

A photograph of a social gathering at night. In the foreground, a man and a woman are engaged in conversation, both holding glasses of amber liquid. The man is wearing a dark suit, and the woman is wearing a dark sleeveless dress. They are standing in a large, modern space with a high ceiling and large windows. The background is filled with other people in formal attire, some standing and some walking. The scene is illuminated by warm, golden string lights that create a bokeh effect in the background. The overall atmosphere is sophisticated and social.

DIGITAL MARKETING SOLUTIONS

DELAWARE
BUSINESS TIMES | **todaymedia**

DELAWARE'S LEADING MEDIA BRAND

CONNECT YOUR BRAND TO THE DELAWARE BUSINESS TIMES
AUDIENCE THROUGH ONE POWERFUL PLATFORM

OUR PERFORMANCE*

1,055,266

TOTAL YEARLY VISITS

39,500

AVERAGE MONTHLY UNIQUE VISITORS

42,000

AVERAGE MONTHLY MOBILE VISITS

4,550

OPT-IN NEWSLETTER SUBSCRIBERS

4,300

OPT-IN EBLAST VIP SUBSCRIBERS

28%

AVG. OPEN RATE OF NEWSLETTERS

Data Analytics - November 2024

BE SOCIAL

in 6,600

/Delaware-business-times

f 4,100

/delawarebusinesstimes

@ 3,060

@delawarebusinesstimes

X 2,350

@DeBusinessTimes



**DELAWARE
BUSINESS TIMES** todaymedia

For more info call 302 656 1837 or email Advertising@DelawareBusinessTimes.com • 1000 N. West Street, Suite 601; Wilmington, DE 19801

The background image is a composite of two aerial photographs. The top half shows a dense urban skyline with various skyscrapers, including one with a 'CHASE' logo, and a river flowing through the city. The bottom half shows a large, white industrial building with a flat roof, surrounded by greenery and a body of water. A semi-transparent white banner is overlaid across the middle of the image, containing the text.

DELAWAREBUSINESSTIMES.COM

DIGITAL ADVERTISING

PRODUCT SUITE

DelawareBusinessTimes.com

DIGITAL PARTNER PROGRAM

Today, the strength of your brand matters more than ever before.
How well your name is known in the market gives people the confidence to choose your company over your competitors.

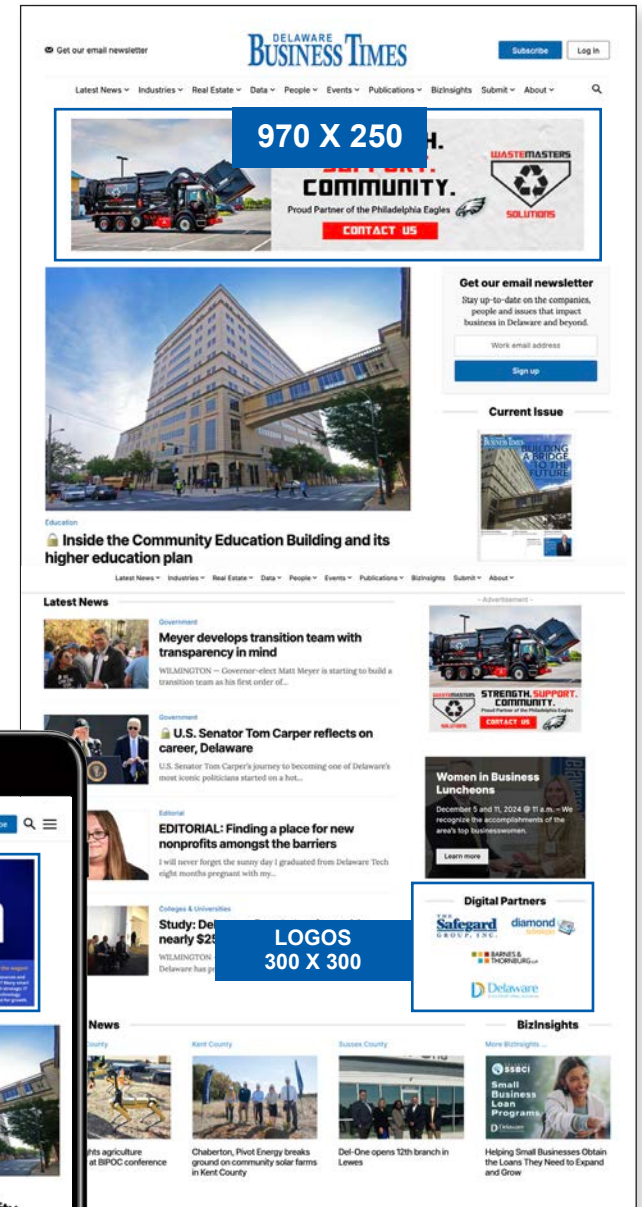
With the DBT Digital Partner Program, you'll be one of only eight sponsors who share in the advertising exposure displayed throughout our website and newsletters.

