

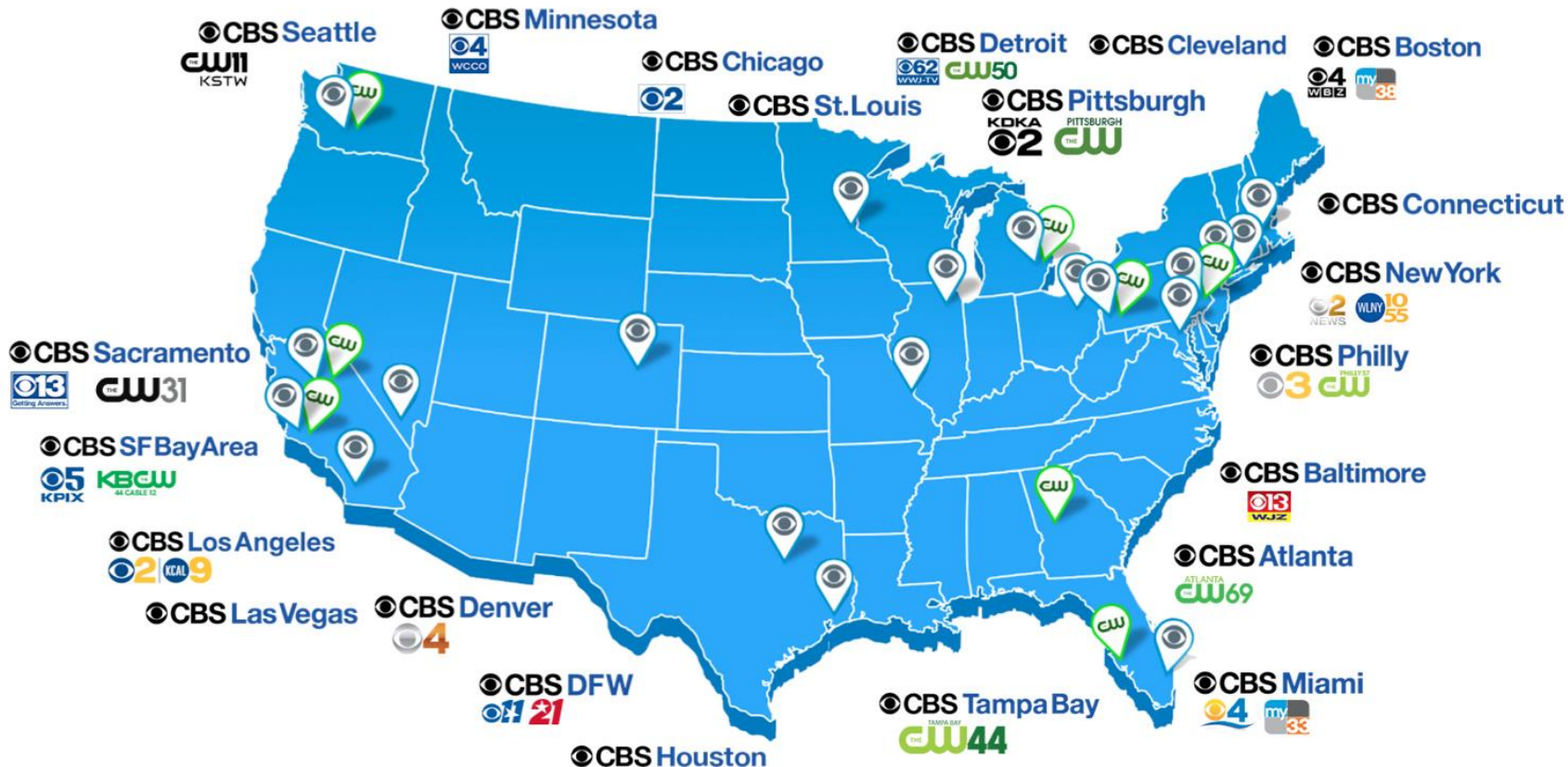


CBS LOCAL Digital Media™

ADVERTISING CAPABILITIES

2018

CBS LOCAL Digital Media™



CBS LOCAL BY THE NUMBERS

23

LOCAL
MARKET SITES

34MM

MONTHLY
UNIQUE VISITORS

23MM

MONTHLY MOBILE
UNIQUE VISITORS

15MM

MONTHLY
VIDEO VIEWS

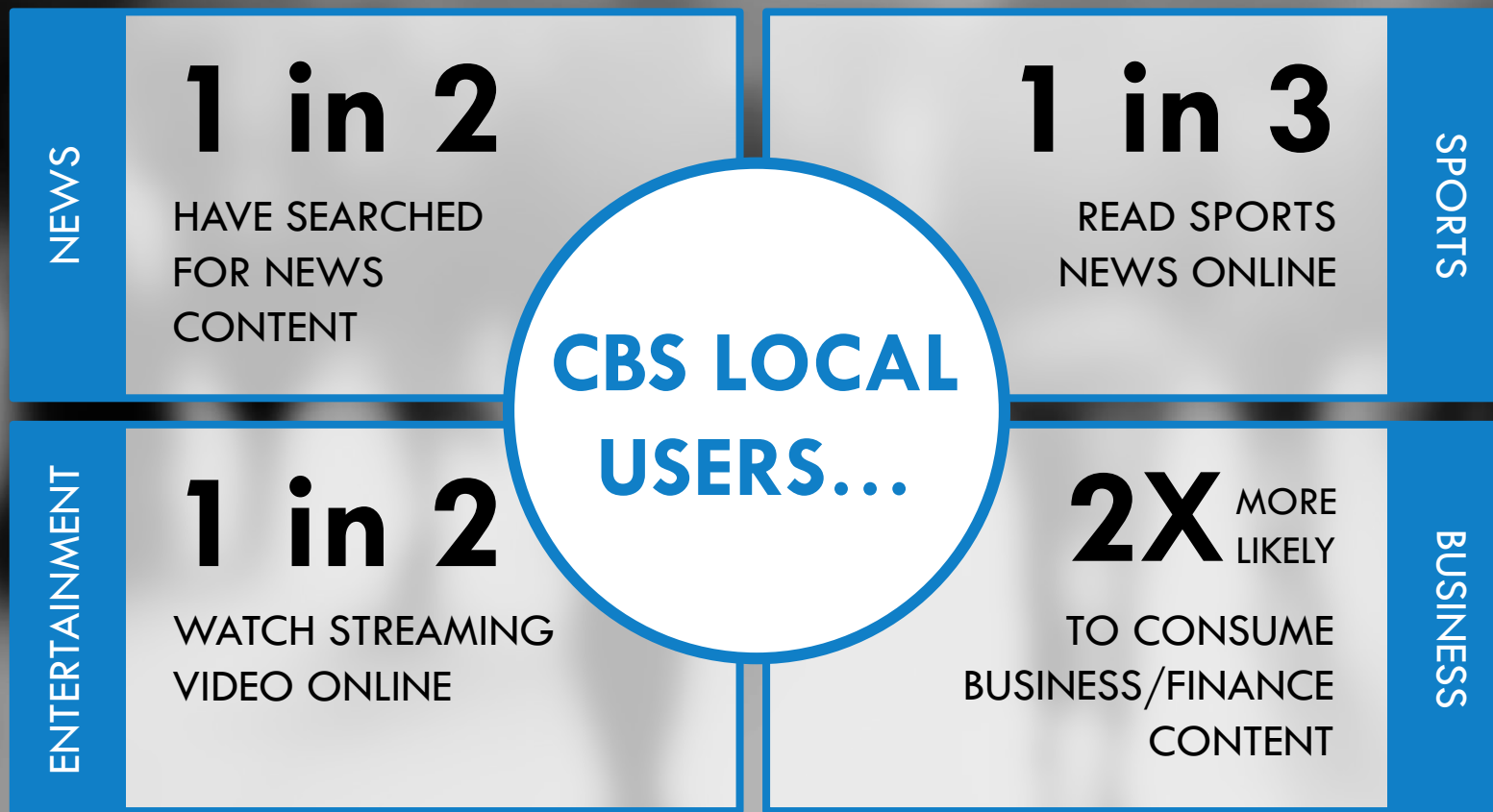
7MM

SOCIAL
FOLLOWERS

LOCAL AUDIENCE NATIONAL REACH

NEWS • SPORTS • ENTERTAINMENT • LIFESTYLE







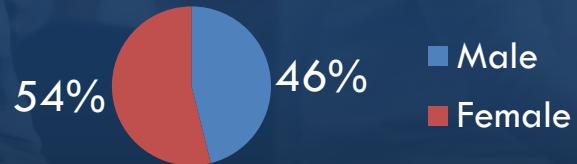
THE CBS LOCAL USER IS...

49.8

MEDIAN AGE

\$95,633

MEDIAN INCOME



MALE/FEMALE SKEW

CBS DENVER BY THE NUMBERS



1.5 Million
MONTHLY UNIQUE
VISITORS



2.8 Million
MONTHLY
PAGE VIEWS



64%
MOBILE
TRAFFIC



56%
ARE ADULTS 25-54



Nearly 1 in 2
HOUSEHOLD
INCOME OF 100K+

CBS LOCAL'S AUDIENCE IS....



FAMILY FOCUSED

29% MORE LIKELY
To Have 5 Or More
Children In Household

33% MORE LIKELY
To Have A Baby In
The Next 12 Months



AFFLUENT

NEARLY 3X MORE LIKELY
To Have A \$500k-\$1MM
Portfolio Value

NEARLY 2X MORE LIKELY
To Have Spent \$10k+ Online
Shopping In The Past 6 Months

34% MORE LIKELY
To Have A HHI Between
\$150-199K

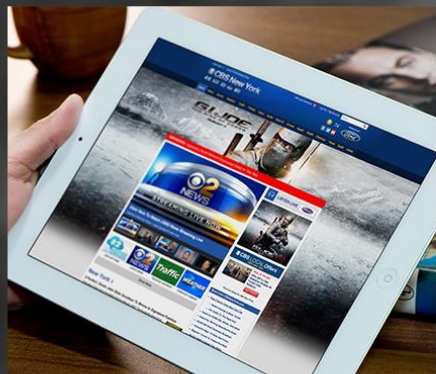


INTERNET SAVVY

OVER 4X MORE LIKELY
To Visit Social Media
Sites Daily

OVER 2X MORE LIKELY
To Be A Heavy Internet User

33% MORE LIKELY
To Be Interested In
Local
News/Entertainment



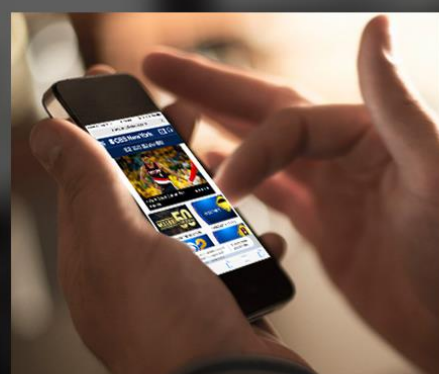
**BRANDED CONTENT &
NATIVE ADVERTISING**



SPONSORSHIPS



VIDEO



MOBILE

CBS LOCAL Digital Media™



DISPLAY



EMAIL



SOCIAL MEDIA



AUDIENCE REACH EXTENSIONS

A photograph of three people (two men and one woman) standing behind a counter in a kitchen or restaurant setting. The man on the left is wearing a dark shirt and a light-colored apron with "RedHot" and "SECRET INGREDIENT IN ORIGINAL BUFFALO WINGS" printed on it. The woman in the center is wearing a dark shirt. The man