



WETCIB.com

PHILLY

2017 MEDIA KIT



5.24M

monthly
pageviews

2.0M

monthly
unique Users

78%

mobile device
users

81%

age 18-54

71%

undergraduate -
graduate level
college degrees

58%

have children

55%

of users visit
PhillyVoice.com
daily or weekly

51%

HH income
\$100K+

**localized.
personalized
utilized.**

Launched in 2015, PhillyVoice.com produces must-know and entertaining content that drives conversation. Looking beyond simple headlines, our newsroom creates fresh and efficient stories for a mobile, affluent, digital-only audience.



Friday's Donald Trump appearance in North Philly



The event will be held at Sun Center Studios in Chester Township at 7 p.m. Attendees can register for up to two tickets on the campaign's [website](#).

During his last visit, Trump rolled out a [child care plan](#) that targets affordability and guarantees six weeks of paid maternity leave for new mothers. The plan will be headed by his daughter, Ivanka Trump, a mother of three.

Both candidates have been putting in their fa
b

ADHESION
Anchored at the bottom of the mobile browser.

IN-ARTICLE (BOTTOM)
Accompanies articles between the 11th and 12th paragraphs with multiple size options.

IN-ARTICLE (TOP)

Accompanies articles between the 4th and 5th paragraphs with larger display options and superior attention.



while Lancaster took the No. 41 spot. Pittsburgh was ranked at No. 58.

Allentown and Scranton trailed Philadelphia at No. 79 and No. 86, respectively.

No cities in New Jersey made U.S. News and World Report's list.

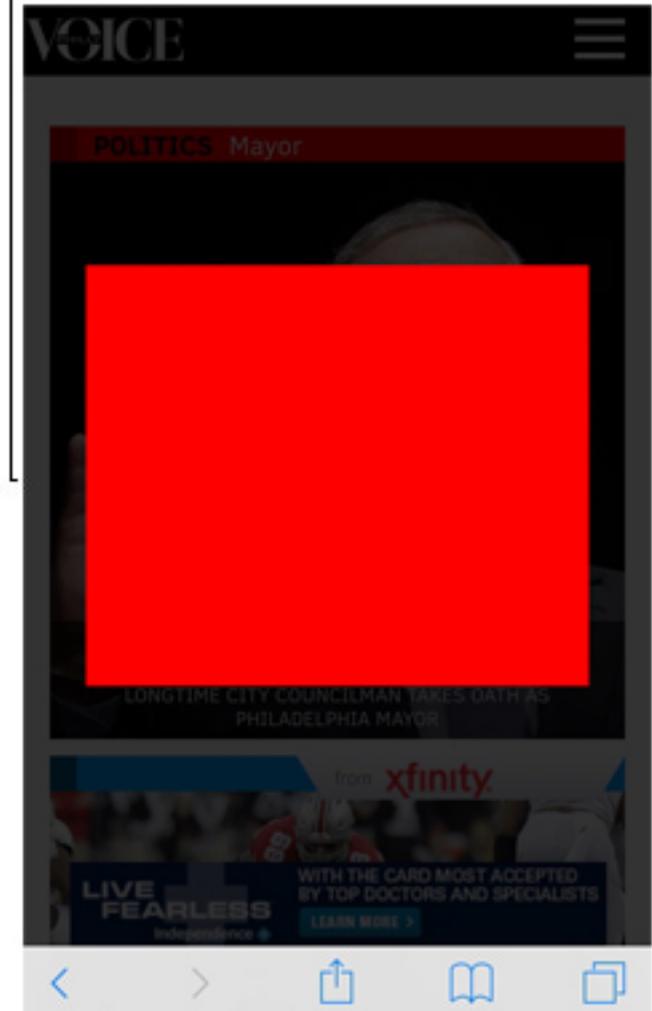
The magazine took data from the United States Census Bureau, the Federal Bureau of Investigation and the Department of Labor into consideration to compile the list.



Philadelphia's job market earned a 6.9 out of 10 ranking from the magazine, while its overall quality of life was a 5.7.

OVERLAY

This high-impact unit is deployed before the user session begins. The full screen is grayed out and your message is displayed until time expiration or closed.



Give your audience custom-developed content that speaks to their core interests in a more personal and natural way.

why content?

More engaging than traditional display ads

Users spend more time with your brand, creating relationships and higher brand lift

Content is shared, commented on, talked about, offers utility and lasts forever

EACH ARTICLE INCLUDES

- 1 CUSTOM CREATED CONTENT**
From custom creation to creative re-packaging of pre-existing messaging, PhillyVoice can help you deliver the perfect message.
- 2 SPONSORSHIP LOGO**
Your brand is presented every time the article is viewed on any device.
- 3 INTEGRATED CONTENT SPONSORSHIP BAR**
Permanently affixed to the content article, this unit never expires.
- 4 HOMEPAGE PLACEMENT**
Each article is displayed on PhillyVoice.com Homepage for two (2) consecutive days. Day 1 with photo. Day 2 no photo.
- 5 SPONSORED CONTENT ARTICLE TRIO**
Presented to readers on all content pages for two(2) days following initial Homepage placement.
- 6 SOCIAL MEDIA POSTS**
Facebook (shown) and Twitter posts from PhillyVoice.com accounts. Instagram & LinkedIn optional.