Here's how it works:

- Your ads rotate on both our website and in our daily email newsletters
- Your logo appears on every page of our website (except sponsored content), in every email newsletter, and in Delaware Business Times print editions
- Over 150,000 - 200,000 average monthly impressions
- Limited to 8 partners
- High-impact 970 x 250 ad on desktop and 300 x 250 on mobile; 600 x 500 newsletter; 300 x 300 logo

INVESTMENT LEVELS:

- 3 month program: \$2,100 per month
- 6 month program: \$1,800 per month
- 12 month program: \$1,500 per month



300 X 250

LOGOS
300 X 300

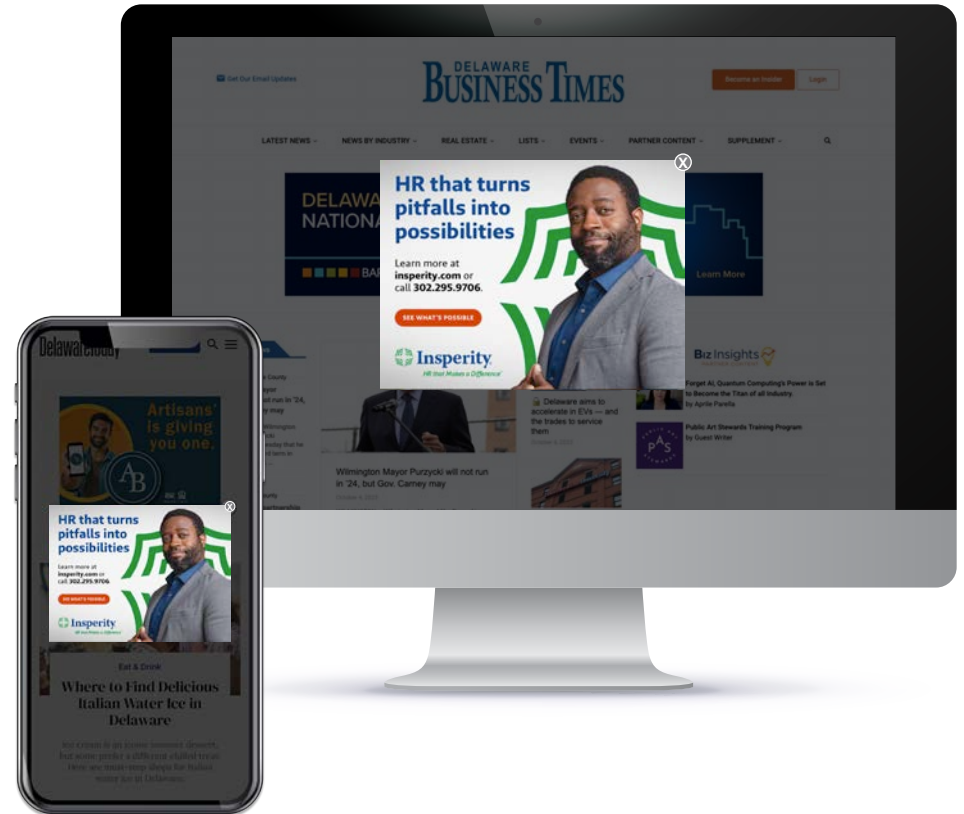
DelawareBusinessTimes.com

WELCOME AD

Drive response with a high-impact, 100% Share of Voice (SOV) prestitial ad designed to give your brand premier, first-impression exposure as users visit *DelawareBusinessTimes.com*

- This exclusive opportunity is limited to one (1) advertiser per week
- High-impact 800 x 600 ad on desktop and 300 x 250 on mobile
- Available on a first-come, first-served basis
- Appears 1x/daily per visitor regardless of entry page
- 20,000 Average Impressions per week

INVESTMENT: \$1,000/WEEK



DelawareBusinessTimes.com

PARTNER CONTENT

Leverage the editorial authority of *Delaware Business Times* with a Partner Content Article designed specifically for your brand.