on the right is wearing a dark plaid shirt. They are all smiling. The background features shelves with various bottles and containers, some labeled "RedHot". On the counter in front of them are several items: a white football helmet with "RedHot" and "I put sauce on everything" printed on it, a bottle of RedHot sauce, a stack of napkins, and some food items. The entire image has a dark blue overlay.

BRANDED CONTENT & NATIVE ADVERTISING

BRANDED VIDEO



Leverage CBS's content creation & storytelling capabilities to produce a first to market custom video series that generates engagement, brand awareness and seamlessly integrates advertiser.



QuinnZoneStudios 5 months ago

Totally how I feel about PS too ;) We found our oasis here..... <3

Reply • 1  



BuckHollywood  6 months ago

Love it!

Reply • 1  

[Latest News Stories >](#)

The building at 270 North Broadway was evacuated Wednesday morning when one of the residents got in her car and found what looked like a bomb in the trunk.

These 5 tips will surprise you how easy it is to concentrate

SPONSOR

The Newark Public Schools system is supplying the schools with alternate water for drinking and for food preparation.

Many across the region were taking advantage of the unseasonably warm weather.

Police led a sweeping manhunt from the air, with canines and heavily-armed officers on the ground, in search for a third suspect involved in the incident.

©CBS LOCAL Digital Media™ 13

LOCAL & NATIONAL INFLUENCERS

Tiki Barber

Tony Romo

Ben Brown

Pace
WebbBill
RancicTony
GonzalezJesse James
DeckerAlex
Guarnaschelli

James Brown

Boomer Esiason

We serve the community with relevant content from impactful personalities through **CBS Talent and Influencer Relationships**. CBS Local has access to over 50,000+ influencers across music, sports, business, lifestyle & entertainment.