The collage illustrates the placement of sponsored content across the PhillyVoice platform. The primary screenshot shows a full article page for 'The top three hiking destinations within 10 miles of Philly', dated April 04, 2017. It features a 'Sponsored' badge in the top right corner, a 'by Independence Blue' attribution, and a 'CONTENT SPONSORED BY Independence Blue' bar at the bottom. The article includes a list of hiking spots: HIKING, OUTDOORS, PHILADELPHIA, RUNNING, DESTINATIONS, WALKING, VALLEY FORGE NATIONAL HISTORICAL PARK, SPRING, JOHN HEINZ NATIONAL WILDLIFE REFUGE, WELLNESS, EXERCISE, WISSAHICKON, WILDLIFE. Other screenshots show the article appearing in a 'Sponsored' section on the homepage and as social media posts on Facebook and Twitter, demonstrating the amplification of the content.

OPTIONAL

SPONSORED CONTENT AMPLIFICATION

Reach beyond organic engagement by leveraging PhillyVoice.com social influence through social media branded posts and premium content partners.

487,970 people reached

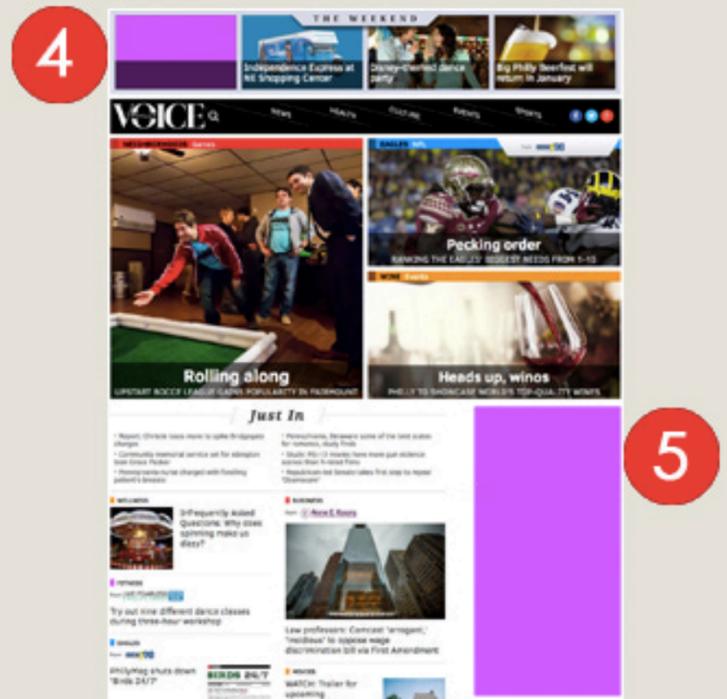
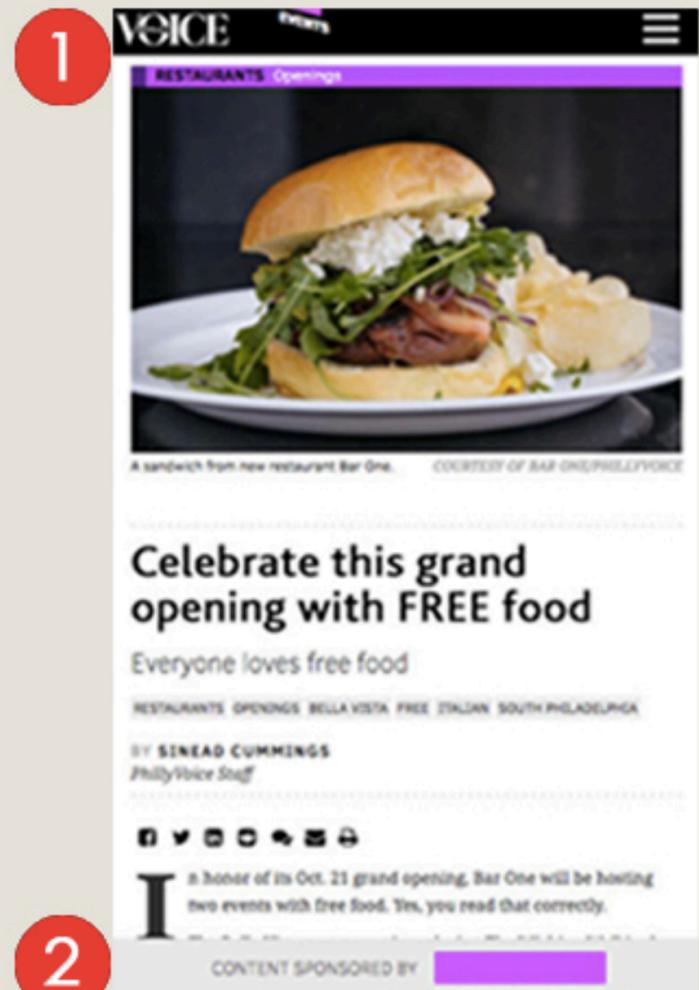
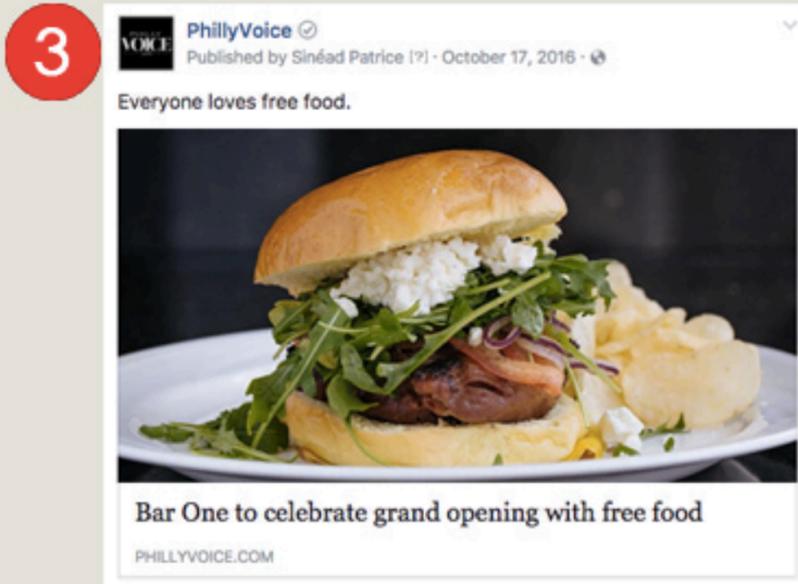
Organic
137,018

