

Media Kit

Data, Services and Rates
May 2013

ThirdCoastDaily.com

Milwaukee's Trusted Guide to Arts & Culture

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Third Coast Daily (formally ThirdCoast Digest) is Milwaukee's most comprehensive daily arts and entertainment guide.

Our name change in April 2013 reflects our commitment to promote and enhance the local arts community. Review, previews and featured articles are published daily. Our redesigned website dedicates pages to individual artistic media to shine more spotlight on those media that makes up our great Milwaukee art community. The new website also better serves our advertising clients with strategic ad placements. TCD is a proud partner of Visit Milwaukee and the United Performing Arts Fund, and the only media partners of both organizations.

Our readers are educated and active attendees, influencers and patrons of the arts. They come to us for our passion in local arts and the quality of our content. If they live outside our region, they come to us as intelligent cultural tourists, seeking our trusted commentary, reviews, and event options.

**Demographic statistics and graphics below are gathered from quantcast.com/thirdcoastdaily.com*

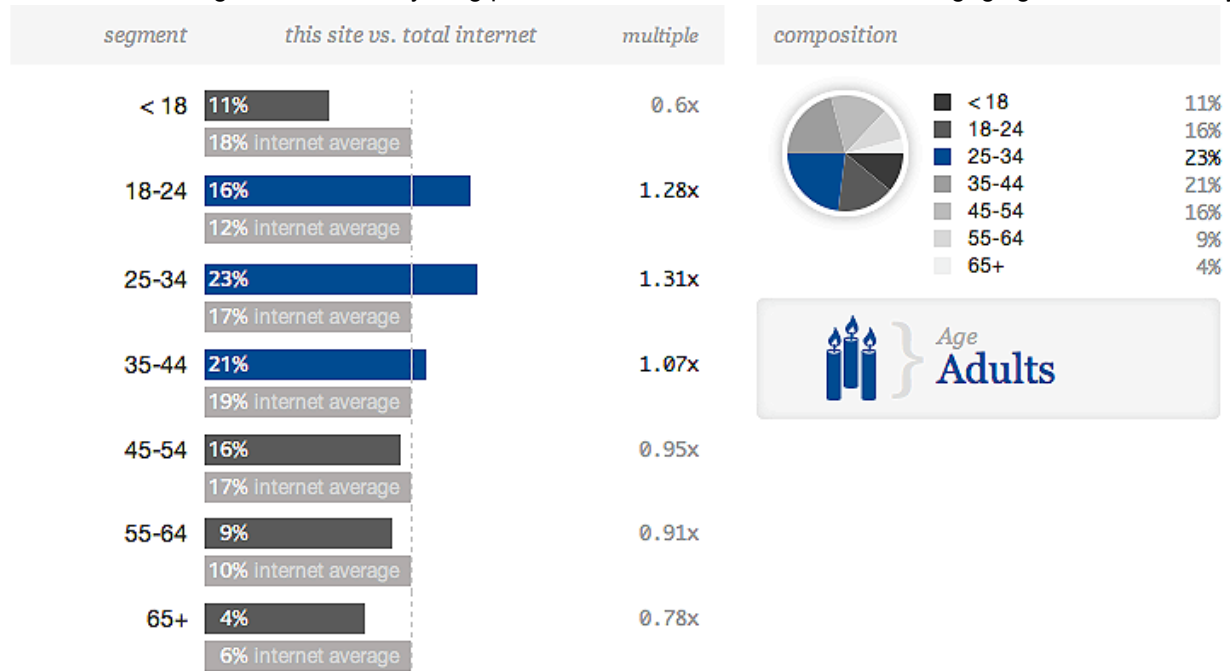
Gender

A slightly higher rate of women than men, and with a surprisingly high percentage of male for an arts and culture focused publication.



