYFF4.COM



THANK YOU!