Paid
350,952

Generate more awareness and drive attendance to your event through custom content, social media, The Weekend placement, social media and display assets

EACH PACKAGE INCLUDES

- 1 CUSTOM CREATED EVENT CONTENT**
Give readers all the details and provide easy access for them to attend your event.
- 2 INTEGRATED CONTENT SPONSORSHIP BAR**
Permanently affixed to the content article, this unit never expires.
- 3 SOCIAL MEDIA POSTS**
Facebook (shown) and Twitter posts from PhillyVoice.com accounts. Instagram & LinkedIn optional.
- 4 THE WEEKEND**
Appear alongside editorial event selections and let readers know where you go and what to do. Appears Thursday 4 P.M. through Sunday 4 P.M. on all content pages deliver more than 300K impressions per weekend.
- 5 10,000 DESKTOP DISPLAY IMPRESSIONS**
Choose your desktop display asset (Leaderboard, Half Page, Medium Rectangle or In-Article) and geo-target to give your event promotion more reach.



OPTIONAL

SPONSORED CONTENT AMPLIFICATION

Reach beyond organic engagement by leveraging PhillyVoice.com social influence through social media branded posts and premium content partners.

487,970 people reached

Organic
137,018

Paid
350,952

PhillyVoice works with brands to create original video content that reaches the right audience across PhillyVoice.com and social Media.

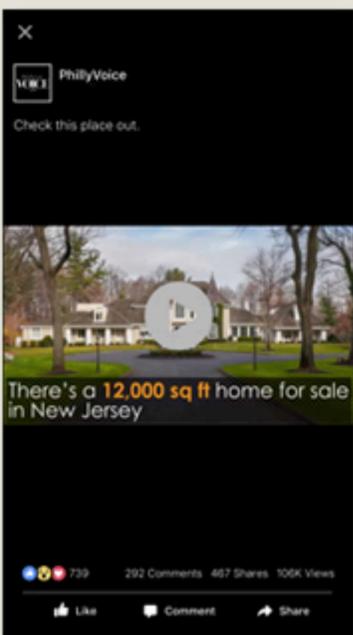
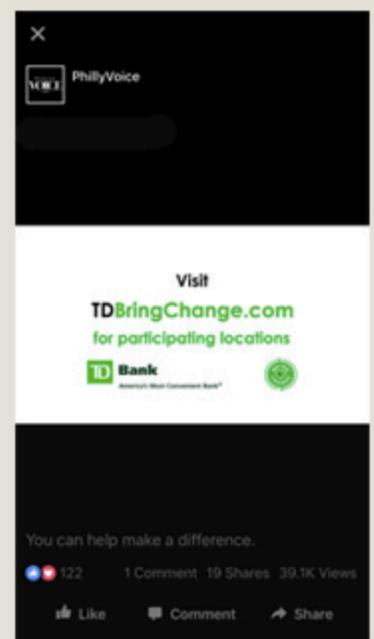
We can develop custom messaging or utilize stories and assets you already have in place to create a story worth sharing.

why video?

Consumer video content demand continues to grow

Video is shared more often than any other kinds of content

Video content produced by PhillyVoice can be used in your emails, blogs, internal social posts, websites and YouTube channels, delivering greater ROI.



OPTIONAL

SPONSORED CONTENT AMPLIFICATION

Reach beyond organic engagement by leveraging PhillyVoice.com social influence through social media branded posts and premium content partners.