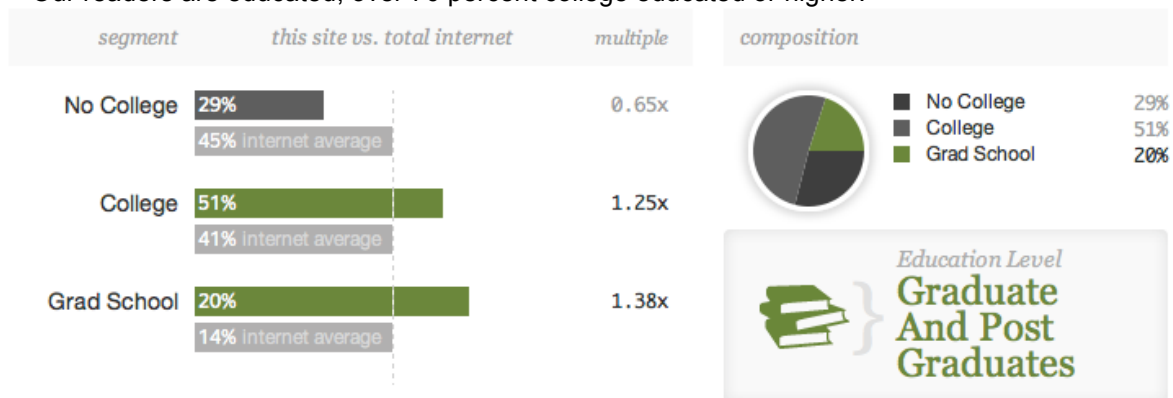
Age

Interestingly, our age 18-34 reader rates are about 1.3 times higher than the average online audience. These are college students and young professionals who tend to be active, engaging and media savvy.



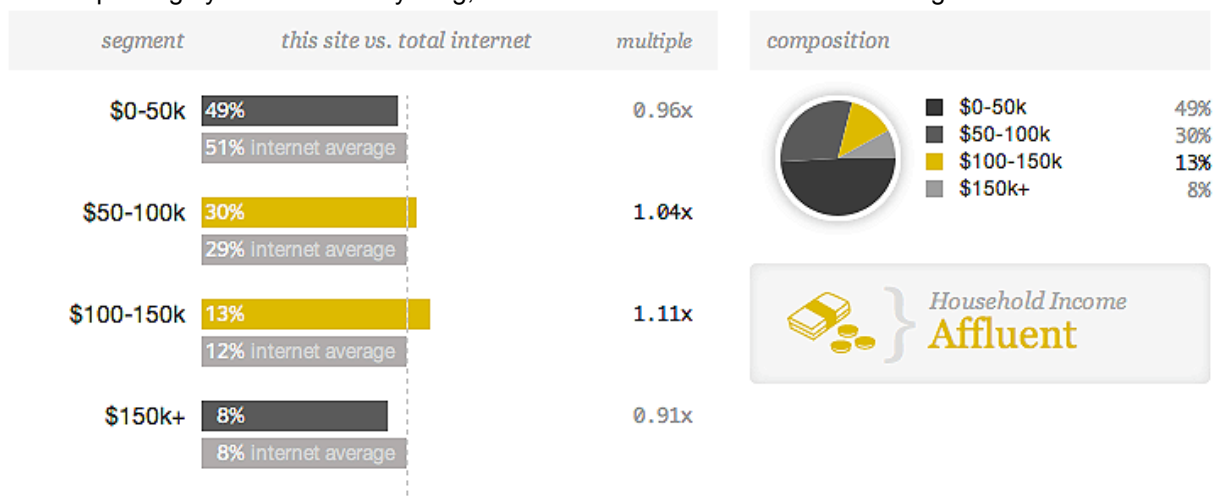
Education

Our readers are educated; over 70 percent college educated or higher.



Income

On top of highly educated and young, our readers also have an above average income level.