- One (1) professionally written article up to 600 words designed with the editorial look and feel of DelawareBusinessTimes.com.
- Article will rotate on DelawareBusinessTimes.com for 90 days.
- Partner Content (branded as **BizInsights**) articles include up to three links back to your website and up to four photographs.
- Maximum of two (2) Advertiser Partner Content articles will be published weekly; available on a first-come, first-served basis.
- Promotional drivers include: link on homepage, link on story pages, inclusion in email newsletters and social media.
- All Partner Content articles include an author's page featuring client logo, name and social media links.
- Each Partner Content article lives on DelawareBusinessTimes.com in perpetuity on dedicated fenced pages, with no other advertisers.

INVESTMENT: \$1,750

Extended Network: Amplify your Partner Content articles across a network of highly trafficked brand-friendly websites to reach people across the Delaware Valley or anywhere in the United States.

INVESTMENT: Starts at \$600 for 50,000 impressions per month minimum.

***All Branded Stories are labeled as Partner Content.*

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Articles reside on the BizInsights page. A click on the listed article, like above, expands to the full article with photos, logos, and hotlinks where you'd like to funnel your customer's journey. Expanded article below.



DelawareBusinessTimes.com

EMAIL MARKETING OPPORTUNITIES

We are 100%
CAN-SPAM
compliant and
follow all DMA
guidelines.

DBT Email Solutions: Custom-tailored to deliver your brand message to our opt-in list of engaged readers.

- Reach over 4,000+ opt-in subscribers
- Emails are sent from Delaware Business Times to our subscriber list leveraging our trusted reader relationships

INVESTMENT: \$495 per send

Targeted Email Solutions

- Access 145 million consumer and 30 million B2B verified email addresses in any zip code in the country
- Select the perfect audience filters with over 725 segments including location, age, income, and lifestyle interests
- Add-on options include retargeting to openers or non-openers and acquiring postal addresses

INVESTMENT: Begins at \$825 for a send up to 25,000

Custom Email Bundle Solutions

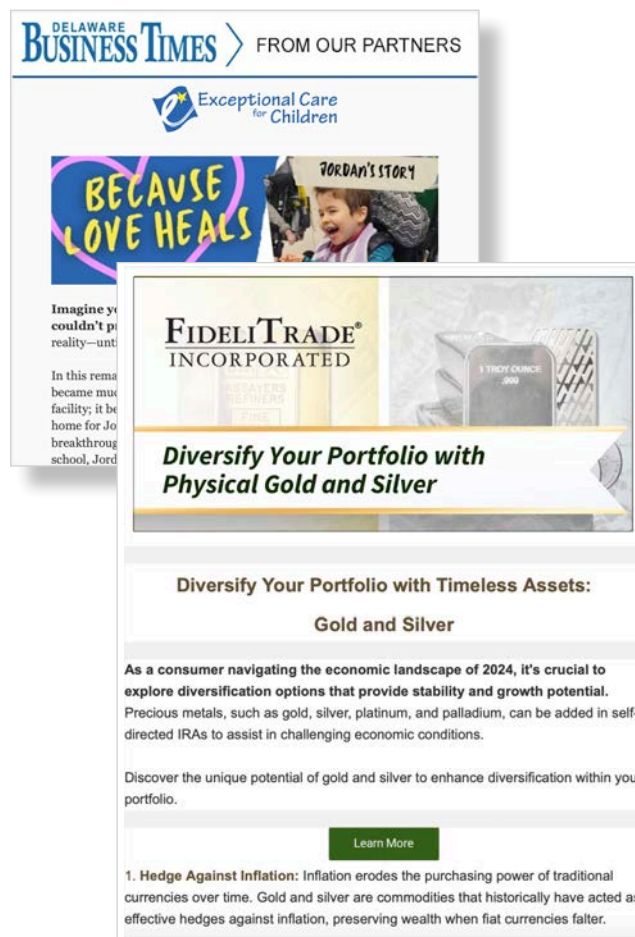
- Dedicated e-blast to Delaware Business Times list of opt-in subscribers, plus 10,000 targeted emails based on your custom demographic/geography.

