



Downtown
Cobourg
—

November 27, 2020

CONFIDENTIAL for Cobourg DBIA

Campaign name : 2021 Marketing

OMNI-CHANNEL MARKETING SOLUTIONS

Prepared by : Nitesh Sharma



What we heard as your priorities:

1. Let more people in the community know about your upcoming events
2. Promote monthly events calendar on consistency
3. Increase monthly event sale revenue through more confirmations on your event landing page

Determine an **efficient and effective campaign** to **achieve your primary marketing objectives:**

Awareness & Consideration

- ✓ Create local **awareness** of your business and **what you have to offer**.
- ✓ Build a **deeper relationship** with potential customers, so you are **top-of-mind** when they are thinking of buying.

RECOMMENDED PARTNERSHIP PROPOSAL TORSTAR CAPABILITIES



Digital Display

PPC, Programmatic, Contextual
on Social Media, OFF Network or
ON Torstar Network



Custom Content



Print Display Magazines & Community paper



Flyers Digital & Print Direct Mail via post & Distribution Network



Search & Social SEO & SEM



Email Marketing

Media Mix Details

WHY THESE TACTICS WILL WORK FOR YOUR CAMPAIGN

Placing **your** ad in the newspaper alongside our trusted journalism **enhances** your brand **trust** and drives **action**.

What you'll receive:

- ✓ Insert Basebar ad size, NN, monthly (19,500 circulation)
- ✓ Turn-key creative design services
- ✓ **Print-to-Web**

We will run a digital replica of your ad on our website under Local News > Local Guide that clicks through to your site

Plus! Your print campaign will:

- Reach multiple targets - 88% of Canadians read newspapers each week
- Drive results - more than 5.2 million Ontario adults take action after seeing ads in newspapers
- Reach our readers who are 23% more likely than average to act after seeing an ad in print



* You may include Brighton Independent for any major event which is currently not part of your media mix

Takeovers

Own a high traffic page or section on our community site.
Exclusive branding placement for full 24hours. Block your competitors during peak advertising. Average CTR of 0.5%.

PLACEMENT

24 hours Exclusive Placement

Site Section (Newspage or Homepage)

Direct Traffic on clicks to your website

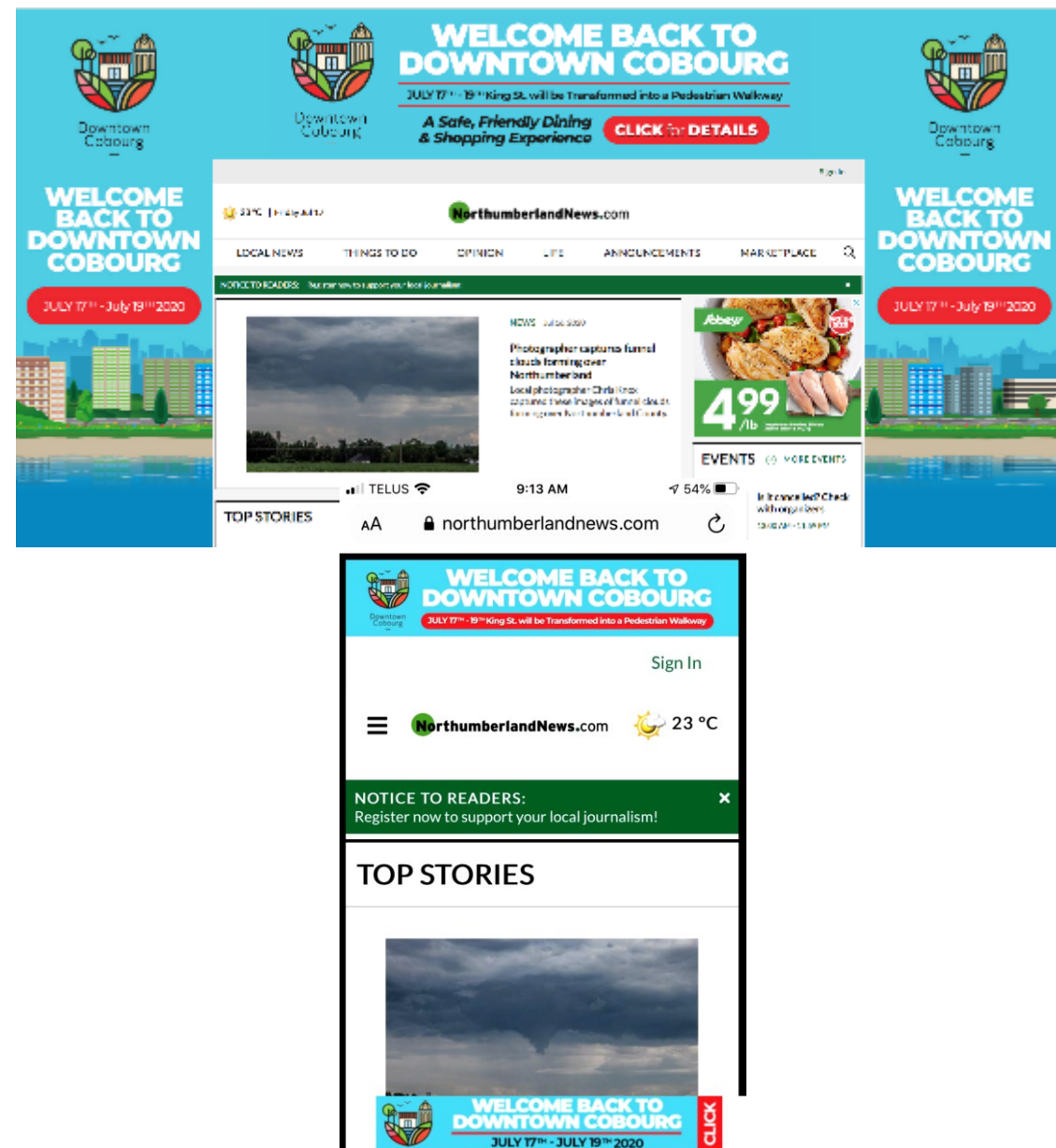
Mobile Takeover included with Desktop Takeover