A performer in a sparkling dress is singing into a microphone, with a crowd of people in the background. The image is dark with a blue tint, and the word "SPONSORSHIPS" is overlaid in large white letters.

SPONSORSHIPS

SPONSORSHIP CALENDAR



Q1

- PEOPLE'S CHOICE AWARDS
- SUPER BOWL
- GRAMMY AWARDS
- VALENTINE'S DAY
- NASCAR
- MAJOR LEAGUE SOCCER
- NFL FREE AGENCY
- ST. PATTY'S DAY
- MARCH MADNESS

Q2

- MAJOR LEAGUE BASEBALL
- MASTERS TOURNAMENT
- TAX DAY
- MOTHER'S DAY
- ACM AWARDS
- TRIPLE CROWN
- MEMORIAL DAY
- TONY AWARDS
- FATHER'S DAY

Q3

- 4TH OF JULY
- NCAA FOOTBALL
- BACK TO SCHOOL
- U.S. OPEN
- NFL
- LABOR DAY
- EMMY AWARDS

Q4

- NHL
- NBA
- HALLOWEEN
- THANKSGIVING
- BLACK FRIDAY
- VICTORIA'S SECRET FASHION SHOW
- KENNEDY CENTER HONORS AWARDS

CBS LOCAL SPORTS ORIGINAL VIDEO PROGRAMMING

Connects fans with popular sports talent through original video programming and exclusive content



FAN ESSENTIALS

Documentary-style programming where sports analysts and personalities discuss hot topics in sports

[View Now](#)



FANTASY FOOTBALL UPDATE

Weekly fantasy football video show featuring exclusive lineup advice and content from CBSSports.com's pro football experts.

[View Now](#)



TAILGATE FAN

CBS Local talent present a comedic experience that instantly transports fans at home to tailgates across the country

[View Now](#)



PLAYER STYLE FILE

Top athletes share their personal views of life and style. This vignette-style series gives fans an in-depth view of their favorite athletes.



MY SPORTS STORY

Mixes animation with live action storytelling, allowing comedians, athletes, musicians and entertainers an intimate space to tell one of their favorite funny sports stories.

LIFESTYLE & ENTERTAINMENT

A white line-art graphic of a house with a banner across the front, containing the text 'ESP' and 'EAT · SEE · PLAY'.

ESP

EAT · SEE · PLAY



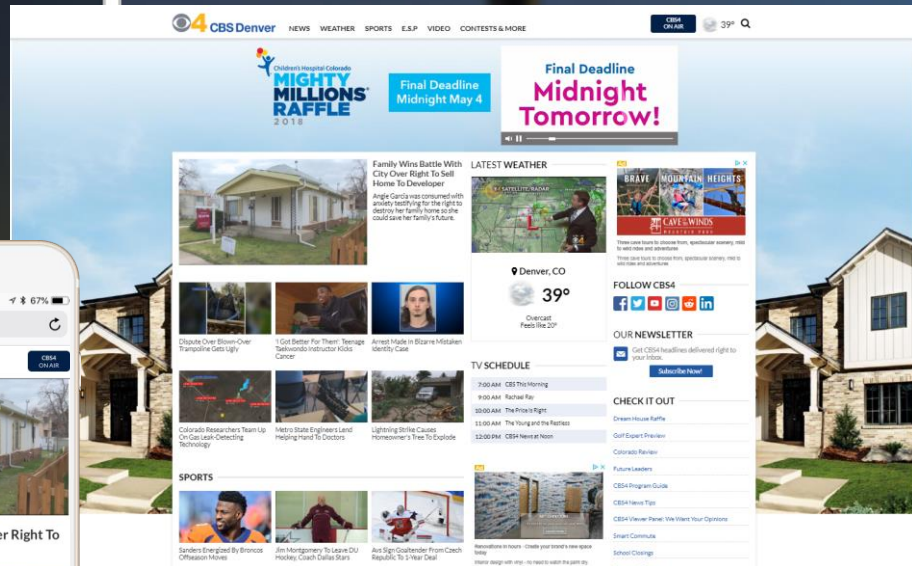
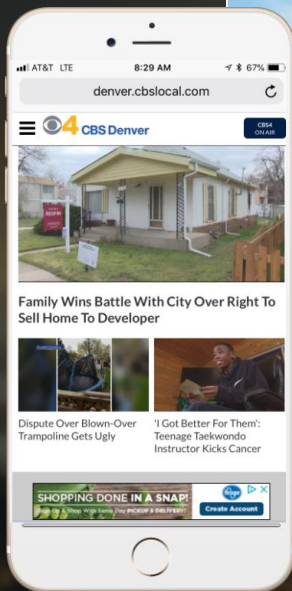
CBS Local video franchise that highlights the best places to eat, see and play in your local market, with add-on opportunities to use an influencer.

ORIGINAL VIDEO PROGRAMMING SPONSORSHIP

- Branded Wallpaper (2000x1050)
- Billboard (970x250)
- Pre-Roll (:15/:30)
- Mobile Banner (320x50)

ADDITIONAL OPPORTUNITIES

- Logo inclusion on opening/break slates
- In-video branding opportunities available
- Extension on YouTube with guaranteed TrueViews
- Facebook boosted posts



