StarMedia is a subsidiary of the USA Today Network and the parent company of IndyStar. We are an integrated marketing solutions provider with broad media and content expertise - from print and online display to PPC, social, email, video, native, mobile and everything in between.

Through the IndyStar, we’re in the homes and hands of over 718,254 Indianapolis-area adults through print and online every week. We provide the data, insights, tools, and means to reach the largest footprint of engaged and influential buyers in central Indiana.

But our reach extends across the country, fueled by the power of the USA Today Network - a leading media and marketing solutions company reaching one hundred million people every month through a vast portfolio of digital, mobile, print products and events.

*Source: 2015 Indianapolis Scarborough Report, R2*
Your Goals. Our Tools.  
We help you build your business.

Premium Audience. Unparalleled Reach.  
Your customers seek us out everyday, because they value what we offer—engaging news, information, events and entertainment that’s relevant for them and for Indianapolis, delivered in all the ways they want it.

Smart Research. Unique Resources.  
As the leading local media company, we help you solve your company’s toughest challenges and grow your business, thanks to our unmatched combination of local media assets, digital partnerships and integrated marketing expertise.

Sophisticated Toolbox. Locally Led Team.  
We reach your audience in the ways that work best for your business with unparalleled resources — both local and national — to help you find, understand, and motivate.
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INDYSTAR.COM DELIVERS:

**Affluence** ........................
$75,618 median HHI (33% higher than the market average)**

**Influence** ......................
21% are business decision makers (over-index to the market 143)**

**Engagement** ..................
59% work in white collar professions**
9.35 **hours** - average time spent per week on the Internet**
63 **minutes** spent per day on social media**
59% of indystar.com visitors get local news from a digital device**

*Source: 2015 October Omniture Report
**Source: 2015 Indianapolis Scarborough Report, R2, Metro Market
Our Market | Print Audience Profile

557,990
PAST WEEK DAILY (MON.- SAT.) READERS*

47% 53%
GENDER*

54
MEDIAN AGE*

INDYSTAR DELIVERS:

AFFlUENCE
$63,047 median HHI
(over-index to the market at 275)*

ENGAGEMENT
Reading on average
3.7 times per week*
24% also find local news from
their digital devices
(smartphone, tablet, etc.)*

INFLUENCE
Nearly 124,208 daily
IndyStar readers are business
decision makers*

*Source: 2015 Indianapolis Scarborough Report, R2
Our Market | Combined Audience Profile

668,130

OR 53% OF CENTRAL INDIANA ADULTS ARE COMBINED INDYSTAR READERS*

47% 53%

GENDER*

50

MEDIAN AGE*

INDYSTAR DELIVERS (PRINT/ONLINE):

**Affluence ......................** $64,638 median HHI (33% higher than the market average)**

**Influence .....................** Of all local decision makers, 57% utilize a IndyStar product each week**

**Engagement ..................** They turn to us 4.3 times per week**

6.9 Hours spent per week on the Internet**

35 minutes spent on average per day on social media

31% also find local news from their digital devices (smartphone, tablet, etc.)

*Source: 2015 Indianapolis Scarborough Report, R2
## Our Market | Audience Profile

### Strongest Readership Groups

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<tr>
<th>SUNSET CITY BLUES</th>
<th>FAST-TRACK FAMILIES</th>
<th>MIDDLEBURG MANAGERS</th>
<th>UPPER CRUST</th>
<th>KIDS &amp; CUL-DE-SACS</th>
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<td><img src="upper_crust" alt="Image" /></td>
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<tr>
<td>Lower mid HHI</td>
<td>Upscale</td>
<td>Upper Mid HHI</td>
<td>Wealthy</td>
<td>Upper Mid</td>
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<tr>
<td>Established</td>
<td>Middle age</td>
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<td>Older</td>
<td>Younger</td>
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<tr>
<td>Age 55+</td>
<td>Age 35-54</td>
<td>Age 55+</td>
<td>Age 55+</td>
<td>Age 25-44</td>
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<tr>
<td>Mostly without kids</td>
<td>HH with kids</td>
<td>HH without Kids</td>
<td>HH without kids</td>
<td>HH with kids</td>
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<tr>
<td>High school graduates</td>
<td>College graduates</td>
<td>College graduates</td>
<td>Graduate plus</td>
<td>College graduates</td>
</tr>
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<td>Mostly retired</td>
<td>Management</td>
<td>White collar mix</td>
<td>Professionals</td>
<td>Professionals</td>
</tr>
</tbody>
</table>

*Sources: Nielsen PRIZM 2014,*
## Media Planning Calendar

**January**  
- American Heart Association  
- Heart Health Month  
- Winter Arts Guide  
- Adult Education Guide  
- College Guide  
- GoRed for Women  
- Summer Camp Guide  
- Super Sunday - Expanded Recruitment  
- Senior Living  
- Golf Tournament  
- Northview Church  
- Special Vendor Publication  
- Del Webb Press - Special Vendor Publication  

**February**  

**March**  

**April**  
- Koman Race for the Cure  
- Academic All-Stars  
- Top Workplaces  
- Spring Arts Guide  
- Final Four  
- Local Team Coverage  
- Indy 500 Racing Coverage  
- Salute to Nurses  
- Spring Arts Guide  
- Craft Brew Guide  
- Experience Indy  
- Senior Life & Times  
- High School Sports Awards  

**May**  

**June**  

**July**  
- American Heart Association/Heart Walk  
- Indy Film Festival Guide  
- Indy Fringe Festival  
- Fall Arts Guide  
- Brickyard 400  
- Digital Marketing Summit  
- Private Schools Guide  
- Super Sunday Recruitment  
- College Guide  
- Craft Brew Guide  
- Colts Training Camp  

**August**  

**September**  

**October**  
- Indy’s in the Pink  
- Style Swap  
- For Your Benefit  
- Medicare Guide  
- Heartland Film Festival Guide  
- Holiday Arts Guide  
- Hire-A-Hero  
- Election Guide  
- Auto Show Program  
- Senior Life & Times  
- Holiday Hoopla  
- New Year’s Eve  

**November**  

**December**  

**Events, Custom Publications and Special Coverage**
12-16  INDYSTAR SPECIAL EVENTS
Salute to Nurses
Style Swap
High School Sports
FIVE REASONS why special events build brand loyalty, engaging a targeted, more-qualified audience.