All takeovers pricing are for 1 day; based on inventory availability

Below mentioned rates are exclusive of taxes

Inclusive of complimentary Creatives Design Service

Inclusive of detailed Post Campaign Report including total impressions garnered each day, no of clicks etc.



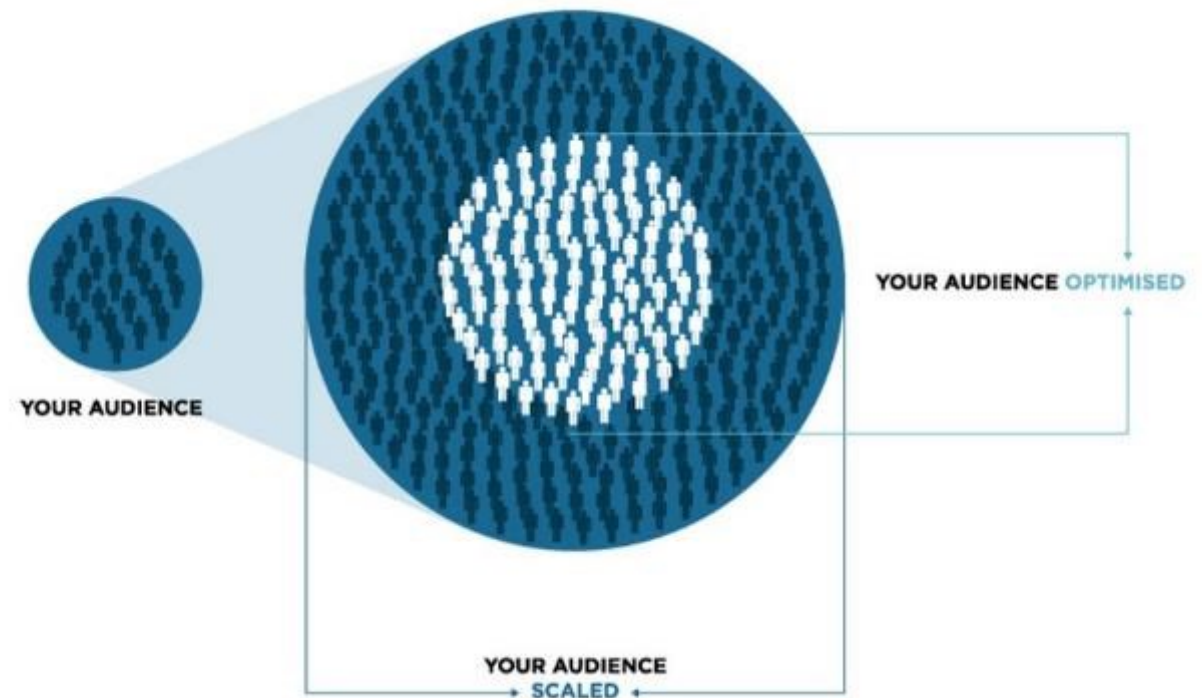
Off-network display is important for your media mix to **extend your audience targeting** to credible sites beyond our network

Off-network display also lets us offer **special tactics** for unique targeting.