Our clients are from a cross section of Milwaukee area's most energetic, creative, celebrated, and cultured companies and organizations. We are honored to have the support of the area's talented art groups and outstanding businesses throughout the years. Our clients often share our philosophy that arts and culture brings inspiration and pleasure to people regardless of age or income. They also agree that art is important to the economic development, talent retainment and competitiveness of the region. They come to us for the quality of our content as well as the discerning audience we attract.

2012/13 Sponsors and Clients

Bel Canto Chorus	Charles Allis & Villa Terra Museums	Danceworks
Festival City Symphony	First Stage	Florentine Opera
Frankly Music	Habitat for Humanity Restore	Lynden Sculpture Garden
Mandel Group	Marcus Hotels	Milwaukee Art Museum
Milwaukee Ballet	Milwaukee Chamber Theatre	Milwaukee Institute of Art and Design
Milwaukee Repertory Theater	Milwaukee Symphony Orchestra	Next Act Theatre
Outpost Natural Foods	Present Music	Renaissance Theatre
Salvation Army	Skylight Music Theatre	UWM Peck School of the Arts
Windfall Theatre		

Website Statistics

Web Traffic Analysis – First quarter of 2013

From Google Analytics, Google DoubleClick for Publishers.

- **Pageviews:** Over **174,400** in three months, an average of **1,930** views a day.
- **Site Visits:** Over **108,404** in three months, an average of **1,204** visits a day.
- **Unique Visits:** Over **98,000** in three months, an average of **1,088** returning visitors daily.
*Unique Visitors is the number of unduplicated (counted only once) visitors to a website over the course of a specified time period. Google Analytics.
- **Ad Impressions:** Over **100,000** Impressions during the week of April 8 to 14, first week of the new site launch.

Awards

2012 Milwaukee Press Club Awards for Excellence in Wisconsin Journalism

- Best Critical Review for Tom Strini's Culture Desk
- Best Local News or Feature Website
- Best News Photography – Sun Sets on the Day of Sikh Tragedy by Lacy Landre

2011 Milwaukee Press Club Awards for Excellence in Wisconsin Journalism

- Best Critical Review for Tom Strini's Culture Desk. Gold Award.
- Best Local News or Feature Website. Silver Award.
- Best Website Design. Silver Award.
- Best Innovative Feature for TCD.tv. Silver Award.
- Best Blog for PODCAST with Mark Metcalf. Bronze Award.

2010 Milwaukee Press Club Awards for Excellence in Wisconsin Journalism

- Best Website Design. Gold Award.

Products, Services and Sponsorships

TCD provides various media services and sponsorship options. We also provide customized packages for any business/events marketing needs.

1. Annual/Seasonal Sponsorships,
2. Online Display Advertisement,
3. eNews/Podcast Sponsorship,
4. Multimedia Production,
5. Ad Creative and Graphic Design,
6. Strategic Editorial Coverage,
7. Social Media Marketing,
8. Press Release and Documentation Writing,
9. Custom Services.

Third Coast Daily Series			
Series:	<p>Milwaukee This Week <i>Weekly Tuesday column with highlights and previews of exciting shows and events of the upcoming week in the Milwaukee area.</i></p>	<p>TCD Art Date <i>Weekly Wednesday column featuring curated list of gallery and visual art shows by our visual arts editor Kat Murrell.</i></p>	
	<p>Last Week in Milwaukee... <i>Weekly photo roundup profiling events and happening from previous week and weekend, coordinated by our photo editor Angela Morgan.</i></p>	<p>Take One at TCD <i>Video series spotlighting local up-and-coming musicians, recorded and performed live at our office and produced by our music writer Sahan Jayasuriya.</i></p>	
	<p>Threads <i>Weekly column featuring the styles and fashion in Milwaukee area, written by a team of local fashion writers and curated by Kimberly Gomez.</i></p>	<p>TCDIY <i>Bi-weekly Sunday column featuring DIY tips and project ideas, curated by Carly Rubach in her friendly and warm style.</i></p>	
	<p>TCD Traveler <i>Bi-weekly Sunday travel column that offers both adventurous excursions and relaxing getaways. Destinations range from Wis. to across the globe. Curated by travel editor Robert Bundy</i></p>		
Topics:	<ul style="list-style-type: none"> • Theater • Classical Music • Pop & Rock Music • Dance 	<ul style="list-style-type: none"> • Film • Visual Arts • Lifestyle • Travel 	<ul style="list-style-type: none"> • Fashion • Sports • Food & Dining • Books & Literature