**1. Put your brand in front of an engaged audience**
Sponsoring an event allows your company to focus your energy on engaging the right audience instead of spending time and money on marketing the event. It’s a turn-key way to position your brand in front of the audience attending the event.

**2. Events are great for lead capture**
Having a physical presence at events and using contests and giveaways as engagement tactics can generate new customer leads for remarketing to in the future.

**3. Enjoy the brand affinity sponsorships and sponsored events offer**
Your brand has the ability to be seen alongside other content that people attending an event value. This connection results in a lift of brand affinity and positions your brand as a leader to that audience segment.

**4. Give people the chance to try your brand**
Events allow you the ability to be creative in your marketing and event activation. Handing out free trials, products and other services your brand offers engages your audience in a new way and can lead to new customers and free publicity, even after the event.

**5. Sponsorships and sponsored events can deliver a higher ROI**
Your brand has the ability to achieve high-impact visibility and engagement to a targeted, more-qualified audience in a short amount of time. By being more focused in your marketing, while being relevant and engaging with your audience, you have the ability to significantly optimize your return on investment.
Since 2003, Salute To Nurses has honored and celebrated these behind-the-scenes heroes of our community. This extraordinary event recognizes outstanding nurses who are making a difference in our communities every day. By becoming a sponsor of this inspiring event, your company helps recognize and honor the care and compassion that nursing professionals provide.

**Date:** April

**Average Attendees:** 500

**Format:** Dinner/cocktail experience including keynote speaker, special festivities and entertainment

**Custom Publication:** Inclusion in a special publication inserted into the Sunday IndyStar
This event benefits IndyStar’s Our Children campaign and local women’s shelters.

**IndyStar Exclusives**

**Style Swap**

**Special Event Sponsorship**

**Ever wanted to raid the closets of Indy’s most fashionable women?**

This is a fashionable mix and mingle event and great way to engage women as well as raise money for local charities. The event caters to the socially active, selective 25 to 44-year-old female reader in Central Indiana – trend setters, influencers and early adopters who are interested in our community.

**How does it work?**

Women bring in items from their own closets, while enjoying cocktails, food, a raffle, tunes from a local DJ and retail vendors. Volunteers organize their items into a boutique-style atmosphere. Then, at a set time, the women go “shopping” for items to take home.

All proceeds benefit: Visit indystar.com/ococ for a complete list of nonprofit agencies that we’ve supported
Find out which high school player your favorite college team is recruiting (or should be) and get to know future pros before anyone else. But we’ll also take you behind the scenes of the stories that make high school sports special.

Date: April

Average Attendees: 900

Format: Dinner/cocktail experience including keynote speaker Andrew Luck and special festivities and entertainment

Custom Publication: Inclusion in a special publication inserted into the Sunday IndyStar and on IndyStar.com

High Sports Fans
Who read IndyStar

61% of the Indianapolis Metro Area

14% more likely to read IndyStar*

*Source: 2015 Indianapolis Scarborough Report, R2 Metro
1. Unique Access
Fans love nothing more than access to players. Live sports shows give these fans the ability to interact with players in a casual, uninhibited environment. Open access allows for a more personal interaction with the public, building loyal audience engagement on a personal level.

2. Big Personalties
Our journalists spend time putting together great analysis and speak directly to the players. This gives viewers unique insight into the real lives of professional athletes. The audience is also close enough to shout out and can easily be heard by the host and the guests on stage. This additional interaction allows for great comebacks and hilarious reactions.

3. Authentic and Honest
Perspectives from players are honest. It's one of the few times that players discuss the game with the reporters that write about them. Fans get an insider perspective on players through an unscripted and unrehearsed show that entertains as much as it informs.

4. Unpredictable
LIVE, really means live with spontaneous, sometimes gregarious reactions from players, guests and the audience. While there are a set number of guests and a semi-scripted monologue, the LIVE show aspect means anything can happen.

5. Streams live
These shows are broadcast live on IndyStar.com and recorded for later in the week viewing on demand.
IndyStar Exclusives | Colts Season & Playoffs
Sponsorships | Special Advertising Packages | August - February

Our Insiders go deeper into the game than anyone. Our live shows feature a Colts player – past hosts include Pat McAfee, Anthony Castonzo and Mike Adams. But we don’t stop at the sideline. Find out what these guys are really like. Fans can ask questions, get autographs and even participate in game show-style contests.

Colts Fans
Who Read IndyStar
(Print/Online)

538,572 (55% of the Indianapolis Metro Area)
49% higher than market average
$62,030 average household income

*Source: Indianapolis Scarborough 2015, R2, Metro
Everything you need to know about the Indianapolis Pacers. Get the inside scoop on what the Pacers are saying in and outside the locker room. Featuring past hosts like C.J. Miles and George Hill, get the lastest news and follow the Pacers on their playoff chase.

Pacers Fans Who Read IndyStar
(Print/Online)

711,890 (70% of the Indianapolis Metro Area)
32% more likely to read IndyStar*

*Source: 2015 Indianapolis Scarborough Report, R2 Metro
So close to the action you can smell the gasoline. IndyStar Insider Curt Cavin is the No. 1 source in the country for IndyCar news and he’ll host interviews with the biggest names in racing 10 times leading up to race day. Unparalleled access and information.