What you'll receive:

- ✓ Contextual targeting to keywords, programmatic
- ✓ Geo-fencing
- ✓ Retargeting

All with pixel placed on your website to capture results



Contextual targeting is a key complement to your campaign because it **puts your ads** in front of people who are browsing sites or **content that relate to your business/event**



CATEGORY CONTEXTUAL TARGETING

- Places your ads in front of people who are browsing sites that fall under a **relevant category**



KEYWORD CONTEXTUAL TARGETING

- Places your ads in front of people who are browsing content that includes **keywords** related to your **target audience**

Benefits:

- Capitalize on the “moment” in real time.
- Increase brand awareness by targeting content directly related to the business
- Increase customer loyalty and brand perception

Uses:

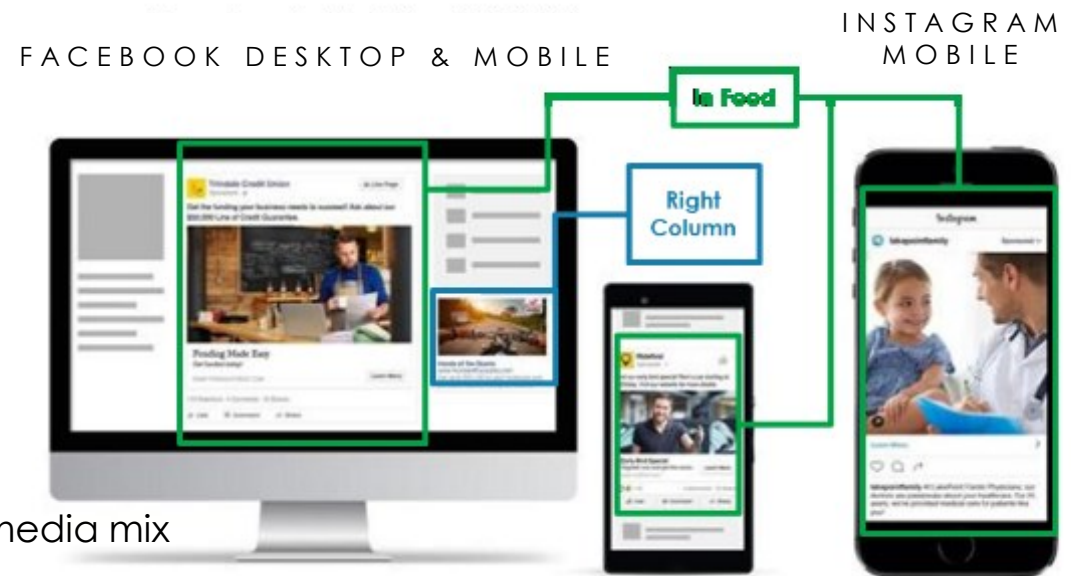
- Roofing company targeting homeowner related content in a specific postal code with an awareness campaign
- Furniture store targeting a female audience reading about home design with a “\$500 Off” offer on custom furniture
- Auto shop targeting used car shoppers with a “50 Point Inspection” special

****Social advertising** is recommended for your media mix because it's a great way to complement your traditional media and **target your audiences in new ways through social environments**

This is considered a recommended add on :

- ✓ Ads on Facebook and Instagram
- ✓ Interest and geographic defined audience
- ✓ Real-time budget optimization

****** have made this part of your Digital Display Impressions on media mix



EMAIL NEWSLETTERS

REACH CUSTOMERS DIRECTLY IN THEIR INBOX

Email marketing delivers customized advertising messages and exclusive offers directly to the inboxes of pre-qualified, active consumers who have signed up to receive communications about food & drink. There are 6960 subscribers on northumberland county list (could even include other areas like Durham, Peterborough, Kawartha etc)

→ How it works

We will work with DBIA to create a customized eblast that will promote a special offer or simply highlight why these local community members need to make Cobourg Downtown their go to place for shopping.