Services and Rates

1. Annual/Seasonal Sponsorships:

Sponsorship assures you of the highest service provided by TCD. Our sponsors are guaranteed the best ad placements, greater social media boost, cross-promotions, and the possibility for strategic editorial coverage. Sponsorships are available at three levels, from \$6,000 to \$18,000 per year/season.

Tier One: Production Sponsor

\$18,000. Full year/season of services, including:

- 26 weeks of strategic and priority ad placements,
- 6 weeks of eNews sponsorship,
- 2 podcast/video sponsorship,
- A 10-minute long video production.
- Social media (Facebook, Twitter) push for your productions/events,
- Up to 3 events with TCD as media sponsors.

Tier Two: Presenting Sponsor

\$10,000. Full year/season of services, including:

- 18 weeks of strategic and priority ad placements,
- 3 weeks of eNews sponsorship,
- 1 podcast/video sponsorship,
- Social media (Facebook, Twitter) push for your productions/events,
- Up to 1 events with TCD as media sponsors

Tier Three: Supporting Sponsor

\$6,000. Full year/season of services, including:

- 13 weeks of strategic ad placements,
- 1 week of eNews sponsorship,
- 1 podcast/video sponsorship,
- Social media (Facebook, Twitter) push for your productions/events.

2. Online Display Advertisement:

ThirdCoastDaily.com has over 15 categories and publishes an average of 90 articles a month. We don't just sell conventional ad units to display your ads; we sell content-targeted ad strategies. With strategic ad placements, your advertisement will be seen by your perceived targeted audience as well as those who might become your audience. Our audience is demographically broad in age and income level.

a. Home/Landing Page (priced per page)

- 728x90 Leaderboard: \$500/month, \$150/week.
- 300x250 Medium Rectangle:
 - Side Bar 1 (SB1): \$350/month, \$95/week;
 - Side Bar 2 (SB2): \$280/month, \$70/week;
 - Side Bar 3 (SB3): \$220/month, \$60/week;
 - Side Bar 4 (SB4): \$180/month, \$52/week.
- 300x100 Small Banners: \$90-\$75/month, \$21-\$18/week.

b. Internal pages and categories (priced per page)

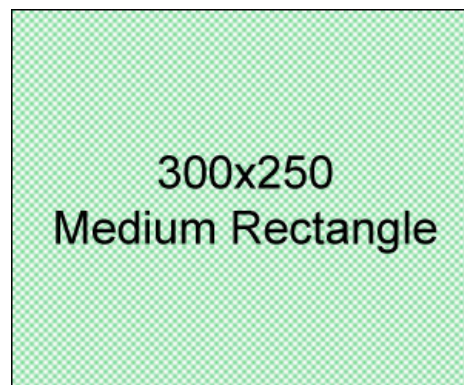
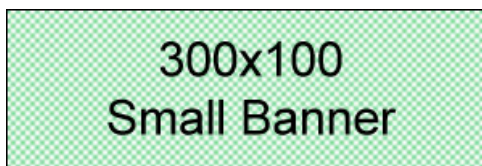
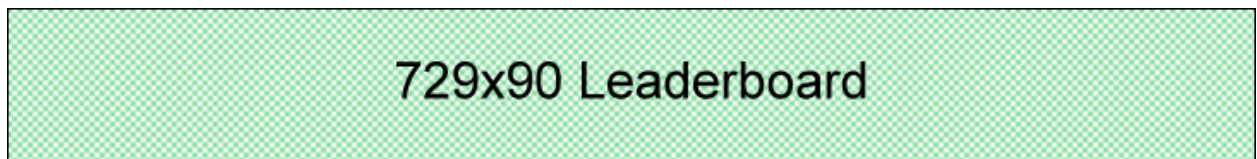
Arts: Theater, Music, Dance, Film, Visual Arts, Literature, Comedy;

Guides: Milwaukee This Week, TCD Art Date, seasonal guides;

Lifestyle: Fashion, Food & Dining, Sports, TCDIY, TCD Traveler;

Others: Multimedia, Giveaway Calendar.