**Racing Fans Who Read IndyStar**
(Print/Online)

386,349 *(56% of the Indianapolis Metro Area)*

5% more likely to read IndyStar*

*Source: 2015 Indianapolis Scarborough Report, R2 Metro*
Why advertise on these channels:

Incorporating a mobile campaign will provide you with a cohesive and robust program to reach local consumers during various times of day at specific locations and on their preferred electronic device.

Rising smartphone adoption, fast-expanding 4G and wifi networks, along with more time spent on mobile devices is driving the explosive growth of mobile ad spending. Also, companies like Google, Facebook, Apple, and Microsoft are devoting more attention to mobile media, mobile devices, and therefore, mobile advertising.

Mobile is an excellent complement to any desktop or tablet campaign. While at work, most website users utilize their desktop to browse the web. In the evenings, we see a decline in desktop but a sharp increase in tablet and mobile, smartphone activity.

We also see consumers often multi-tasking with simultaneous usage of different devices. With this in mind, our mobile offerings continue to grow and diversify.

*Source: eMarketer, October 2015

Adults spend an average of 2 hours, 54 minutes on mobile devices each day.*
IndyStar Exclusives

**Mobile & Tablets Apps | Special Advertising Opportunity**

Get the latest local news for Indy with IndyStar’s iPhone, Android and tablet app.

- Up-to-the-minute local news & weather
- Full-screen video and photo galleries
- Sports, business, entertainment and life coverage
- Commentaries and opinion columns
- Breaking news alerts on the go

**The Indianapolis Star print edition is on the iPad!**

The Indianapolis Star on an iPad with all the stories, photos and ads shown just as it appears in print. Subscribers can use their current account login to access current and back issues.
IndyStar Exclusives

Things To Do App | Finding the Best Events in Indy is Easy

Discover local things to do, from live music to sporting events and from happy hours to family activities. Our expert reporters share their “best of” recommendations. Create your personal checklist of local adventures. Save events to your personal calendar, get reminders in advance, buy tickets, view directions and share with your friends.

Advertiser Benefits:

• IndyStar trusted content and user relationships
• Cross platform engagement
• Brands can include their events, offers and special promotions to build brand affinity and increase conversion
• Native advertising
• Geo-targeting banner, push alerts and mapping
• Sponsorships and event integration
Stay in touch with the Colts anytime, anywhere. Loaded with all the latest headlines, opinions, live game coverage, photos, videos, tweets, scores, stats and rosters. With exclusive opinion from Gregg Doyel, analysis by IndyStar’s Colts Insider team, live pre-game shows, game blogs, and videos.

Every step of the Pacer’s season is at your fingertips. With exclusive opinion by Gregg Doyel, analysis by Pacers Insider Candace Buckner, live pre-game shows, photo galleries and videos, the IndyStar Pacers App is your insider source for the blue and gold.
Discover all you need to know about IU Hoosiers and Purdue Boilermakers sports in one place. With exclusive commentary, insider analysis and award-winning photos and videos from IndyStar’s team, these college apps are your exclusive one-stop shop of Hoosier and Boilermaker sports coverage.

Get everything by national award-winning IndyStar sports columnist Gregg Doyel anywhere, anytime you want it.

Get exclusive IndyCar insights. Find the latest race coverage, photos, video, event schedules and driver lineups.
Research shows 90% of people move between devices to accomplish a goal. So, reaching customers on-the-go is more important than ever before.*

Wherever and whenever.

Mobile display advertising has changed the way local businesses think and consumers shop. Reaching more people using smartphones and tablets than ever before, StarMedia provides advertisers access to a captive audience in hyper-targeted ways.

StarMedia provides trusted mobile sites, along with leading Indianapolis-based iPhone, Android and iPad apps – reaching more than 1,065,978 unique visitors a month.**

*Source: www.thinkwithgoogle.com/products/mobile-ads.html
**Source: Ominture, October 2015
***Source: eMarketer, April 2015

Adults spend an average of 5 hours, 38 minutes with digital each day***
**Mobile is now.**
Consumers carry their mobile phones everywhere. They are usually within a couple of feet of their phones at any given time. Mobile is immediate, personal and timely.

**It is always on.** This makes mobile THE medium for your advertising message to your consumers.

**Mobile Display Product Benefits**

- High visibility placements available, providing a visual and interactive message
- Provides reinforcement of market-wide advertising
- Reach consumers in the moment of purchase decision
- Compliments desktop campaign advertising
- Click-through rates are often double the performance of standard desktop display CTRs
DIGITAL PRODUCTS & SERVICES

Immersive Ads - Gravity
High-Impact Display

Native Advertising
IndyStar Ad Network
Video Production & Advertising
PPC
SEO
Email
Opt-In Email
Targeted Email Blasts
Social Ads
Social Media Marketing
Maps and Reputation
Web Development
Lead Capture Pages
Digital display advertising provides your marketing messages a direct route to the right audience.

Benefits of using:

1. **Targeted**

   Use demographic, behavioral and contextual targeting to reach different audience segments important to your business across the web and on all platforms. Reduce wasted impressions with a targeted digital approach.

2. **Personalized Messaging**

   Tailor your message to resonate with each audience segment and test different variations to see what performs best. Adding in retargeting allows you to serve a follow-up message to your audience based on their previous behavior on your site or landing page. This personalized approach helps raise conversion rates.

3. **Interactive/Engaging**

   Digital display allows for video and rich-media elements, such as animation and user-controlled interaction. It creates an engaging platform that is on par with television, but also lets the user continue the engagement instantly on your landing page or website. Engagement builds branding and leads the user down the consumer journey path.