DIGITAL MEDIA PLACEMENTS

VIDEO

MOBILE

DISPLAY

RICH MEDIA
SOLUTIONS

E-MAIL

SOCIAL MEDIA

REACH
EXTENSION

VIDEO OPPORTUNITIES

©CBS LOCAL Digital Media™



VIDEO PRE-ROLL: PREMIUM PLAYER

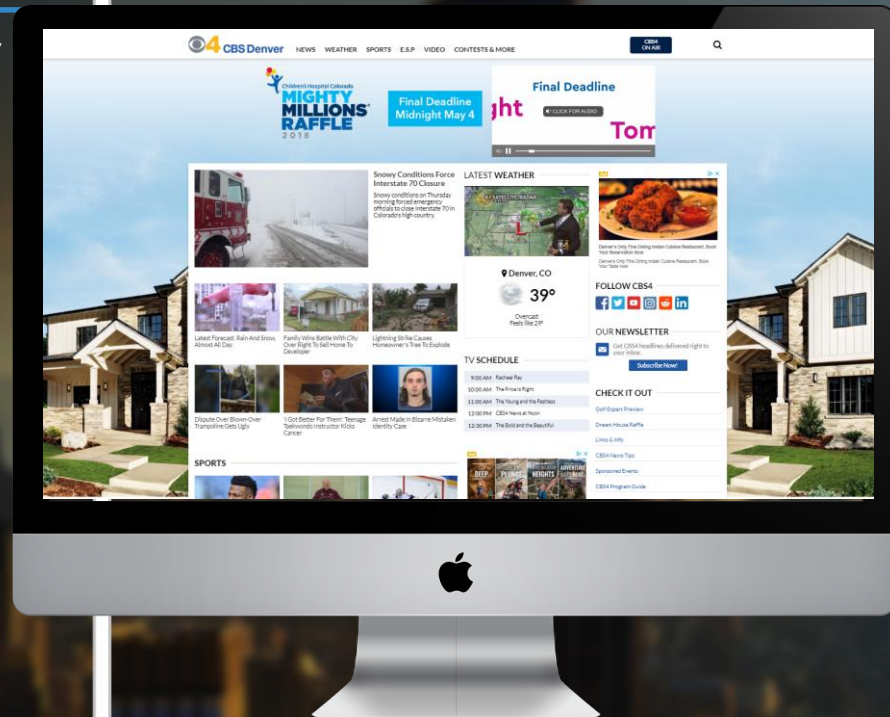
This premium pre-roll video unit runs in the large video player that is found in the:

- (1) *Video Library Hub*
- (2) *Dynamic Lead*
- (3) *Top Portion of Article Page*
- (4) *Live Streaming Newscasts*

BENEFITS:

- High Viewability %
- Strong Video Completion Rate (VCR)
- Auto-Play & Non-Skippable
- Available on mobile and desktop

Available on Mobile & Desktop



IN-ARTICLE VIDEO

In-Article Video is an innovative format which positions video advertising within the heart of editorial content as a user scrolls through the page

BENEFITS:

- Only start playing once video is 50% or more in-view
- Places ads within the heart of editorial content
- Viewable by design

Available on Mobile & Desktop

The screenshot shows a news article on the CBS Denver website. At the top is a navigation bar with the CBS Denver logo and links for NEWS, WEATHER, SPORTS, E.S.P., VIDEO, CONTESTS & MORE. A 'LISA ONAIR' badge and a temperature/time display (39°) are also present. Below the navigation bar is a large banner for the 'Lodge Casino' with the text 'Life's a BEACH' and 'Win up to \$500!'. The main headline of the article is 'Family Wins Battle With City Over Right To Sell Home To Developer'. Below the headline is a video player showing a 'FOR SALE REDFIN' sign. To the right of the video player is a sidebar with social media links (Facebook, Twitter, YouTube, Instagram, LinkedIn), a newsletter sign-up, and a 'MOST VIEWED' list. The video player itself has a 'SPONSOR' overlay. The article text below the video mentions 'BOULDER, Colo. (CBS4) - Angie Garcia was consumed with anxiety testifying for the right to destroy her family home so she could save her family's future.' and 'My parents and others family members bought houses on Goss Street because that's all they could afford. It was the poor side of town, the other side of the tracks,' Garcia said in a Boulder meeting on Wednesday.

4 CBS Denver NEWS WEATHER SPORTS E.S.P. VIDEO CONTESTS & MORE LISA ONAIR 39°

Life's a BEACH Win up to \$500! Know When To Stop Before You Start. Gambling Problems? Call 1-800-522-4789.

Family Wins Battle With City Over Right To Sell Home To Developer

May 2, 2012 10:02 am Filed Under: Angie Garcia, Boulder, Boulder Landmark Board, Historic Preservation, Local TV

COVERING COLORADO FIRST

FOR SALE REDFIN

FAMILY WINS BATTLE WITH CITY

By Stan Bush

BOULDER, Colo. (CBS4) - Angie Garcia was consumed with anxiety testifying for the right to destroy her family home so she could save her family's future.

"My parents and others family members bought houses on Goss Street because that's all they could afford. It was the poor side of town, the other side of the tracks," Garcia said in a Boulder meeting on Wednesday.

SPONSOR

Her home at 2122 Goss Circle is one of the last remaining structures from what was Boulder's historically low income black and Hispanic neighborhood. The rest of the neighborhood has been scraped for new buildings.

FOLLOW US

OUR NEWSLETTER

Get CBS4 headlines delivered right to your inbox.

Subscribe Now!

MOST VIEWED

- 1 Wave Of Huge Alligators Wreaking Havoc Across Southern States
- 2 Dispute Over Blown-Over Trampoline Gets Ugly
- 3 Some Of Earth's Lowest Air Pollution Levels Found In Western Colorado Town
- 4 Family Finds Ancient Horse Skeleton While Landscaping
- 5 Amber Alert Cancelled: 12-Year-Old Girl Found Safe, Suspect Shot Himself, Sheriff Says
- 6 Body Camera Videos Of Vegas Shooter's Room Released
- 7 Search Intensifies, Reward Increased For Man Missing For More Than A Week
- 8 Arrest Made In Bizarre Mistaken Identity Case
- 9 Golden State Killer Investigation: Who Is The Real Joseph DeAngelo?
- 10 Lightning Strike Causes Homeowner's Tree To Explode

CONNECTED TV

Connected TV allows users to stream content from a device onto a television. Viewers access content on these devices through a variety of apps like Crackle, A&E, Watch ESPN and many others.

Benefits:

- 100% Share-of-voice
- High User Engagement
- User-initiated, non-skippable
- 85-90% Average Completion Rate

Creative Types:

- :15/:30 Second Video Ads
- Pre, mid, post roll placement

Example of CTVs:

Roku, Apple TV, Chromecast, Xbox, Smart TV's (Samsung), Blu-Ray Disc Players.



Smart TV



TV connected to a Blue Ray player, gaming console, set-top box or any other internet-compatible device.

Targeting Capabilities:

- Geography (recommended: DMA Level)
- Apps
- Device
- Daypart
- Contextual Targeting by App

Data & Reporting:

Reporting provided by placement and App and inclusive of impressions, views and viewing time.

FULL EPISODE PLAYER (FEP) ADVERTISING

Video ads served strictly before or during full-length content on a desktop, tablet, mobile and CTV.

Why run FEP?

It's the most premium of the AdvancedTV offerings as it targets full-length, high-quality content exclusively.