- 728x90 Leaderboard: \$300/month, \$90/week.
- 300x250 Medium Rectangle:
 - Side Bar 1 (SB1): \$250/month, \$65/week;
 - Side Bar 2 (SB2): \$220/month, \$58/week;
 - Side Bar 3 (SB3): \$180/month, \$50/week;
 - Side Bar 4 (SB4): \$150/month, \$45/week.
- 300x100 Small Banners: \$75-\$60/month, \$18-\$12/week.



a. Display Ad Units on Homepage



b. Display Ad Units on Categorical and Interior Pages

The screenshot shows the homepage of Third Coast Daily.com. The header includes the site name, navigation menu, and a search bar. The main content area features a large 'TCD ART DATE' banner for April 16. To the right, there is a sidebar with a calendar and a list of events. The page is annotated with several green boxes indicating ad unit positions and sizes:

- 728x90 Leaderboard:** A horizontal banner at the top of the main content area.
- 300x250 Side Bar 1:** A vertical ad unit on the right side, positioned above the calendar.
- 300x250 Side Bar 2:** A vertical ad unit on the right side, positioned below the calendar.
- 300x100 Banner 1:** A horizontal ad unit on the right side, positioned below the second side bar.
- 300x250 Side Bar 3:** A vertical ad unit on the right side, positioned below the first banner.
- 300x250 Side Bar 4:** A vertical ad unit on the right side, positioned below the second banner.
- 300x100 Banner 2:** A horizontal ad unit on the right side, positioned at the bottom of the sidebar area.

3. eNews/Multimedia Sponsorship:

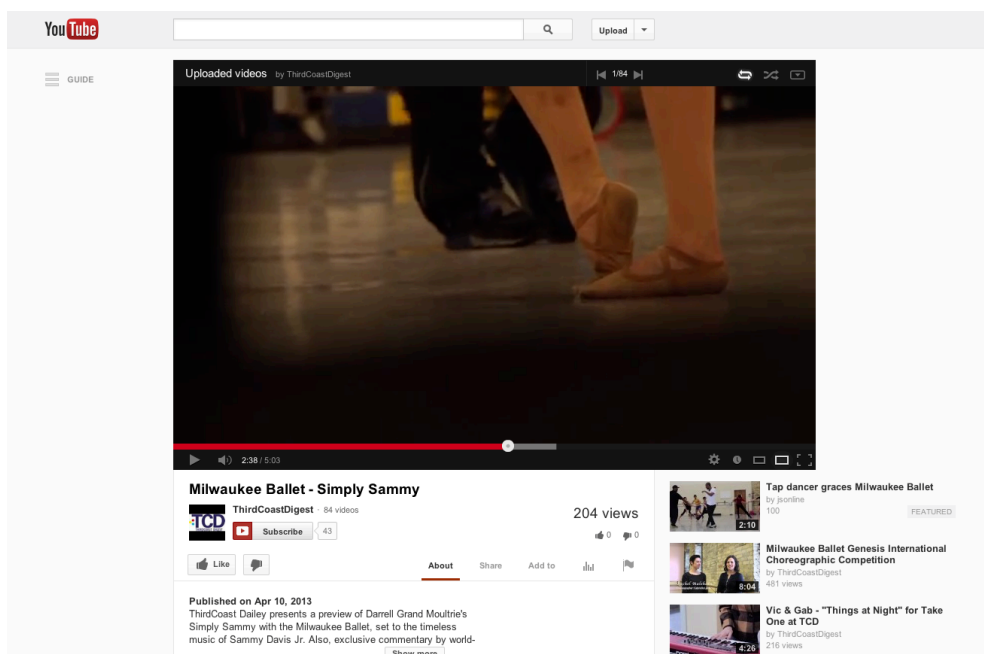
Our TCDaily eNews is sent out each Monday, Wednesday and Friday to over 3,400 inboxes. eNews sponsorship secures you a top spot in eNews to promote your upcoming production or event. Sponsoring our podcasts and videos also gives you a strategic and direct way to get your message out to the audience.