4. **Trackable**

   All campaigns come with reporting that measures multiple key performance indicators such as click-through rates, engagement rates and conversion rates. With the proper analytics set-up, we can measure your return on investment with each campaign.
What is Gravity?

IndyStar’s Gravity ad unit is the world’s first IMAX-style advertising experience. Your cinematic brand video is showcased within a fluid design, full-screen ad unit that auto-plays on a continuous loop with muted sound. It’s BIG and engaging! Gravity is engineered for success.
Actual Gravity Performance Results on Indystar

- **750% Increase** in interaction rate compared to the IAB Billboard industry standard ad unit.
- **92% Increase** in interaction time compared to Gannett’s Pushdown ad unit.
- **>50% Increase** of users who watched the video multiple times.
- **50% Increase** in interaction rate compared to Gannett’s Pushdown ad unit.
- **90% Increase** in attention quality compared to the IAB Billboard industry standard ad unit.

Immersive. Captivating. Revolutionary.

- Largest creative execution
- Commands attention
- Highest engagement metrics
- Home page placement
- 20 seconds - 2 minutes looping
- HD video capable
- 4:3 or 16:9 ratios

indystarmedia.com | 33
High-Impact ads are a dynamic, and visually stunning way to engage the reader, dominate the page, and drive consumer action.

**Hero Flip**

This ad unit's prominent center page placement ensures consumers take notice of your product or service.
IAB Billboard

Designed to drive user focus to a single advertising experience for maximum impact. Full rich media interactivity and the opportunity to showcase your brand — even turning the whole canvas into video for maximum impact. This ad unit commands attention, running full width of the web page with full close-ability.

Pushdown

A push-down ad expands downwards upon initiation, pushing the site content down with it. Your ad takes center-stage! The ad appears consistently but subtly on the top of the web page so viewers can choose to click on it at any point of time.
From exclusive homepage positioning or a section front to our interactive capabilities, our high impact advertising solutions can increase engagement and interaction with your brand.

**Transition**

By commanding the entire browser window, this ad ensures that your brand message is front and center.
Interactive Takeover

This ad overlays page content and delivers high-impact creative to engage and inform readers.

Video Takeover

This ad's purpose is to interrupt the user's browser experience and immediately draw attention to the ad message.
IndyStar Exclusives

Digital Marketing Services | The StarMedia Advantage

• We utilize best-in-class ad technology and have premier-partner relationships with digital companies such as Google, Yahoo! and Facebook.
  - One of only 23 Google-certified SMB Partners
  - Premier Yahoo! Partner
  - Proprietary and best-in-class targeting and ad-serving technologies (BLiNQ Advanced Ad Targeting; Key Ring: mobile loyalty platform)

• Expert teams of account managers and digital optimization specialists are on staff to ensure quality planning, execution and constant optimization.

• We offer high-quality reporting with actionable insights. 24/7 reporting dashboard tools allow monitoring of campaigns at anytime.

• One point of contact ensures consistent results and strategy, along with turn-key campaign management.


From search to social, and everything in between, we’ll help you manage your digital and mobile local business marketing to deliver what matters most to you: new customers.
Native Advertising
Engage Consumers

Product Benefits:

- Break through the clutter and gain attention by providing content in the context of the user’s experience
- Ad formats match both the form and the function of the user experience in which it is placed
- Educate, inspire, entertain or inform your audience in a matching format
- Engage in a way that adds value to the consumer relationship
- Position your brand as a thought-leader and seek brand affinity

Brandview content
(also known as Sponsor Stories) is provided and presented by the advertiser, and appears simultaneously on IndyStar desktop, iPad, and mobile web platforms. These stories are clearly marked with brand logos and ‘Sponsor Story’ headers to differentiate them from our editorial Content.

Syndicate content
(and produce if necessary) your content on our local platforms combined with an ad buy and promotion

Gannett’s Approach to Native:

IndyStar Exclusives

©edit120915
IndyStar Exclusives

IndyStar Ad Network
Targeted Display Advertising

Benefits
• Nearly unlimited reach potential
• Run advertising across a multitude of ad exchanges and thousands of websites
• Automatically optimizes based on conversion goals
• Cost effective to deliver best ROI

Audience Targeting Strategy:
Benefits
• Target by Geo/Segments/Contextual
• Good for branding

Remarketing Strategy:
Benefits
• Re-engage website visitors who have demonstrated initial interest
• One of the best tactics for increasing conversions

Cost Per Acquisition Strategy:
Benefits
• Combines Audience Targeting and Remarketing with conversion tracking
• Optimizes campaigns to deliver impressions to those who are most likely to convert
• Tracks post-click and post-view conversions

Reach up to 85% of your market

Ecosystem of our data partners
Produce captivating video that puts your company above the rest.

We offer:

- A nationwide network of highly qualified videographers who capture video footage on-site and an in-house, experienced and creative editing team to craft high-quality, effective web marketing videos.

- Assistance throughout the entire production process including: scheduling, scripting, production releases, editing, revisions and final delivery.

- Guaranteed 10 day turnaround time for delivery of the first version from the date of footage capture.

- A wide range of offerings based upon your needs. Videos can be repurposed in digital campaigns such as pre-roll, in-banner video and rich media executions. Videos can also be posted to your website and on YouTube to increase search visibility.
Video Advertising

Sites containing video are 53% more likely to appear on the first page* of Google results.

Video landing pages generate 5x higher engagement and response rates*

46% of people take action after watching a video*

Video Capabilities:
Video is a vital component to a comprehensive digital marketing program. Video boosts online search results while engaging and converting customers.

