Monthly Unique Visitors: 34MM
Monthly Mobile Unique Visitors: 23MM
Local Market Sites: 23
Social Followers: 15MM
Monthly Video Views: 7MM
CBS LOCAL USERS…

1 in 2
HAVE SEARCHED FOR NEWS CONTENT

1 in 3
READ SPORTS NEWS ONLINE

1 in 2
WATCH STREAMING VIDEO ONLINE

2X MORE LIKELY
TO CONSUME BUSINESS/FINANCE CONTENT

*Source: Nielsen @Plan, Q2 2017 – Adults 18+*
THE CBS LOCAL USER IS...

49.8

MEDIAN AGE

$95,633

MEDIAN INCOME

54%

46%

MALE/ FEMALE SKEW

Source: comScore Media Metrix Desktop and Multiplatform Data. Jan-September 2017
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+

*Source: Google Analytics, Feb. 2018; comScore, Feb. 2018*
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

INTERNET SAVY

NEARLY 3X 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

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

Source: comScore Plan Metrix Desktop Data. July-September 2017
BRANDED CONTENT & NATIVE ADVERTISING
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.
Align advertiser custom content within existing CBS sections and articles. Content can be produced by CBS or client provided.

**NATIVE ADVERTISING**

IN-FEED UNIT

Distributes CBS produced or brand provided video/editorial content within sponsored headlines and article pages.

- Accepts short or long-form video and editorial
- Clicks through to:
  - A full-screen interstitial showing video content
  - Sponsored article page on CBS Local websites
  - Client URL

SPONSORED ARTICLES/PAGES

- 100% SOV
- Native distribution delivers content where users are.
- Ideal for shorter campaign flights
- Article can include editorial, infographics or video
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.
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
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.

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

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

**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.
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.
ORIGINIAL 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
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
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.

**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.
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 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
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

PRE-ROLL VIDEO
(1024x768)
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
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)
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
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
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.
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

*Not available in all markets
STRATEGIC SOLUTIONS
CBS Local rich media solutions combines features to reach and engage your target audience.
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

*Targeting capabilities may vary by placement*
BEHAVIORAL TARGETING

Insightful targeting gives brands help 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

IN PARTNERSHIP WITH NIELSEN MARKETING CLOUD

6.1TN CONSUMER ACTIONS MONTHLY

30,000+ AUDIENCE SEGMENT

BRANDED DATA

VERIFIED AUDIENCE SEGMENTS
REACH EXTENSION OPPORTUNITIES

CBS LOCAL Digital Media
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
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
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

*Mocks for demonstration purposes only