

ONLINE USEAGE

Fact and Figures about Voters Online

- 85% of US adults – 67% of those over 65 – get their news on a MOBILE device.
– *Source: Pew Research Center Research 2017.*
- Smart phone usage surpassed broadband internet usage in 2018, making it the dominate online communication platform.
– *Source: PWC Global Media and Entertainment Outlook 2018-2022.*
- Online use is growing: In 2016, 38% of Americans got their news online. Last year, 43% of Americans got their news online.
- Ads on branded sites – mainstream news outlets are 3 times more effective because they are easier to see than ads on 'long tail' sites (ad networks).
– *Source: CommScore July 2016.*
- On average, 56% of city residents say they closely follow local news about their cities.
– *Source: Pew Research Center 2016.*
- Just 5% of web-using US adults say they have a lot of trust in the information they get from social media.
– *Source: Pew Research Center 2017.*
- TV use is falling: 57% of Americans got their news on TV in 2016. In 2017, that number fell. 50% of Americans got their news online.
– *Source: Pew Research Center 2017.*
- By 2021, over 81 million US consumers will have either cut their cable TV cords or will have never subscribed to a cable service.
– *Source: eMarketer, July 2017.*
- The percentage of people who prefer watching TV shows on televisions plummeted from 52 percent to 23 percent in the past year.
– *Source: Accenture 2017 Digital Consumer.*



NO FRAUD, NO INTERFERENCE, NO MISCHIEF, NO FOOLIN'

- **GETS THE BEST EXPOSURE FOR YOUR RACE**
 - With a database of 4,500+ local news outlets categorized by Congressional and State Legislative Districts.
- **UNDERSTANDS ONLINE AD BUYING**
 - We've got more than 40 years experience with ad tech, buying and selling.
- **KNOWS LOCAL AD BUYS ARE TRUSTED BY VOTERS**
 - 96% of our 2016 campaigns were victorious.
- **REACHES VOTERS**
 - 70% of local news readers vote.
- **PRICES CAMPAIGN TO FIT YOUR BUDGET**
 - Every campaign is different.
- **HELPS YOU DEPLOY HIGH-IMPACT 'RICH' MEDIA TO DISPLAY YOUR MESSAGE**
 - The impact of television at a fraction of the cost.
- **MONITORS ALL CAMPAIGNS**
 - Providing reports for outlet and creative performance.

COUNT ON

1. Safe and secure message delivery to voters on sites **THEY** trust and read.
2. No embarrassing, off-message placements.
You know where your ads are going.
3. Campaign Optimization: If it's not working, we tell you and we fix it.
4. Detailed Campaign Reporting: Where your ads ran and what it cost.