KEY TAKEAWAYS

- Premium, large-format player
- Targeting type of content; device agnostic
- Viewer intent similar to cable television
- On-demand content ensures active viewer attention



Targeting options:

- DMA
- Gender
- News, Sports, Drama, Comedy channels
- Dayparting

OVER THE TOP (OTT) ADVERTISING

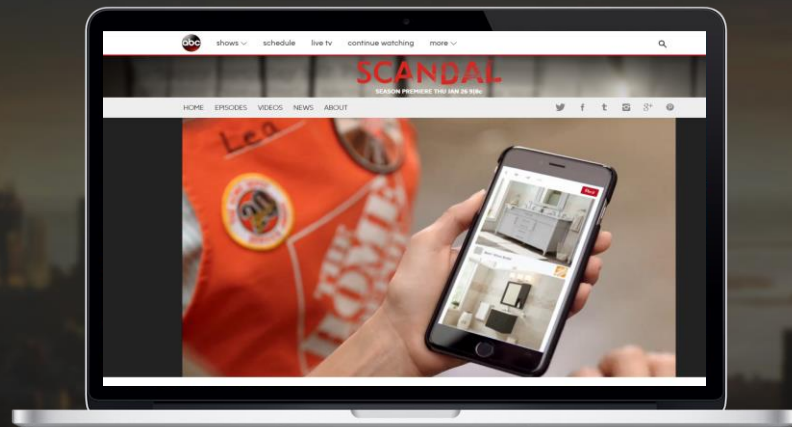
Cross-channel, premium in-stream – serving pre, mid or post-roll video ads on any device

What's included:

It combines a variety of video ad inventory across the web, including standard in-stream, CTV and FEP Advertising.

KEY TAKEAWAYS

- High Viewability
- Device agnostic
- Generates above-average completion rates
- On-demand content ensures active viewer attention



Targeting options:

- DMA
- Gender
- News, Sports, Drama, Comedy channels
- Dayparting



MOBILE

OPPORTUNITIES

©CBS LOCAL **Digital Media**™

MOBILE WEB

62% of visits to CBS Local Digital properties come from mobile web

TARGETING CAPABILITIES:

- Geo-target
- Demographic/Behavioral
- Device (e.g. Phone/Tablet)
- Browser (e.g. Chrome, IE)
- Day-part

DISPLAY

- 320x50 sticky unit
- 300x250 Banner
 - Articles only
 - Can be synched with a 320x50

VIDEO

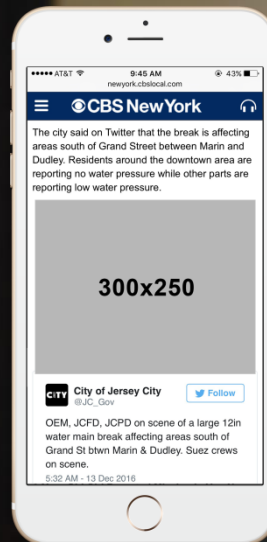
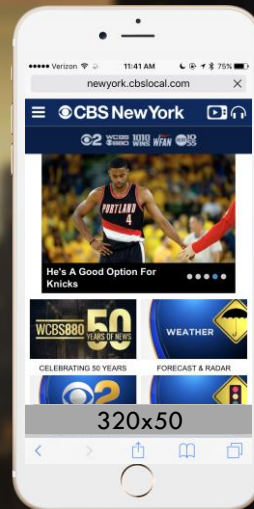
- 320x480 Pre-Roll (Phone)
- In-Article Video
- Midroll

NATIVE

- In-feed Unit



VIDEO PRE-ROLL
(320x480)



CBS LOCAL APP

Delivers the latest news, sports, weather and traffic in your local market.

BENEFITS:

- Available for 23 CBS Local Markets
- Available on iPhone, Android, iPad

DISPLAY

- 320x50 (Phone) – Articles Only
- 728x90 (Tablet) – Articles Only
- Interstitial

VIDEO

- 320x480 (Phone)
- 1024x768 (Tablet)
- Midroll



WEATHER APP

Real-time local weather resource from CBS TV newsrooms across the country.

BENEFITS:

- Available for 14 CBS Local Markets
- Available on iOS, Android, Windows

DISPLAY

- Logo Inclusion on Splash Page
- 320x50 (Phone)
- 728x90 (iOS Tablet Only)

VIDEO

- 320x480 (Phone)
- 1024x768 (Tablet)
- Pre-roll



DISPLAY AD PLACEMENTS

©CBS LOCAL Digital Media™



STANDARD AD PLACEMENTS

Delivers brand messaging through media assets alongside premium CBS content.

- Branded Wallpaper (2000x1050)
- Medium Rectangle (300x250)
- Billboard (970x250)
- Leaderboard (728x90)
- Half Page (300x600) Articles Only

4 CBS Denver NEWS WEATHER SPORTS ESP VIDEO CONTESTS & MORE **CBS CHAIR** 39°

BILLBOARD (970 x 250)

Branded Wallpaper (1768 x 1050)

NEWS

SNOWY CONDITIONS FORCE INTERSTATE TO CLOSE
Snowy conditions on Interstate 70 forced motorists to turn back. The closure was in effect for several hours.

SEND CBS4 A NEWS TIP

NEWS TIPS
888-943-TIPS
24 HOURS A DAY

FOLLOW US
Facebook Twitter YouTube Instagram

OUR NEWSLETTER
Sign up to get our latest headlines delivered right to your inbox.

MOST VIEWED

01 Snowy Conditions Force Interstate To Close

02 Denver Over Snow Over Transpire Gets Ugly

03 11 Got Better For Them? Teenage Television Instructor Kicks Cancer

04 Arrest Made In Bizarre Missing Identity Case

05 Colorado Researchers Team Up On Gas Leak-Detecting Technology

LEADERBOARD (728 x 90)

More From CBS New York

WCBS880 50 YEARS OF NEWS

CBS New York Newsletter
Sign Up Today

Bloomberg WCBS Tri-State Business Index

SYNCHED ROADBLOCK

Surround CBS Local Content with geo and content targeting with a high impact synched unit.

- Branded Wallpaper (2000x1050)
- Medium Rectangle (300x250)
- Billboard (970x250)

CBS4 Denver NEWS WEATHER SPORTS E.S.P VIDEO CONTESTS & MORE **CBS4 ON AIR** 39° Q

WEATHER WATCHERS **JUNIOR WEATHER WATCHERS** **POWERED BY Xcel Energy** **LEARN MORE**

CBS4 Weather Watchers

f t in r +

CBS4 Weather Watchers and Junior Weather Watchers (ages 6-12) are weather enthusiasts who connect with CBS4's weather team and help them build the most complete and accurate picture of Colorado's diverse conditions. This exclusive information gives the CBS4 weather team an unmatched perspective on how weather is changing, all over our state. And that helps them give you the best forecast possible.

Our weather watchers are your neighbors. They're the ones who are always talking about last night's storm, tomorrow's chance for snow, or the cool cloud formations they saw last week. The reports they share come from their homes and schools, and the information comes from their own personal weather stations. They tell us how much snow fell, or how temperatures are changing. They share pictures and video of cool weather events. They can even send a direct alert to the team in Colorado's Weather Center.