INVESTMENT: \$1,095 per send

Three or more - \$950 per send

Specs: 600 x 1450; HTML preferred; .jpg and .png accepted

Client supplies subject line, preview text line, and URLs



A nighttime photograph of a city skyline reflected in a body of water. The sky is dark blue, and the city lights are visible in the background. The water in the foreground shows blurred reflections of the city lights, including a prominent red light and several blue lights. A semi-transparent white banner is overlaid across the middle of the image, containing the main text.

TARGETING CAPABILITIES VIDEO + DISPLAY + GEOFENCING + STREAMING AUDIO + SEO

TODAY MEDIA

VIDEO OPPORTUNITIES

Video content has become one of the most engaging and cost-effective ways to reach your target audience.

Leverage the power of streaming video through Today Media's portfolio of opportunities.

Connected TV and OTT

- Today Media will work with your brand to deliver a high-impact campaign via on-demand video services
- 210 Nielsen DMA's or any zip code in the US are available for targeting
- Included filters target by age, sex, income, homeownership, children and zip code
- Additional filters with over 50,000 advanced audience data segments available to target your best prospects*
- Both :15 and :30 second commercials available
- CTV ads are non-skippable and daily reporting with detailed performance dashboards are available

INVESTMENT: Starting at \$40 CPM per campaign

*Some filters may include an additional charge

Pre-Roll Video

- Add online video to your marketing strategy and target audiences based on behavior, demographics, geography, and content type

INVESTMENT: Pre-Roll CPM from \$24

YouTube TrueView

- Target audiences on YouTube based on behavior, demographics and geography while only paying completed views.

INVESTMENT: \$0.30 per completed view or link click

TOP PUBLISHERS:

NETFLIX **hulu**

philo **pluto** 

prime video  

fubo ^{TV} **VIZIO**

xumo **A&E**

Discovery CHANNEL **tubi**

You Tube

TODAY MEDIA

TARGETED DISPLAY ADVERTISING

Increase reach for your ad campaign, and see real-time results through Today Media's trusted programmatic platforms

- Today Media's advanced targeting will help your brand reach your perfect audience on the top 2,000 Comscore websites and applications
- Opportunities include: Targeted Display, Keyword Targeting, Geofencing, Native Content placement, In-Display Video
- Our digital team can work with you to extend your existing campaign or build a programmatic campaign that delivers on your objectives
- Campaign adjustments based on consumer behaviors and engagement can be made in real-time to deliver maximum ROI

INVESTMENT: Starting at \$1,200 for 100,000 monthly impressions



TODAY MEDIA

GEOFENCING

Mobile devices play a crucial role in helping consumers decide where to shop or do business. With a variety of tools and strategies, we can place your targeted advertising message on the right smartphones at the right times.

Location or Event Targeting

Precisely target mobile users who visit specific locations.

Conquest Targeting

Reach consumers who have visited your competitor's locations.

Re-targeting Capability

Target users after they leave specific locations to increase engagement and conversion opportunities.

Geovideo

Engage consumers through mobile video as they are near or around with a business location or key points of interest

INVESTMENT: Starting at \$700 for 50,000 monthly impressions



TODAY MEDIA

STREAMING AUDIO

Enabling Marketers to Advertise on
Incredibly Popular Streaming Audio Platforms

Location Targeting

Access US audio listeners streaming music, news, sports, on-demand podcasts and more on Targetspot, TuneIn, Spotify and other platforms. Reach your target audience across all their go-to devices, including smartphones, tablets, desktop computers and smart speakers.

Simple and Reliable Advertising

Advertising across streaming audio channels with Today Media is flexible, built to scale and easy to use. With Today Media's streaming audio ad reporting, you can measure impressions by creative, device type, geo-location and publisher. Your streaming audio, podcasting, advertising, audience measurement and audience engagement tools are all under one roof, working in perfect harmony. Plus, your ads are non-skippable.

INVESTMENT: Starting at \$2,000 for 50,000 monthly impressions
Includes one produced commercial with a 3-month program

Digital Audio Listeners

U.S. 2021 - 2025

■ Millions ■ % of Population



! Source: eMarketer, February 2021



TODAY MEDIA

SEARCH ENGINE MARKETING

Search Engine Marketing (SEM) presents a daily opportunity to influence consumer decisions and preferences. Customers take immediate action, searching the internet for information when they want to learn, do or buy something.