Video Capabilities:

• Pre-Roll
  Plays ahead of targeted video content on desktop and mobile

• Video Takeover
  Takeover of section front

• Social Media
  Video is highly shareable, great for paid social posts

*Sources: Forrester Research, LightSwitch, eMarketer
Every month, 78% of Indianapolis area adults 18+ search online.*

Pay Per Click (PPC) is a powerful component of search engine marketing that places targeted, advertisements within search results and on social networks. These advertisements are used to generate leads and direct traffic to designated landing pages or a client’s website. In addition to branding, PPC ads are designed to highlight a business’s most attractive and sought-after products, services, and special offers.

Our experts will work with you to identify your business goals, then develop and manage a PPC campaign on multiple search engines.

Product benefits:
- Instant visibility
- Leveled playing field
- Drive immediate leads
- Attract targeted visitors
- Transparent data and analytics
- Only pay when potential customers click on your ad or contact you
- Reach customers in your targeted area
- Advanced lead tracking and reporting captures daily campaign activity.

*Source: 2015 Indianapolis Scarborough Report, R2, Metro Market
Search Engine Optimization (SEO) is the art and science of making enhancements to your website to influence its ranking in search engines and drive traffic to your website. SEO may target different kinds of search, including image, local, video, academic, news, and industry-specific search engines. SEO is a long-term strategy and should be positioned with other immediate lead delivery products.

Our Search Engine Optimization specialists will work with you to identify your business goals, then develop and manage the entire campaign on multiple search engines.

**On-site techniques:**
- Optimization of metadata, installation of analytics and web tools
- Recommendations for on-site content optimization

**Off-site techniques:**
- Press releases distributed to relevant sources
- Microsites (and link building for those microsites)
- Directory submissions
- Social claiming of 100+ social sites (Facebook, YouTube, etc)
- Social signals (using those claimed sites to generate interest and engage your customer)

**Product benefits**
- Brand awareness
- Constant promotion
- Targeted traffic
- Establish credibility
- Increase visibility
- Beat your competition
- 24/7, secure, online access to the Campaign Management Center for all reporting
- We optimize with industry best practices to increase the campaign’s overall performance
Email yields some of the highest ROI in digital marketing.

Email provides targeted and custom crafted messages that reach consumers when they are ready to purchase. StarMedia adds email into an integrated marketing strategy to build loyalty, maintain an ongoing relationship with your customers, and foster repeat business.

**Email Product Benefits:**

- Increases web and in-store traffic
- Encourages customer loyalty and repeat sales
- Provides quick, real-time messaging to engaged consumers
- Allows customer database and consumer segment targeting
Opt-In Email
Digital Marketing Services

Send dynamic email communications to your opt-in subscriber list with ease through our self-service email portal. We will provide a custom or semi-custom template to create regular emails to send to your subscriber database. This tool allows you to review the results of your email campaigns through valuable reports including charts, graphs and statistics. Plus, our system provides you with the ability to collect additional subscribers and automatically handle opt-out requests.

Product benefits:

- Collect customer emails and actively engage them with timely messages
- Reach customers who requested regular correspondence
- Cost-effective medium to promote upcoming events, distribute offers and increase customer engagement
- Drive website traffic
- Measurable to determine ROI
- Excellent compliment to all other digital marketing programs as it is a vehicle to market to existing customers or leads
Targeted Email Blasts
Digital Marketing Services

Targeted Email Blasts are for advertisers who wish to deliver emails to a new list of individuals that are “rented” through a database provider. Email addresses in our databases are from individuals who have registered (opted-in) to receive more information and agreed to receive third party emails. In many cases, they have answered questions about their interests and lifestyle.

You can provide your own opt-in subscriber list to us and we can make sure we are not sending duplicate messages to these individuals by scrubbing a list with the rented database.

Product benefits:

- An opportunity to reach a NEW stream of potential customers
- Highly targeted geo, demo, lifestyle selects to reach the right audience at the right time
- More cost-effective than blanketed direct mail programs
- We provide creative development and design recommendations to ensure the best possible results
- Detailed performance reporting
Facebook continues to transform the way people and businesses connect. The secret to social marketing success is having the right strategy at the right time. Identify your customer’s unique qualities and assets, and leverage them to drive results in the four dimensions of social marketing: Connect, Engage, Influence and Integrate. Our Facebook ad management solution delivers targeted ads to a user’s preferred device.

Target the right audiences using:

- **Demographic**
- **Personal**
- **Social**
- **Interests**
- **Behaviors**
- **Geography**

### 1.51 million

Indianapolis area adults visit social networking sites every month*

*Source: 2015 Indianapolis Scarborough Report, R2, DMA

**Product benefits:**

- Market to a highly engaged and influential audience
- Drive sales to both new and current customers
- Facebook ads are highly viral and a strong reach tool
- Drive measurable in-store and online sales with Facebook Offers
- Increase website traffic, responses and qualified leads
- Increase conversions, app installs and usage
- Complements search marketing efforts
Social Media Marketing
Digital Marketing Services

Social media provides businesses a unique opportunity to connect and engage with their current and potential client base like never before. Through social media channels such as Facebook, Google+ and Twitter, companies can manage their online reputation and quickly build a social network of brand supporters.

- Custom content creation and management
- We develop a custom one-to-one relationship between a business and local customers
- Our campaign managers use custom analytics to measure the success of the campaigns

Product benefits:
- Lead capture and creative marketing
- Hyper-targeted personal marketing
- Increase brand exposure
- Competitive differentiation
- One-on-one interaction
- Increase transparency and credibility
- Generate loyalty and advocacy
- Engage and interact with current and potential customers

63% of small businesses find social media creates more loyal customers*

*Source: SEO.com
Maps and Reputation

Digital Marketing Services

Local consumers are online searching for nearby businesses that offer the products they need. Our Maps/Reputation Dashboard provides all the tools needed to ensure a business is listed on all the right places and that your online reputation remains intact.