→ Email Marketing is recommended for your campaign to:

- Reach targetable audiences who have opted in to receive your message
- Drive engagement with special offers (that can easily be forwarded to additional customers)
- Measurable results to understand the effectiveness of your campaign

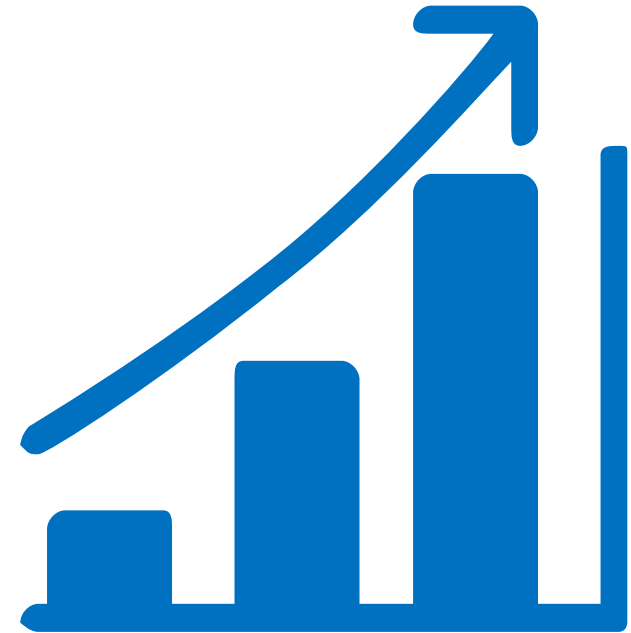
** not part of your media mix – could pick up as add on, starts \$1000pm



We will **optimize your campaign** to help you **get the best results** and provide you with key **performance metrics** to measure its success.

What you'll receive:

- ✓ Monitoring and optimizing media channels and creative throughout campaign to hit on your KPIs
- ✓ Status updates, as required
- ✓ Easy-to-understand post-campaign performance reports



Based on **consumer research** indicating the most **effective media mix** for achieving your objectives

Media Mix	Product	DBIA Rate	Tactic	Cost	Remark
PRINT	Basebar Ad	\$300	Front Page	\$1,800	Minimum 6 ads considered here - Front Page upgrade as per inventory available, else Community Page ensured
ON Network	Website Takeover	\$280	Newspage - Weekends	\$2,800	10 Newspage TO considered here, option to upgrade to weekday newspage at \$430/-
OFF Network	Digital Display Ads	\$15CPM	360,000 impressions	\$5,400	Impressions could be used on Social Media or Programmatic/Contextual OFF Network digital display ads, inclusive of retargeting and customized geotargeting. Minimum 50K required to avail \$15CPM and minimum burst per campaign run is 20,000 impressions.
Net Total				\$10,000	Plus taxes as applicable

Source of consumer research: IPG Media Brands

All advertising purchased shall be subject to the terms and conditions of the applicable publication/digital property available at <https://www.thestar.com/about/termsandconditions.html> & <https://www.metroland.com/advertising-terms-and-conditions>

NorthumberlandNews.com

Date	Pageviews Full Site	Pageviews Homepage	Pageviews Newpage	Unique Visitors Full Site
Oct 2020	503,149	69,851	352,063	154,891
Sept 2020	464,770	64,664	298,319	142,966
August 2020	584,721	57,300	317,365	152,983
July 2020	477,337	62,399	295,939	134,231
June 2020	412,650	58,294	271,999	126,481
May 2020	518,156	67,220	344,238	150,652
April 2020	563,769	76,501	380,557	173,074
March 2020	557,379	79,397	366,921	159,405
Feb 2020	355,711	52,614	197,234	102,239
Jan 2020	377,889	57,887	210,600	126,757
Dec 2019	340,412	57,784	181,811	86,710
Nov 2019	319,896	54,483	152,707	87,180
Oct 2019	393,309	59,382	204,697	100,730



Appendix

OUR AUDIENCES BECOME YOUR CUSTOMERS

Star Metroland Media combines owned and partner
award-winning news, lifestyle and community content,
providing marketers with premium, **credible** inventory,
on and off network

TORONTO STAR **HAMILTON SPECTATOR** **WATERLOO REGION RECORD** **THE KIT**

The Standard **NIAGARA FALLS REVIEW** **save.ca** **InsideHalton.com**

WELLAND TRIBUNE **Wonderlist.ca** **BROCK Citizen.** **gottarent.com** **STAR WEEK**

DurhamRegion.com **THE PETERBOROUGH EXAMINER** **//** **toronto.com**

travelalerts.ca **iPOLITICS** **BeaconStar.** **HomeFinder.ca**

CONTENT PARTNERS

THE WALL STREET JOURNAL.