487,970 people reached

Organic
137,018

Paid
350,952

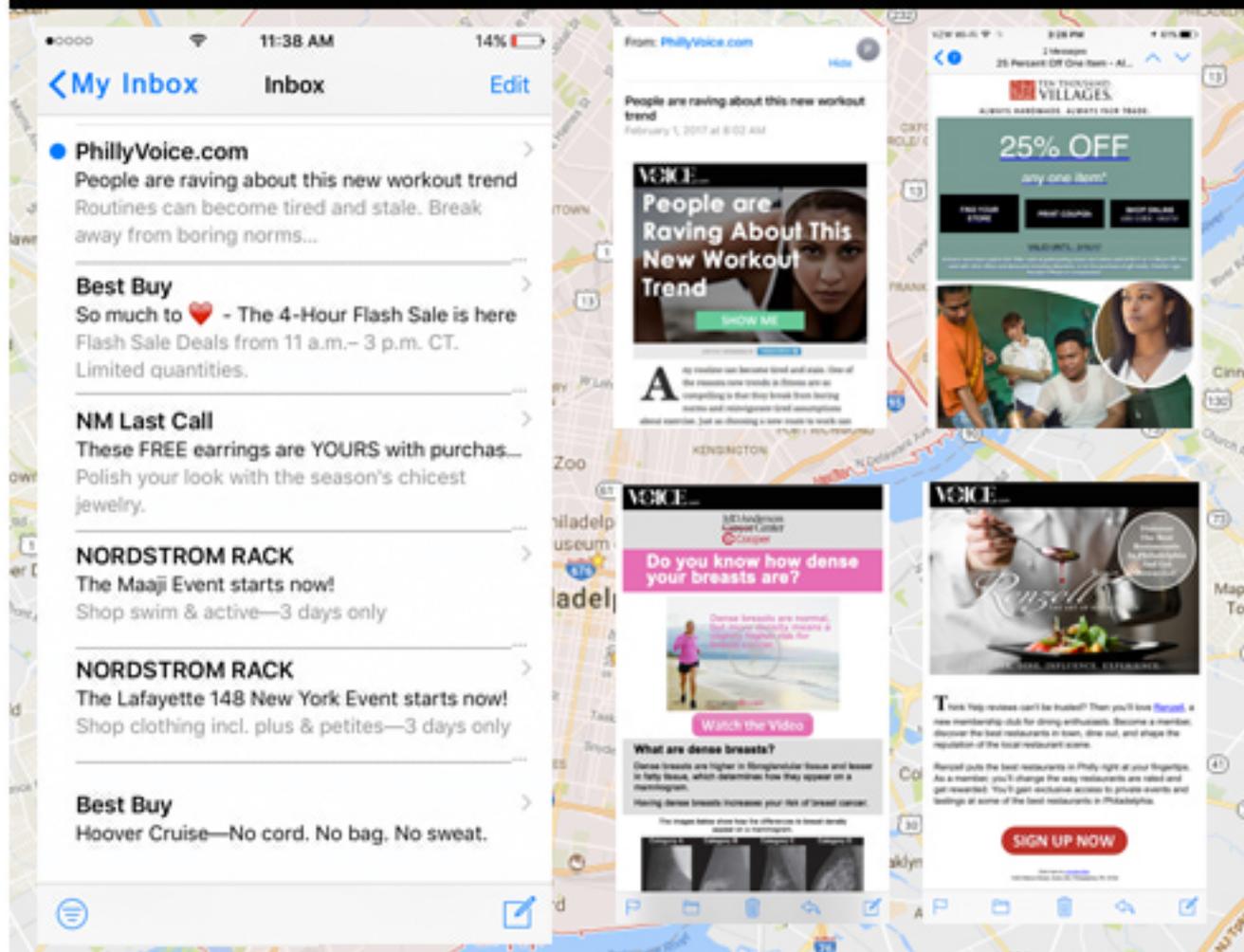
CONNECT WITH YOUR AUDIENCE THROUGH THEIR EMAIL INBOX

Identify consumers by geographic, demographic and psychographic profiles and create an email campaign. Your message can be delivered in any frequency, leveraging the PhillyVoice brand or your own.