Also included:
- Monthly review of analytics and performance
- Customized reputation dashboard for client review/action items
- Syndication across hundreds of partner sites (i.e.: Yahoo!, Bing/Microsoft, TomTom and MapQuest)
- Claimed and locally optimized Google+ Local listing
- Creation of 50 NAP Citations (business name, address and phone number) per month

50% of consumers who search for a type of business on a mobile device call or visit within 24 hours*

*Source: Google "Understanding Consumers' Local Search Behavior," May 2014
Web development is more than just website building. Lead capture pages are also an essential component of digital advertising. All of your ads and search engine results need a place to land. Generally, there are three options: a lead capture page, proxy page or a website.

We work to ensure your lead page and new site will encompass brand recognition focusing on your product/service priorities and relevant content that are search engine friendly. We can also maintain and update the site as well as host it on our dedicated servers.

- Templated custom landing pages & websites of all sizes and capabilities
- Call-to-action form that generates leads
- Social media integration
- Hosting & email addresses
- Maintenance and updates

**Product Benefits:**

- Generates leads with a call to action contact form
- Forms an online destination for current and potential customers
- Strengthens your brand
- Improves credibility
- Maximizes return on marketing investments
- Provides a strong customer experience
- Adds value and satisfaction by offering convenience
- Allows you to be available to your customers 24 hours a day, 7 days a week, 365 days a year
- Includes written text copy and imagery specific to the your industry
Increase the conversion rates of your marketing efforts with focused, customized and mobile optimized lead-capture pages. Our expert content writers and designers expand upon the message of your advertisements and links to guide your visitors into becoming a customer.

**Lead Capture Features Include:**
- Lead generation form
- Call tracking number
- Custom video

**Actionable Reporting:**
- With our reporting dashboard, you can easily measure the return on investment from all advertising campaigns across media, mobile, email, social, online and print
- At any time, you can view contact information from form fills and listen to messages to improve customer service
- From a single login, you can track the source of leads to ensure you invest only in marketing campaigns that grow your business

**Product Benefits:**
Modern, optimized templates centered on conversion best practices will help:
- Get more leads across all online and offline advertising campaigns, including mobile, print, television, search, radio and more
- Drive interest earned from advertisements to an online form to better track results and awareness
- Use design best practices to turn visits into more leads, sales and phone calls
The Indianapolis Star is a daily newspaper with a long and impressive history. The paper, owned by the Gannett Company, began publishing on June 6, 1903 and has won the Pulitzer Prize for investigative reporting twice.
Each week, 596,678 adults 18+ engage with IndyStar

The Largest Media Reach In Central Indiana

The Indianapolis Star is the #1 daily news and information provider in Central Indiana. However, readers across the Indianapolis market are picking up copies for much more. Consumers actively seek out advertisements, coupons, and promotional inserts in their daily paper. With seven-day production and engaging topical sections, The Indianapolis Star offers something for everyone.

*Source: 2015 Indianapolis Scarborough Report, R2

Sections include:

- **Main** – Metro & state news, classified ads, weather, obituaries
- **Sports** – Local and national sports highlights
- **USA Today** – National & world news, money, life
- **Things To Do** – A Thursday publication devoted to fun, unique things to do around the region
- **Taste** – A Friday publication devoted to all things food & drink, plus movies
- **Home & Garden** – A Saturday publication devoted to all things home & garden
- **Indy Living** – A Sunday publication devoted to arts & entertainment, health, etc.
- **Extra** – Puzzles, comics, advice, TV highlights, horoscopes, comments, etc.
Your advertising message can be delivered to our subscribers 7 days a week through the IndyStar. Each Thursday, we give you the ability to EXTEND your reach and deliver your message to non-subscribers as well. This solution allows you virtually 100% market coverage.

**Why Buyer’s Edge?**

- Geographically targeted
- High visibility
- Delivered to paid subscribers
- Direct mailed to all non-subscribers
- Full color
- Customized creative available
- 52 week distribution

**Total Market Coverage Solution**

Reach 666,685 total household across the Indianapolis metro area

*Source: 2015 Circulation household estimate; Indianapolis Scarborough report, RI, Metro*
With an extensive database, StarMedia allows you to specifically target your best customers by geography and/or demographics. With endless options, you can reach people by ZIP code, address, age, income, marital status and more.

StarMedia also gives you the ability to reach your customers based on their lifestyles and groups of people exhibiting similar demographic traits, preferences and consumer behavior. We can help you reach people based on whether they golf, how much they eat out, where they travel, and more.

Whether you are looking for total market coverage or targeted reach, StarMedia partners with you to:

- Maximize response to your campaign by offering the right offer at the right time to the right homes
- Profile your customer database and deliver your message to the right prospects
- Design your custom direct mail campaign quickly and cost-effectively
Custom Publishing
Total Market Coverage

Getting your story out there, in your own words.

With the ability to target by lifestyle, geography, or demographic, we create compelling editorial formats that engage readers. StarMedia Custom Publishing offers customized solutions in a variety of formats.

Think of it as targeted marketing in an editorial environment or a hybrid of advertising and journalism. Each publication speaks to a specific audience. From motivating purchasing decisions, positioning your company as a trusted organization and educating your customers, to enhancing your brand and driving business to your door, we deliver your message to your ideal customer.