WE CARE ABOUT THIS COMMUNITY AS IF IT WERE OUR HOME. BECAUSE IT IS. **LEARN MORE**

WEATHER NEWS FROM COLORADO'S WEATHER CENTER

Sound like fun? All it takes is a thermometer, a rain gauge and a ruler and you can be a CBS4 Weather Watcher. **APPLY HERE** to get started!

APPLY HERE

ALREADY A MEMBER? LOGIN HERE!

Latest Forecast: Rain And Snow, Almost All Day

Lightning Strike Causes Homeowner's Tree To Explode

Smoke From Massive Wildfire In Arizona Concerns Colorado Residents

America's Air Isn't Getting Cleaner As Fast As It Used To

INTERSTITIAL

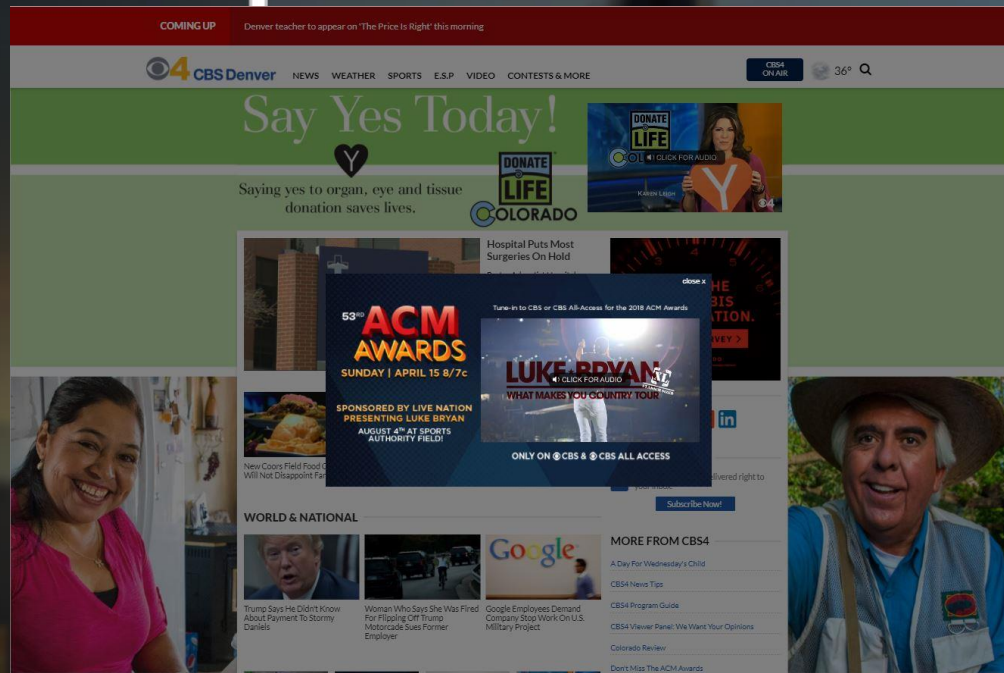
Drive brand awareness with a high-impact display placement with the option to include video for tune-in sponsorship opportunities.

BENEFITS:

- 100% Share-of-voice on page load
- Multi-click functionality
- Engagement analytics
- Can include video
- Available for tune-in sponsorships only

Approval from Sales & Creative Required Prior to Pitching

Available on Mobile & Desktop



IN-FEED UNIT

Organically integrate client messaging within CBS article headlines on section fronts and article pages.

BENEFITS:

- Places ads within the heart of editorial content
- Accepts short or long-form video
- Brand mention in title and description
- Distribute CBS produced or brand provided content

Available on Mobile & Desktop

Latest News Stories >

Bomb Squad Responds After Suspicious Device Found In Car In Yonkers

The building at 270 North Broadway was evacuated Wednesday morning when one of the residents got in her car and found what looked like a bomb in the trunk.



Having trouble concentrating? Here are Dr. Travis Stark's top 5 Doctor Health Tips.

These 5 tips will surprise you how easy it is to concentrate

Presented by SPONSOR

SPONSOR

30 Newark Public Schools Shut Down Drinking Water Due To Elevated Lead Levels

The Newark Public Schools system is supplying the schools with alternate water for drinking and for food preparation.



Spring Comes Early To Tri-State Area

Many across the region were taking advantage of the unseasonably warm weather.



Third Suspect Still On The Loose After NYPD Detective Shot in Brooklyn

Police led a sweeping manhunt from the air, with canines and heavily-armed officers on the ground, in search for a third suspect involved in the incident.





EMAIL OPPORTUNITIES

©CBS LOCAL **Digital Media**™

CBS LOCAL NEWSLETTER

Category specific newsletter sent to opt-in users

- Includes a fixed 300x250
- Newsletter Categories
 - Daily News Headlines
 - Sports
 - Music
 - Health

TARGETING CAPABILITIES*

- Interest
- Location

*Targeting available on select email blasts and newsletters

CBS Pittsburgh Daily News Headlines

News



Honda Expands Airbag Recall

Honda is expanding its airbag recall to an additional 380,000 vehicles.



Edgewood Towne Centre Shooting Suspect Arrested After Chase & Crash

A man wanted in connection with a shootout at the Edgewood Towne Centre last month was arrested following a chase Tuesday night.



Police Investigating After Shots Fired & Car Hits Wilksburg Home

Police are investigating after shots were fired and a vehicle hit a house early this morning in Wilksburg.



At Least 3 Hurt At Westmoreland Co. Stone Quarry

Two medical helicopters have been called to a stone quarry in Westmoreland County.



Springdale Police Chief Writes Stinging Letter About Harassment

Springdale Borough Police Chief Julio Medeiros III has fired off a stinging letter addressed to the borough solicitor for help to...

Politics



Local Workers Celebrate Workers' Memorial Day

It's called Workers' Memorial Day, and on Tuesday morning a crowd assembled to commemorate the lives of those who have lost their...



Criminal Probe Of AG Kane May Expand To Include Staff Firing

A criminal investigation of Pennsylvania Attorney General Kane may expand to include staff firing...

CBS New York

Sports



Richard Sherman: 'I'm Really Disappointed'

The Seattle Seahawks' All-Pro cornerback might have fit better earlier when that...



Listen Live

MEDIUM RECTANGLE
(300x250)



Listen Live

MEDIUM RECTANGLE
(300x250)

Follow CBS New York

facebook

Like us on Facebook

twitter

Follow us on Twitter

Latest News Headlines

Sources: Alleged Bonanno Crime Family Member Charged In Connection With 1978 Lufthansa Heist

Delays Continue After Downed Wire Disables Metro-North Train For Hours In Conn.