Identify Your Target Audience



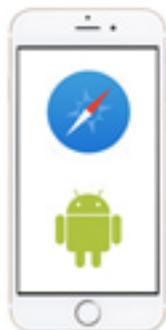
Optimize Delivery



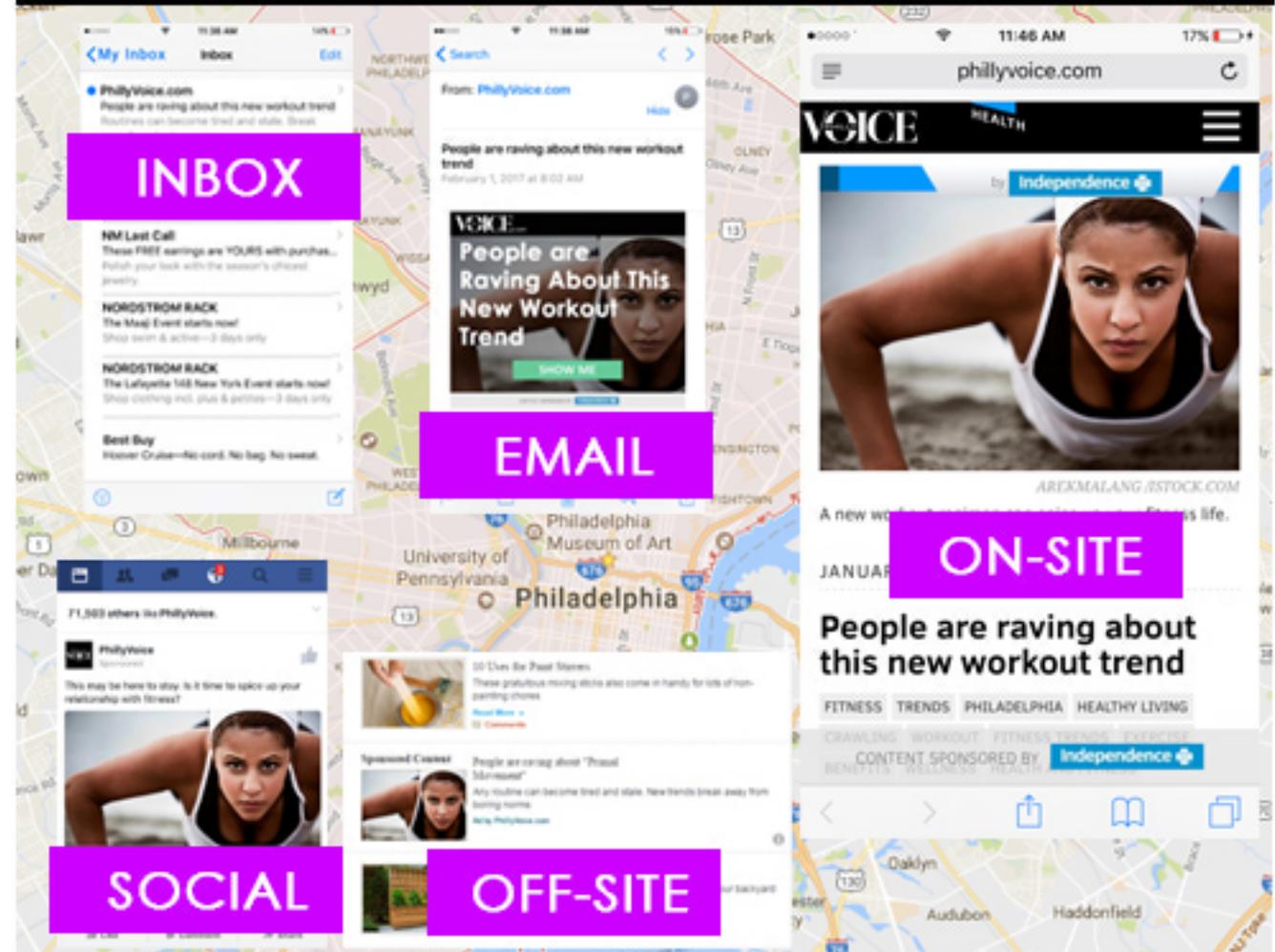
Identify consumers by geographic, demographic and psychographic profiles that are all tied to emails, cookies and device ID's.

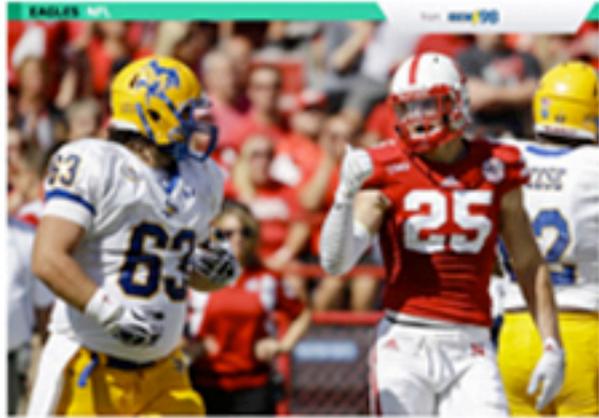
Cross-channel marketing campaigns deliver your message via PhillyVoice.com, email, social media and off-site in one seamless process.

Identify Your Target Audience



Optimize Delivery





Nate Gerry was an instinctive, ball-hawking safety at Nebraska who has had to adjust his game to play linebacker in the pros.

AUGUST 27, 2017

Rookie linebacker Nate Gerry impressing Jim Schwartz

PHILLY.com PHILADELPHIA EAGLES

BY JIMMY KEMPSKI
PhillyVoice Staff

If the Philadelphia Eagles move on from linebacker Mychal Kendricks, a player who wants to be traded and who the Eagles would certainly trade for a decent enough offer, they would have to replace him with someone who can be that third linebacker. Yes, this is high-level analysis.