Our strategic marketing services:

Editorial
- Content strategy
- Editing

Creative
- Art direction
- Design
- Photography

Digital Publications/Magazines
- Standard or compact newspaper section
- Large double gatefold
- Direct-marketing materials

Distribution
- Direct mail
- Newspaper insertion
- Total market coverage
- Direct to client
Print Zones
Total Market Coverage

Carmel, Westfield, Zionsville

Noblesville/Fishers/Geist
Hancock County

Downtown, Broad Ripple, East Indy

West Indy
Hendricks County

South Indy,
Johnson County
So what’s a Spadea?

A Spadea is a wrap that encompasses The Indianapolis Star with YOUR brand and is the equivalent of three full pages of advertising. Yours is the first message that readers will encounter. With only one available per paper, you never have to worry about sharing consumers’ attention with a competitor!

*Source: IndyStar Reader Panel (2010-2014)
**Adscape**
Performance Advertising

Grab the reader's full attention.

**Post-it® Notes**
Performance Advertising

A cost effective, creative way to advertise.

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**So what's a Adscape?**
Make a big impact with strategically placed, creatively shaped AdScape ads. With their untraditional shapes and with editorial content wrapping the ad, AdScapes make a big impact on the page and are more likely to be remembered than traditional ads.

**So what's a Post-it-note?**
Put your message up front with today's headlines. Readers can easily remove and reuse them as an additional reminder. Post-it-notes are proven attention-getters; they go where no ad has gone before to get you the exposure you deserve.
OUR GOAL IS TO PARTNER WITH YOU TO FIND TAILORED SOLUTIONS FOR YOUR BUSINESS. THAT MEANS HELPING YOU SEND THE RIGHT MESSAGE, TO THE RIGHT CUSTOMERS, AT THE RIGHT TIME—NOT JUST THROWING MONEY AT THE LATEST TREND.
StarMedia is an Indianapolis full service digital ad agency that delivers premium, engaged audiences. Discover how you can reach affluent central Indiana adults with an integrated marketing strategy tailored specifically to grow your business.

**Business Intelligence**
- Demographic Audience Targeting
- Custom Marketing Research
- Data & Marketing Research
  - Scarborough
  - Borrell
  - MRI
  - Nielsen
  - AdMall
  - Kantar

**Creative Development**
- Branding
- Story boards/Conceptual Vision
- Messaging

**Continuous Improvement**
- Measurement
- Analysis / Implications
- Refinement

**Consulting / Planning / Operations**
- Strategic Planning
- Marketing & Communications
- Media Planning and Implementation
- Community Sponsorships

**Strategy**
- Objective Setting & Success Metrics
- Brand, Business, Customer Analysis
- Segmentation
- Primary & Secondary Research
- Program Strategy
Committed to serving the best interests of businesses and communities.

The right approach needs the right people. At StarMedia, that’s our specialty. Our leadership team is here to help you and your business achieve success through strategic thinking, customized creative, and multimedia avenues to reach the best audience.

Karen Ferguson, President and Publisher
Lori Grass, Group VP of Client Strategy
Keith Bansemer, Director of Marketing
Wanda Newsome, Creative Development Director
Natalie Dorr, Director, Insights & Analytics
Erik Faigh, Sr. Client Strategy Manager
Patricia Franks Miller, VP of Sales & Digital Strategy
Anne Gelifus, Director, Client Service and Digital Strategy
David Hakanson, Director of Key Accounts
Steve Hartley, Director, Auto - Indiana Group
Mischelle Grant, Director, Territory Sales

For more information contact us 317.444.4444 or check us out on IndyStarMedia.com
Legal

- Contract rates are available to advertisers with established credit. If, at the end of the Advertiser’s contract with Newspaper, the Advertiser shall have (a) purchased more or less volume/dollars of advertising than agreed to in the contract or (b) exceeded or fallen short of the minimum revenue commitment of advertising agreed to in the contract, to the extent that a different rate would be applicable according to Newspaper’s current rate schedule, Advertiser’s rate for all space used during the contract term shall be reduced or increased to the appropriate rate indicated on said rate schedule, and Advertiser shall pay or receive a credit for the difference. Credits will be to the next contract level only and will be issued in the form of credit toward future advertising.

- Advertising contracts may not be assigned or transferred by advertiser or its advertising agency (“Agency”), if any.

- Any claim by Advertiser for a credit related to rates incorrectly invoiced or paid must be submitted in writing to the Newspaper within ninety (90) days of the invoice date or the claim will be waived.

- Newspaper may revise its advertising rate schedule at any time upon 30 days’ written notice to Advertiser, and Advertiser may, without penalty, cancel its advertising contract at any time prior to the time the new rates become effective upon prior written notice to Newspaper.

- Newspaper may, in its sole discretion, edit, classify, or reject at any time any advertising copy submitted by Advertiser.

- Advertiser shall pay for the advertising purchased under its contract according to the terms indicated on Newspaper’s invoices, and, if it fails to timely pay as provided for in the invoices, Newspaper may reject advertising copy and/or immediately cancel Advertiser’s contract, and Advertiser agrees to indemnify Newspaper for all expenses incurred in connection with the collection of amounts payable, including court costs and attorneys’ fees. If Advertiser’s contract is canceled due to Advertiser’s failure to timely pay, Newspaper may re-bill the Advertiser for the outstanding balance due at the open or earned contract rate, whichever is applicable.

- If any federal, state or local taxes are imposed on the printing of advertising material or on the sale of advertising space, such taxes shall be assumed and paid by Advertiser.
• The advertiser’s contract cannot be invalidated and the newspaper will not be liable for: (a) typographical errors, incorrect insertions or omissions in advertising published by the newspaper or (b) any resulting losses.

• Advertiser agrees to indemnify, defend and hold harmless Newspaper from all claims (whether valid or invalid), suits, judgments, proceedings, losses, damages, costs and expenses, of any nature whatsoever including reasonable attorneys’ fees) for which Newspaper or any of its affiliates may become liable by reason of Newspaper’s publication of Advertiser’s advertising.