- Put your business in front of consumers when they're actively searching
- on Google for your product or service, and turn clicks into sales.
- Today Media provides insights into the performance of specific keywords, ad groups, and geographies; enabling advertisers to optimize strategies and achieve their marketing goals.
- Search Engine Marketing solutions are custom-tailored based on the client's objectives.

INVESTMENT: Starts at \$1,500 month for a minimum of a 3-month duration



AD SPECIFICATIONS AND STANDARDS

Digital Partner Program

Keeps your brand in front of tens of thousands of decision makers throughout the year. Only 10 Partner slots sold. Ads rotate on both the website and in our daily email newsletters. Your logo appears on every page of our website (except sponsored content), in every e-newsletter and in DBT print editions. 970 x 250, 300 x 250, newsletter 600 x 500, Logo 300 x 300 JPG, PNG, or GIF. Please provide URL link.

Eblast

600 x 1450 JPG, PNG or GIF accepted, max file size less than 500kb, static images only plus URL link and subject line. HTML files accepted with all coding provided.

Targeted Email

600 x 1450 JPG, max file size less than 500kb, plus URL link and subject line. HTML files accepted with all coding provided.

Enewsletter

600 x 500 JPG, max file size 500kb, URL link.

Welcome Ad

800 x 600 and 300 x 250 JPG or PNG accepted, max file size 250kb, static ads only, URL link.

Programmatic Banners, Targeted Display & Geofencing

Targeted Display (All sizes below):
300 x 600, 160 x 600, 336 x 280,
320 x 50, 728 x 90, plus
Geofencing sizes: 300 x 250, 320 x 50
JPG, PNG, GIF or HTML accepted;
500kb max file size; URL link.

Pre-Roll, Connected TV & YouTube

:15 and :30 second length
Aspect Ratio: 16:9
MP4 Only
Video Production services available

Targeted Native Ads

Call to Action: 15 characters
Short Title: 25 characters
Short Description: 90 characters
Long Title: 90 characters
Long Description: 140 characters
Main Image: 1200 x 627 is preferred, files size less than 1MB, max 1.91:1 aspect ratio or 2000 x 1047.
Client Logo (Optional) - 1:1 aspect ratio, min 200 x 200, max 512 x 512, 250kb max file size. PNG with transparent background preferred

Partner Content Articles

500-600 words with up to three links back to the client's website along with up to five jpg images (horizontal images preferred).
Client Authorization Form (provided by Account Executive) must be completed.

For the Author Page:

Please provide social media links and website link as well as client logo. Logo should be a square 300 x 300px file.

For articles written by Delaware Business Times, a freelance writer will be assigned. Please complete the Partner Content form with your Account Executive.



WHY PARTNER WITH TODAY MEDIA?

Today Media, the parent company of the Delaware Business Times, has one of the most capable digital platforms in the country. It gives advertisers of all sizes key advantages when it comes to designing, implementing, and reporting on digital marketing campaigns.

Campaign Modeling

With our software capabilities we can analyze all the top demographic groups in any zip code in the United States and project the reach and frequency for your targeted display campaigns before they are launched. This is crucial information that helps ensure your campaign has the best foundation to deliver a positive ROI.

Quality Website Partners

We only place digital ads on the top 2,000 websites as rated by ComScore. This avoids any issues with fraudulent clicks, bots or click-bait websites. Only the most trafficked, top tier content-providing sites are used to promote your company.

Reporting

Our reporting dashboard is among the best in the country. You'll have direct access to robust reports on all aspects of your campaign. Useful information that gives insight to how each element is performing and the lift that your investment is delivering.

Local Resources

Our expert digital team is here in Delaware and will help design, implement and monitor your campaigns.

Rich Media Ad Creation

Today Media provides rich media digital ad sets for every campaign. When it comes to getting noticed online, our designers are ready to go with creative ideas for building ads that will display across all devices.

SOMETHING YOU ALWAYS LOOK FORWARD TO

**DELAWARE
BUSINESS TIMES | todaymedia**

Delaware Business Times Media Kit | advertising@delawarebusinesstimes.com | 302.656.1837