One player who has quietly had a very good training camp, and who the Eagles seem to like quite a bit, is rookie linebacker Nate Gerry, a 5th-round draft pick of the team in the 2017 NFL Draft. In college at Nebraska, Gerry played safety, and had some ball-hawking skills, as he intercepted 13 passes his last three years. In the NFL, he'll be a linebacker, and his weight is up to around 230 pounds.

When the Eagles drafted Gerry, they assumed he would be good in coverage at linebacker, seeing as he had background as a defensive back. During the spring and early portion of camp before the pads went on, the Eagles were indeed pleased with what they saw from Gerry in the passing game.

What they didn't know was if he would be able to take on 350-pound offensive guards in the run game.

MORE ON THE EAGLES

- Eagles 2017 training camp practice notes, Day 12
- Jim Schwartz has a theory for Rasul Douglas' "inconsistent" play
- Eagles could use newly acquired QB Corey Graham in three safety slots
- Jeremiah Nelson-Agholor is going to be the Eagles' slot receiver

"Very encouraged," he said. "He's responded to every challenge we've put in front of him. When we've had some of those live contact practices in which he's shown up the most, and I think there is some 'football player' in operation marks, to him. Like I said, you expect him to be good in coverage, but he's played very tough, very physical. You don't get very many live periods in practice, but when it has, he's shown up. He's been consistently around, and he's excited to be a full-time player that has

-LEADERBOARD

-HALF PAGE

Just In

- Police release video of AT's driver wanted for attempted murder of a cop
- West-Anson Chesapeake joint's Northeast Philly location closed for 20 health code violations
- DE: Montgomery County woman stole nearly \$1 million from employer
- South Jersey woman charged in wife's fatal shooting
- YouTube data shows Philly teens love Ring and Michael Jackson
- Back home, Speaker Ryan can't escape questions about GOP

Must Read



Remembering Dutch: Reactions to Gerrit Cole's pitching



West-Anson Chesapeake joint's Northeast Philly location closed for 20 health code violations

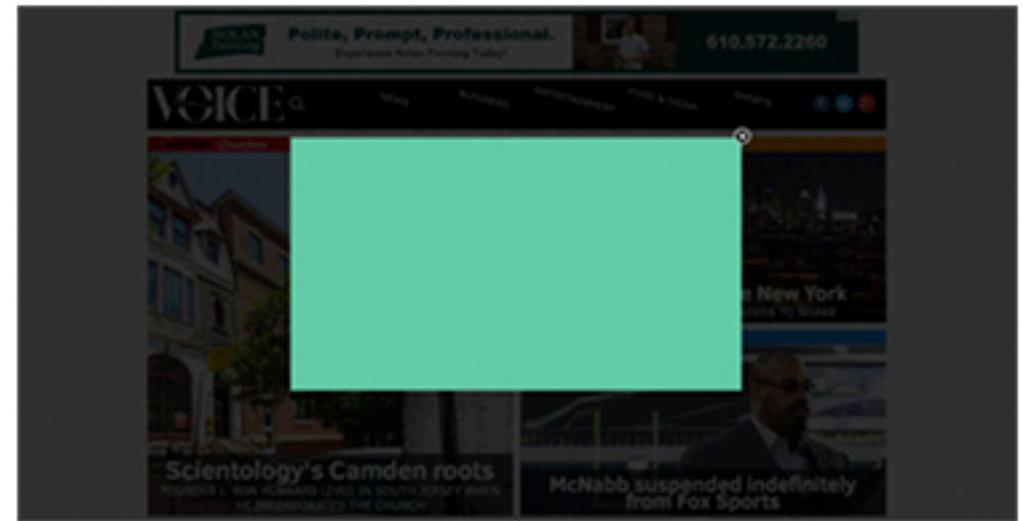


Can Awaters Row buildings be saved from water damage?

WALLPAPER Command attention and wrap your brand around PhillyVoice.com.

IN-ARTICLE Accompanies articles between the 7th and 8th paragraphs with two size options (300x250 or 336x280) to display your message.

-MEDIUM RECTANGLE



OVERLAY

Be front and center with this high-impact unit.

Deployed before the users' session begin, the full desktop screen is grayed out and your message is displayed until time expiration or closed.

Available targeting includes all sessions, homepage, or content channels that align with your message.



PLACE YOUR BRAND ALONGSIDE TARGETED CONTENT

Sponsor entire sections or simply choose specific keywords that align with your audience. Your brand appears throughout PhillyVoice.com, on all devices, delivering multiple impressions per user visit.