- eNews Sponsorship: \$60/day, \$150/week.
- Podcast Sponsorship: \$60/15 second audio intro.
- Video Sponsorship:
 - 15-second still image/audio: \$75,
 - 30-second animation or video ad: \$180.

4. Multimedia Production:

Multimedia (Video, audio, photography, animation) is a great tool to help promote your production or event. Today's media audience is constantly bombarded by imagery and sounds. Therefore, an eye-catching image or a viral video can make a big difference between just another advertisement to an interesting piece of presentation. It reaches out to a broader audience through direct links and social media sharing. We can help you customize a product for your promotional or documentation needs while lending our high-quality aesthetics and creativity.

- Video production, up to 5 minutes long: \$400,
- Video production, up to 10 minutes long: \$750,
- Podcast production, up to 20 minutes long: \$450,
- Editorial Photographs for promotional use: \$450/3hrs,
- Artist Portrait/Headshot: \$200/person,
- Customized production: Price based on project scale and duration.



5. Ad Creative and Graphic Design:

Professionally designed ad creative and promotional graphics. Static or Flash.

- Full ad creative package, 728x90, 300x250, 300x100, 150x150 creatives: \$350,
- Creative design for 728x90 and 300x250: \$240,
- Creative design for 300x250 and 300x100: \$200,
- Creative design for 300x250: \$125,
- Creative design for 300x100: \$80,
- Custom sizes upon request.

6. Strategic Editorial Coverage:

Our editorial and marketing teams will customize a comprehensive presentation of your event/product in form of images and articles. Not only do you get TCD's award-winning writing, but also our high level creativity and design. Single to multiple series: \$250-\$1000.

7. Social Media Marketing:

Social media is a great instrument to keep your brand constantly in cyberspace or efficiently start a promotional campaign for your product or event. As an online media company, we benefit from effective and strategic social media plans. TCD can lend our social media specialty to start your own social network or grow your existing one. Rates are based on scale and duration of the project.

8. Press Release, Speech and Script Writing:

Whether you need a promotional script for your production, event or anything and everything else, or assistance in composing a captivating speech, TCD's award-winning writers can help you write a professional and effective script or media kit. Rates are charged by the hour and urgency, \$50-250 per hour.

9. Custom Services:

Any above listed services can be customized and combined to bring you a comprehensive media package to promote your event, production or business. TCD has a team of in-house writers, marketers, photographers, videographers, promoters and scholars in all aspects of the arts. We can help you achieve what you can image. Rates are based on scale and duration of the project.

Advertisement Creative Specs

Preferred Formats: JPG, GIF, PNG and SWF. RGB profile.

Dimensions

- Leaderboard 728x900 pixels, animated or static;
- Med. Rectangle 300x255 pixels, animated or static;
- 3:1 Rectangle 300x100 pixels, animated or static;
- eNews square 150x150 pixels, static only.

Ad Creative Submission

Please submit ad creatives to:

Howard Leu at hleu@thirdcoastdaily.com

Billing and Ad Related Inquiries

Please contact Business Manager Howard Leu at hleu@thirdcoastdaily.com, or call 414-372-5351.

Editorial Inquiries

Please email Managing Editor Matthew Reddin at mreddin@thirdcoastdaily.com for editorial questions or project suggestions.

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