DEDICATED EMAIL

Leverage CBS's permission-based database of 250 million+ email subscribers to directly reach your target audience.

HOW IT WORKS – CBS will create an email that mirrors the look and feel of a client's website. The emails will contain multiple links that drive back to the client's landing pages. The emails are sent to a list of permission-based users sourced from websites all over the internet.

TARGETING – Hundreds of targeting options available ranging from categories such as Household Income, Education, Health and Medical, Hobbies and Interest, Language, Occupation, etc.

COMPREHENSIVE FOLLOW-UP – Receive a post-deployment recap to see open rate, click-through-rate, which links users are clicking on, and more.

RETARGETING – CBS tags the users who opened/clicked on the emails and retargets them with display ads as they browse the internet for a week post-deployment. Retargeted users are 70% more likely to convert on a website and show extremely high engagement rates with display ads.



The advertisement for Gusto Farm to Street features a top section with a photo of a catering spread including a salad, a bread roll, and sandwiches. Below this, three smaller images show different food items: a bowl of salad, a long pizza, and a plate of vegetables. The central text promotes a \$50 gift card offer for orders of \$250 or more. A green button labeled 'VIEW MENU' is positioned below the offer. At the bottom, contact information for two locations is provided, including phone numbers, email addresses, and websites.

gusto
FARM TO STREET

NEED CATERING?

ORDER \$250 OR MORE IN CATERING & RECEIVE A
\$50 GIFT CARD

WE CAN ACCOMMODATE ANY SIZE ORDER. 24-HOUR NOTICE.
SETUP AVAILABLE UPON REQUEST.

[VIEW MENU](#)

BETHESDA ROW
4733 Elm Street
Bethesda, Maryland 20814
catering@eatgusto.com
eatgusto.com

SILVER SPRING
8512 Fenton Street
Silver Spring, Maryland 20910



SOCIAL MEDIA

OPPORTUNITIES

CBS LOCAL Digital Media™

SOCIAL MEDIA



CONTENT POSTS

Leverage CBS Local owned and operated social accounts to promote, educate, inform or entertain audiences



TARGETED POSTS

Distribute Facebook posts on behalf of brands utilizing CBS owned and operated local accounts to target people who are a great match for a specific business need



STRATEGIC SOLUTIONS

RICH MEDIA SOLUTIONS

CBS Local rich media solutions combines features to reach and engage your target audience.



Add-To-Calendar



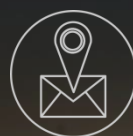
Countdown



Text Ticker



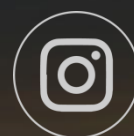
Form Builder



Geo Messaging



Hotspots



Instagram Feed



Maps & Directions



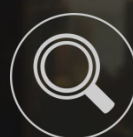
Photo Gallery



Pinterest Button



Print Coupon



Search



Tap to Call/Text



Twitter Pulse



Twitter Ticker



Twitter Tap to Follow



Video Gallery



Weather
Triggers & Feeds



Ad Rotation



Ad Sequencing



Dayparting



Overlay

TARGETING

DESKTOP

- DMA/CITY/ZIP CODE
- BROWSER
- DEVICE
- DAY PART/HOUR
- BEHAVIORAL
- INTEREST
- PURCHASE INTENT

MOBILE WEB

- DMA/CITY/ZIP CODE
- BROWSER
- DEVICE
- DAY PART/HOUR
- BEHAVIORAL
- INTEREST
- PURCHASE INTENT

MOBILE APP

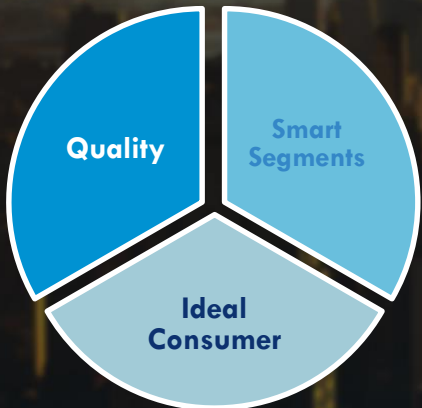
- DMA/CITY/ZIP CODE
- BROWSER
- DEVICE
- DAY PART/HOUR

BEHAVIORAL TARGETING

IN PARTNERSHIP WITH **NIelsen MARKETING CLOUD**

Insightful targeting gives brands helps to complement media campaigns

- Quality data validated by ComScore
- Access to custom data and smart segments
- Access to an engaged, ideal consumer for your brand



6.1TN
CONSUMER
ACTIONS
MONTHLY

30,000+
AUDIENCE
SEGMENT

★ BRANDED DATA



★ VERIFIED AUDIENCE SEGMENTS



A young man and woman are sitting outdoors on a stone ledge. The man, on the right, is wearing a grey beanie, a black and white checkered scarf, and a grey cardigan over a white t-shirt. He is holding a silver tablet. The woman, on the left, has long dark hair and is wearing a dark jacket over a green and black plaid shirt. They are both looking at the tablet with interest. The background is a blurred outdoor setting with trees and foliage. A large, dark, curved shape is overlaid on the left side of the image, partially obscuring the woman and the text.

REACH EXTENSION OPPORTUNITIES

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CBS LOCAL PLUS

CBS Local Plus's innovative programmatic platform uses its partnerships with various inventory partners to deliver scalable, multi-screen, and highly targeted digital campaigns beyond CBS O&O properties for increased reach and scale.

Targeting Capabilities

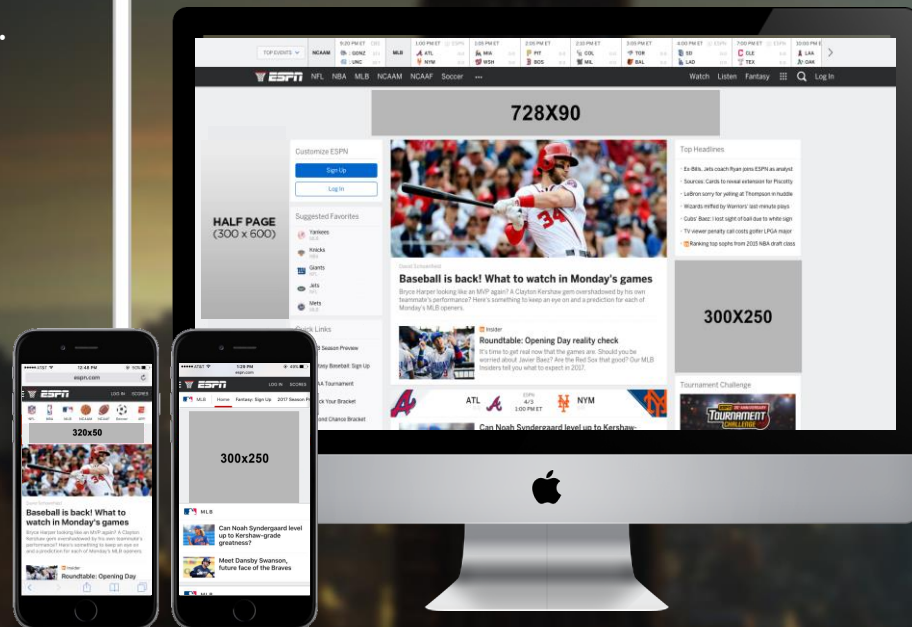
- Demo Targeting
- Behavioral Targeting
- Search Retargeting
- Channel Targeting
- Geo-fencing and Geo-farming
- Site Retargeting