SECTION SPONSORSHIP

NEWS
CULTURE
HEALTH
EVENTS
SPORTS

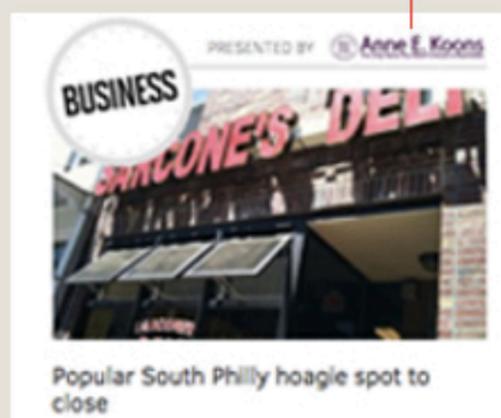
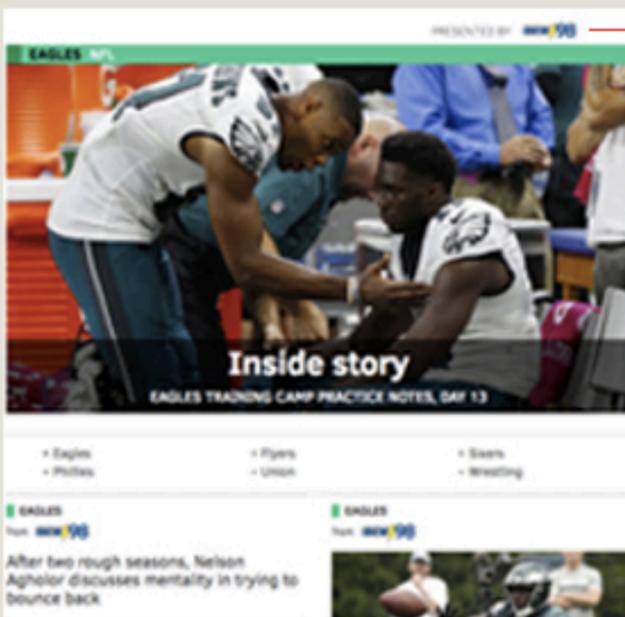
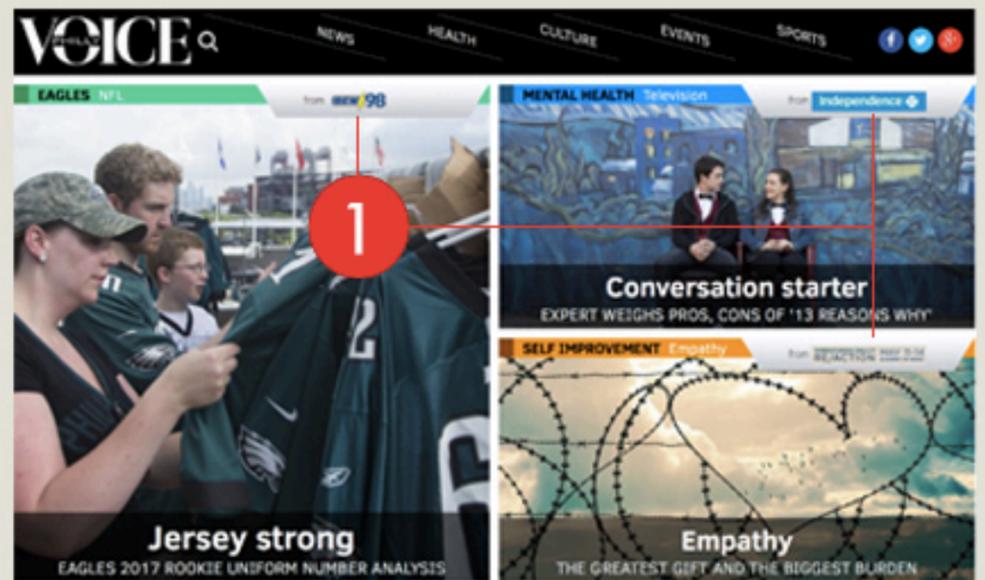
KEYWORD SPONSORSHIP

EAGLES
POLITICS
PARENTING
PHILLIES
OPINION

These are popular samples of keyword sponsorships. Hundreds of keywords are available. Ask your sales representative for additional keywords and inquire about availability.

SPONSORSHIP INCLUDES

- 1 HOMEPAGE FEATURE LOGO PLACEMENT**
Your brand is displayed each time an article is presented based on your section or keyword sponsorship
- 2 ARTICLE LOGO PLACEMENT**
Follow readers from the homepage to the article template, or present to readers directly on the article from social media and search. Your logo is presented prominently on each article based on your section or keyword sponsorship
- 3 HOMEPAGE SECTION LOGO PLACEMENT**
(available with Section Sponsorship Only)
Located on the Homepage and on the individual section front pages, this unit adds additional impression value for frequent readers that rely on section fronts to keep up-to-date on news and information