The New York Times

THE CANADIAN PRESS 🇨🇦

**Trusted community and national news sites,
targeted power brands and a large base of registered users.
Plus – extra data and insights from our DSP.**

BramptonGuardian.com
CaledonEnterprise.com
CambridgeTimes.ca
DurhamRegion.com
FlamboroughReview.com
GuelphMercuryTribune.com
HamiltonNews.com
InsideHalton.com
InsideOttawaValley.com
Mississauga.com
MuskokaRegion.com
toronto.com

MyKawartha.com
NewHamburgIndependent.ca
NiagaraThisWeek.com
NorthBayNipissing.com
NorthumberlandNews.com
Orangeville.com
OurWindsor.ca
ParrySound.com
Sachem.ca
TheIFP.ca
Simcoe.com
WaterlooChronicle.ca
YorkRegion.com

NiagaraFallsReview.ca
StCatharinesStandard.ca
ThePeterboroughExaminer.com
TheSpec.com
TheRecord.com
WellandTribune.ca
THE STAR
eyereturn
marketing

Fashion/Beauty

THE KIT

Travel

Automotive

autocatch...

Classifieds

Your Classifieds

Local Works

LifeNews.ca

Ethnic

星島日報
SING TEE SI LP

Suhaag.com
The South Asian Marketplace

Flyers/Coupons/Deals

Wonderlist.ca

Political News

iPOLITICS

P

Real Estate

gottarent.com

Display advertising and distribution with SMM's trusted local and national newspaper network*

Communities: Weekly Home Delivery

- Ajax News Advertiser
- Alliston Herald
- Almaguin News
- Ancaster News
- Arnprior Chronicle Guide
- Aurora Banner
- Barrie Advance
- Bloor West-Parkdale Neighbourhood Voice
- Bracebridge Examiner
- Bradford West Gwillimbury Topic
- Brampton Guardian
- Brighton Independent
- Brock Citizen
- Burlington Post
- Caledon / Bolton Enterprise
- Cambridge Times
- Carleton Place-Almonte Canadian Gazette
- Clarington This Week
- Collingwood Connection
- Dundas Star News
- East Gwillimbury Express
- Beach-East York Neighbourhood Voice
- Erin Advocate
- Etobicoke Guardian
- Flamborough Review
- Fort Erie (The) Post
- Georgetown/Acton - Independent & Free Press
- Georgina Advocate
- Glanbrook Gazette
- Gravenhurst Banner
- Grimsby Lincoln News
- Guelph Mercury Tribune
- Hamilton Mountain News
- Huntsville Forester
- Innisfil Journal
- Kawartha Lakes This Week
- Kemptville Advance
- King Connection
- Markham Economist & Sun
- Midland/Penetanguishene Mirror
- Milton Canadian Champion
- Mississauga News
- Muskoka (Jun-Sep)
- Newmarket Era
- Niagara / Grimsby This Week
- North York Mirror
- Northumberland News
- Oakville Beaver
- Orangeville Banner
- Orillia Today
- Oshawa This Week
- Parry Sound Beacon Star

Dailies

- Parry Sound North Star
- Perth Courier
- Peterborough This Week
- Pickering News Advertiser
- Port Colborne Leader
- Port Perry Star
- Renfrew Mercury
- Richmond Hill Liberal
- Scarborough Mirror
- Smiths Falls Record News
- Stoney Creek News
- Stouffville Sun Tribune
- The Sachem
- Thornhill Liberal
- Uxbridge Times Journal
- Vaughan Citizen
- Wasaga Sun - Stayner Sun
- Waterloo Chronicle
- Whitby This Week
- York-City Centre Neighbourhood Voice
- Hamilton Spectator
- Niagara Falls Review
- Peterborough Examiner
- St. Catharines Standard
- Toronto Star
- Waterloo Region Record
- Welland Tribune

* Representing, but not owned and operated:
Journal Montreal (French)

* Representing, but not owned and operated:
Picton Gazette
Napanee Beaver

Working with **Star Metroland Media** delivers

- ✓ **INSIGHTS FROM 1ST-PARTY CANADIAN DATA**
deterministic and verified
- ✓ **PREDICTIVE TECHNOLOGY**
for effective targeting
- ✓ **CANADIAN SCALE AND REACH**
with powerful Ontario penetration
- ✓ **CONTENT & CREATIVE SERVICES**
To fuel engagement
- ✓ **PREMIUM BRAND SAFE ENVIRONMENTS**
on and off network
- ✓ **NATIONAL AND LOCAL AD PRODUCTS**
for all budgets and campaigns
- ✓ **INDUSTRY RESEARCH AND INSIGHTS**
to inform smart marketing recommendations
- ✓ **MEASUREMENT AND ATTRIBUTION**
for understanding campaign effectiveness

We partner for your marketing success



THANK YOU FOR YOUR TIME!

Please reach out with any questions:

NAME: Nitesh Sharma

TITLE: Multimedia Consultant

TEL: 289.928.1738

EMAIL: niteshsharma@starmetrolandmedia.com