• When orders are forwarded by Advertiser or its Agency which contain incorrect rates or conditions, the advertising called for will be inserted and charged at the correct rate in force governing such advertising as provided for in Newspaper’s rate schedule, and in accordance with the conditions contained in Advertiser’s contract.

• The advertiser’s contract renders void any statements concerning liability which appear on correspondence from advertiser or its agency, and is irrevocable without the written consent of the newspaper’s Credit department. It is further agreed that Newspaper does not accept advertising orders or space reservations claiming sequential liability.

• The closing time for cancellations is 2 days prior to the deadline date for publication. Cancellations will not be accepted after the applicable closing time. Advertiser will be responsible for any production or creative services provided by Newspaper regardless of the cancellation of advertiser’s advertising.

• Each party’s obligations under the advertising agreement are conditional on strikes, fires, acts of God or the public enemy, war, or any cause not subject to the control of such party.

• Photographs of individuals to be used in advertising must be accompanied by a signed release from the individual permitting the use of the photograph(s). Release forms are available from your account executive.

TERMS OF PAYMENT & COMMISSION POLICY
Newspaper’s billing cycle is based on a 52-week year divided into 12 billing periods. Each period begins on a Monday and ends on a Sunday. Eight periods are four weeks each (February, March, May, June, August, September, November and December) and four periods are five weeks each (January, April, July and October).

• All retail rates are net and not commissionable

• National rates are commissionable, 15%, to agencies recognized by the Newspaper

• Recruitment advertising rated at open rate and camera-ready is commissionable 15% to agencies recognized by Newspaper.

• Classified private-party advertising and non-contract commercial advertising will be paid in advance with a credit card and is non-refundable.

• All monthly accounts are due 20 days after invoice date. Accounts are considered past due after 20 days. Credit may be suspended on any accounts at any time at the sole discretion of Newspaper.

• Newspaper may require payment in full for any outstanding balance before accepting copy for publication, or require cash payment with copy, or both.

• All new accounts are cash-with-order until credit is approved by the Credit Department. The effectiveness of advertising contracts is subject to a satisfactory credit check on Advertiser and/or Agency.

• Certain types of advertising, including political and businesses based “outside of the United States, are accepted on a cash basis only. All cash-basis sales require full payment for each advertisement prior to reservation deadline date.

• Stated rates for all contract advertising services are conditional on subsequent payment by cash or check.

• Any advertising account with a 28 days or older balance will have interest added at the rate of 12% per annum on any balance that is 28 days or older. This interest will be added on the last day of your billing cycle and will be shown as finance charges on your invoice.
CONTRACT & COPY REGULATIONS

The publisher reserves the right to insert the word “Advertisement” above any copy if the advertisement could be construed as news or editorial matter.

- Type closely resembling news type cannot be used.
- Newspaper shall have full latitude with respect to positioning all advertisements; provided, however, that Newspaper will use its reasonable efforts to accommodate the advertiser’s requests. The Main News is defined as Section A, Metro or back page of any section. Advertising will not be accepted on a “position only” basis. No adjustment will be made because of position.
- Alcoholic beverage advertising accepted.
- Advertisements are measured from cutoff rule to cutoff rule.
- Political advertising must carry the words “Paid Political Advertisement” and must follow the copy regulations of Newspaper.
- Publisher will not be bound by any conditions, printed or otherwise appearing on order blanks or copy instructions when such conditions conflict with our policies.
- Publisher reserves the right to determine classification of any advertising copy submitted.
- Special clauses in insertion orders or contracts not accepted if relating to legal liability or circulation guarantees.
- Advertising that presents a statement of position on political, social or other issues and that lists the names of persons supporting the position stated will not be accepted unless the advertiser submits evidence of consent for use of supporting names in the form of checks made out to the advertiser or satisfactory evidence.
- Newspaper deals directly and individually with its local advertisers and does not accept local brokered advertising. Multi-advertiser sections are accepted only if sold and printed by Newspaper.
- Publisher shall not be liable for any error in published advertising unless a proof is requested in writing and clearly marked for corrections. If the error is not corrected, publisher’s liability, if any, shall not exceed the space occupied by the error. Further, publisher shall not be liable for omission of an advertisement ordered. Claims for adjustment must be made within 30 days. In no case shall publisher be liable for any general, special or consequential damages.
- Advertisers are responsible for checking published ads for accuracy and notifying the company immediately of any errors.
- The rates on this card are for run-of-paper (R.O.P) position. No positions are guaranteed. However, some premium positions are offered. Ask your representative for details.
- Requests for advertising contracts shall be made prior to or at the time of the first insertion of advertisements. Contracts can only be backdated 30 days.
- Contracts to an advertising agency must specify the agency’s client. Agency authorization form must be signed by client. Blanket contracts are not available to accounts of different ownership.
- If an Advertiser utilizes an “Agency,” Advertiser and Agency shall be jointly and severally liable for complying with all the terms of the Advertiser’s contract, including payment of all advertising.
- All contracts are conditional on strikes, fires, acts of God, public enemy, war or any cause not subject to the control of Newspaper, excluding the Advertiser’s failure and/or inability to perform.

OWNERSHIP OF ADVERTISING COPY

All advertising copy which represents the creative effort of Newspaper and/or the utilization of creativity, illustrations, labor, composition or material furnished by it, is and remains the property of Newspaper, including all rights of copyright therein. Advertiser understands and agrees that it cannot authorize photographic or other reproduction, in whole or in part, of any such advertising copy for use in any other medium without Newspaper’s prior written consent.

Contact

indystarmedia.com | 66
Thank You