mobile

desktop

keyword targeting

the weekend

	IN-ARTICLE (TOP)	IN-ARTICLE (BOTTOM)	ADHESION	OVERLAY	LEADERBOARD	HALF PAGE (ATF)	MEDIUM RECTANGLE (BTF)	IN-ARTICLE	WALLPAPER (TOP)	WALLPAPER (LEFT & RIGHT SIDES)	OVERLAY	SPONSORSHIP LOGO	EVENT LISTING
SIZE OPTIONS	300X250 320x50 320x120 320x100	300X250 320x50 320x120 320x100	320x50	300x250 300x300	728x90 970x90	300x600	300x250	300x250 336x280	1080x106	300x1250	640x360	195x33	IMAGE/ PHOTO Photo required: 700x500 minimum, 72 dpi or higher
FORMATS	gif, jpg, png	gif, jpg, png	gif, jpg, png	gif, jpg, png	gif, jpg, png	gif, jpg, png	gif, jpg, png	gif, jpg, png	gif, jpg, png	jpg, png	See Notes	png, gif	FORMATS jpg, png
MAXIMUM INITIAL FILE LOAD SIZE	40k	40k	40k	40k	40k	60k	40k	40k	40k	40k	40k	15k	
MAX VIDEO/ ANIMATION FRAME RATE					24fps	24fps	24fps	24fps					COPY Copy required: 40 Characters Max.
MAX ANIMATION LENGTH					15 secs 4 loops	15 secs 4 loops	15 secs 4 loops	15 secs 4 loops					
VIDEO ALLOWED	No	No	No	No	no/animation only	no/animation only	no/animation only	no/animation only	no/animation only	no/animation only	Yes	No	VIDEO ALLOWED No
NOTES				(a)					(b)	(b)	(c)	(d)	

PhillyVoice.com uses DoubleClick for Publishers (DFP) adserver. Lead time is 2 business days for standard ads and 4 business days for rich media. All rich media must be Internet Advertising Bureau (IAB) compliant and requires approval from PhillyVoice.com. All rich media ads need both an animated and a static creative. Ads not served through PhillyVoice.com ad server (DFP) require a click-through URL. Flash Creative: PhillyVoice.com does not accept flash. Video aspect ratio (recommended) 16:9 / 4:3

NOTES

(a) Mobile Overlay recommended size is 300x300. The standard 300x250 ad size can also be used for the mobile overlay. Max display is 10 seconds and includes a prominent Close [x] button. Overlays are built by PhillyVoice using a client provided image and click through url.

(b) Wallpaper safe areas should be recognized to ensure proper display. Wallpaper leaderboard position safe area is 70 pixels from left and right sides. Wallpaper left and right side unit safe areas are 120 pixels from top of the units. It is recommended that the bottom of left and right sides fade to white.

(c) Desktop Overlay recommended size is 640x360 to display properly based on PhillyVoice audience browser window variations. Desktop Overlay unit size can vary and should not exceed a width of 700px and a height of 520px. Max display is 10 seconds and includes a prominent Close [x] button. Overlays are built by PhillyVoice using a client provided image and click through url.

(d) Logos require a transparent background. This unit is not a display ad served through PhillyVoice ad server (DFP). Sponsorship logos are displayed through PhillyVoice content management system. Click-through URL required.

integrated content checklist

integrated content event listing checklist

ASSET CHECKLIST

ASSET CHECKLIST

CONTENT

PHILLYVOICE.COM CREATED CUSTOM CONTENT:
PhillyVoice will supply partner with developed content following the pre-campaign creative session.

PARTNER SUPPLIED CONTENT: Pre-written content (inclusive of article headline) must be sent in Word, Text, or PDF document. All reference links must be supplied.

CONTENT

PhillyVoice will create event listing article(s) based on supplied partner event details. Please submit event details in Word, Text, or PDF document as well as URL links to active web pages where program details can be extracted.

IMAGES/PHOTOS

All images must be a minimum 700 x 500, 72 dpi or higher, include captions and photo credit details and permissions if not owned media.

IMAGES/PHOTOS

Each integrated content event listing includes one (1) main article photo. Image must be a minimum 700x500, 72 dpi or higher and include photo credit details and permissions if not owned media.

SPONSORSHIP LOGO

195x33, Max load size of 30k
Logos require a transparent background. This unit is not a display ad served through PhillyVoice ad server (DFP). Sponsorship logos are displayed through PhillyVoice content management system. Click Through URL required.

SPONSORSHIP LOGO

195x33, Max load size of 30k
Logos require a transparent background. This unit is not a display ad served through PhillyVoice ad server (DFP). Sponsorship logos are displayed through PhillyVoice content management system. Click Through URL required.

PARTNER FACEBOOK AND TWITTER SOCIAL HANDLES

Please provide PhillyVoice with approved Facebook and Twitter social handles for branded content tagging.

PARTNER FACEBOOK AND TWITTER SOCIAL HANDLES

Please provide PhillyVoice with approved Facebook and Twitter social handles for branded content tagging.

PROPOSED SOCIAL MEDIA POST COPY

PhillyVoice will place on social media using internally developed copy to maximize content interest. If partner required brand approved copy, please provide using social media account approved guidelines

PROPOSED SOCIAL MEDIA POST COPY

PhillyVoice will place on social media using internally developed copy to maximize content interest. If partner required brand approved copy, please provide using social media account approved guidelines

DESIRED PUBLICATION DATE

To ensure proper scheduling, please provide PhillyVoice with requested publication date(s)

DESIRED PUBLICATION DATE

To ensure proper scheduling, please provide PhillyVoice with requested publication date(s)

THE WEEKEND

Please supply copy for THE WEEKEND: 40 Characters Max. The approved main article photo will displayed on THE WEEKEND per the approved schedule and will be displayed as 295x255