Desktop Ad Sizes

- 728x90
- 300x250
- 300x600

Mobile Ad Sizes

- 320x50
- 300x250



CBS MOBILE PLUS

Reach targeted consumers on their mobile devices.

Geo-Fencing

Geo-fencing allows advertisers to target prospects based on their current (real-time) location. For example, geo-fence targeting is a great option for local businesses who want to reach people nearby right now.

Geo-Farming

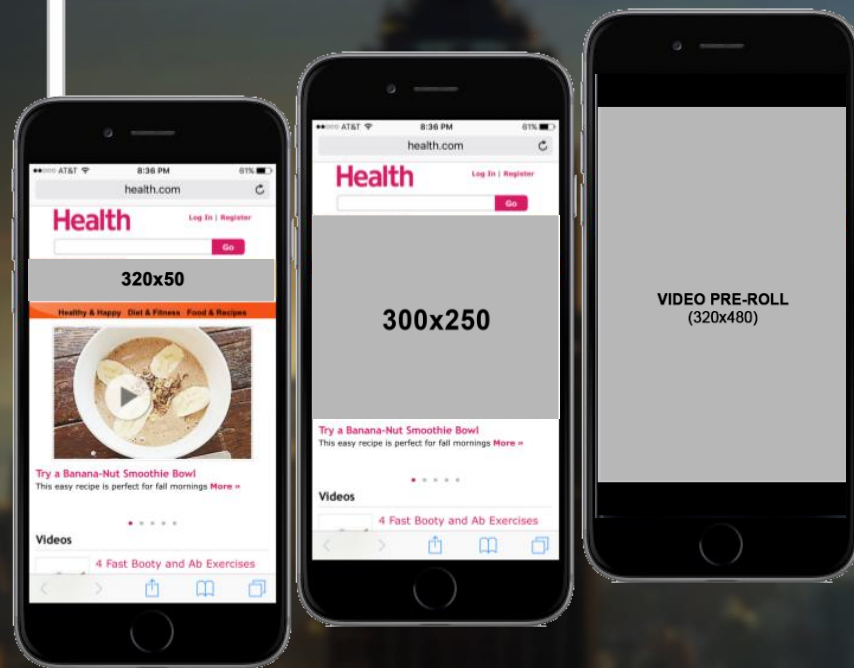
Geo-farming, otherwise known as “historical retargeting”, re-targets users who have been to certain locations with a given frequency in the past. For example geo-farm targeting is a great option for advertisers who want to reach users who have been to their competitor’s locations in the last month.

Available Ad Unit Sizes

- 320x50
- 300x250
- 320x480
- Video

Targeting

- Location
- Contextual
- Demographic
- Behavioral
- Dynamic Targeting
- Include verified foot traffic attribution



CBS LOCAL SPORTS VIDEO PLUS

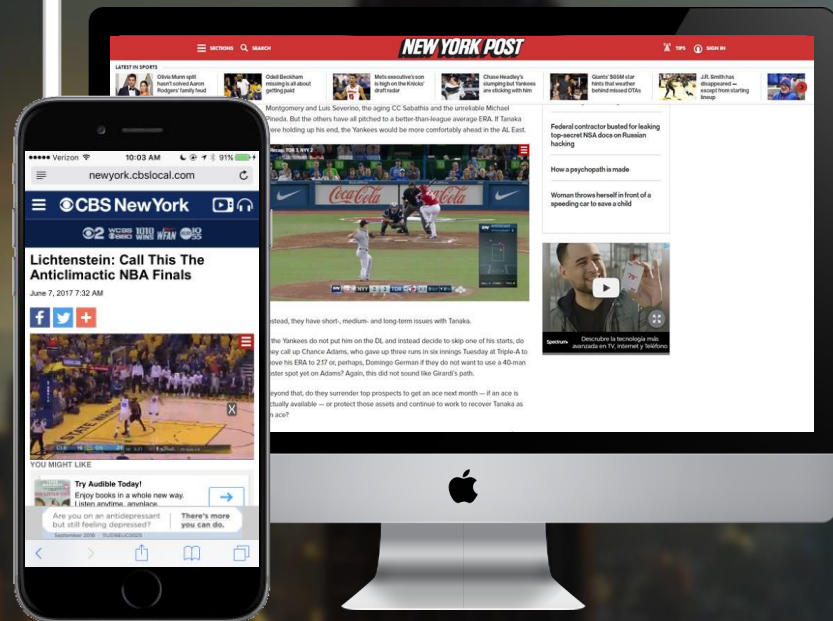
The CBS Local Sports Video Plus Network allows advertisers to run their :15/:30 spot as non-skippable pre-roll video prior to professional sports league (MLB, NBA, NHL and PGA) highlights and content on premium local publisher websites; targeting desired geography, demos, and sports leagues and teams.

Targeting Options:

- National/State/DMA/Zip
- Demo
- Sport/League/Team

HIGHLIGHTS:

- Ability to guarantee 70%+ Viewability
- Third party tags are accepted
- Competitive rates
- High viewability and completion rates
- Exposure across local premium publishers
- Reporting includes: Impressions, CTR, VCR





SWEEPSTAKES


SWEEPSTAKES

Work with CBS to create an enter to win sweepstakes to amplify your brand objective and acquire quality leads for your business.

CBS recommends the prize being a product you want to promote to ensure the relevance of opt-ins.

- Logo inclusion
- Vanity URLs can be created for on-air promotion
- Customizable
- May contain video

ENTER FOR A CHANCE TO WIN A
A TRIP FOR TWO!



First name*

Last name*

Email*

ENTER

SPONSOR

A low-angle, upward-looking perspective of several tall skyscrapers in a city, likely New York City, with the Empire State Building prominently visible in the center. The buildings are dark and silhouetted against a bright sky, creating a dramatic, converging architectural effect.

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**THANK
YOU**