



TribLIVE.com

TribLIVE.com Placement		CPM Pricing
Geo Targeting	Run of Site:	\$5
	PGH DMA:	\$6
	County:	\$7
	Geo-zone:	\$8
	Zip Code:	\$9
	Home Page:	\$16
	Channel:	\$10

\$200 Minimum Spend
 Display ad sizes include 728 x 90; 300 x 250;
 and 325 x 50
 Includes mobile

PGHTrib		CPM Pricing
	\$100 Minimum Spend.....	\$10
	Display ad sizes include 728 x 90; 300 x 250; and 325 x 50	
	Includes mobile	
	As TRIBLIVE.COM Add-On.....	\$8

TribLIVE Audience Starter	
Zip code targeted ads on	
TribLIVE.com	\$400
Impression 50,000 per month	

TribLIVE.com Premium Placement	
Homepage Post-It	\$1,250
Homepage Sliding Billboard	\$1,250
Homepage Takeover	\$1,750
Channel Post-It	\$750
Channel Sliding Billboard	\$750
Channel Takeover	\$1,250

One day campaigns

High School Sports Network
 Video Package \$5,000
The package includes one 0:30 spot during all video broadcasts; a banner ad on TribLIVE Sports Page daily email or TribLIVE HSSN daily email one day per week; 4 banner ads in the Sports section of the Tribune-Review edition of your choosing or in 2 weekly community newspapers of your choosing; 10,000 monthly digital impressions on TribHSSN.TribLIVE.com; and one TribNote on the TribHSSN.TribLIVE.com homepage on the Friday of your choosing (first come, first served).

Choose from the following markets:

**Pgh North, Pgh South, Pgh East,
 Pgh West, Westmoreland, Valley, City
 League and Heritage Conference**

- 24 spots/week \$300/week . (\$12.50 per spot)
- 16 spots/week \$240/week..... (\$15 per spot)
- 8 spots/week \$140/week (\$17.50 per spot)
- 4 spots/week \$80/week..... (\$20 per spot)

All spots are 30 seconds each and will run across all schools and sports in that market. Copy changes are \$50 each. All commercials will be live read, unless audio is provided by customer.

*There is an additional \$100 charge if customer requires a pre-record.

Native Advertising

Partner News Engaged	\$1,899
1,000 engagements and a minimum of 30 days	
Partner News Connected	\$3,499
5,000 engagements and a minimum of 30 days	
Partner News/MyStory	\$8,499
Web page with 2 stories; 1 video (15-90 seconds); 5,000 engagements; and page remains on TribLIVE.com	

Stories can be in various formats, including a 500–600 word story; an infographic; or a list. Includes 3 ads in the sizes 728x90, 300x250, 320x50 to run for 30 days



Video Advertising

Video Advertising		CPM Pricing
TribLIVE		\$49
Pre-roll video advertising (plays before other videos), up to 15 seconds.		
For pre-roll longer than 15 seconds and other video advertising, pricing by quote only.		
Does not include video production.		
\$600 minimum spend		



SOCIAL MEDIA



Social Media Management

Social Media Management Setup	\$500
Social Media Management Monthly - 1L 1 platform, low frequency	\$450
Social Media Management Monthly - 1M 1 platform, medium frequency	\$550
Social Media Management Monthly - 1H 1 platform, high frequency	\$700
Social Media Management Monthly - 2L 2 platforms, low frequency	\$675
Social Media Management Monthly - 2M 2 platforms, medium frequency	\$825
Social Media Management Monthly - 2H 2 platforms, high frequency	\$975
Social Media Management Monthly - 3L 3 platforms, low frequency	\$850
Social Media Management Monthly - 3M 3 platforms, medium frequency	\$1,000
Social Media Management Monthly - 3H 3 platforms, high frequency	\$1,200

Platforms: Facebook, Twitter & Instagram
Low frequency = Minimum of 15 Facebook posts;
 Minimum of 15 Twitter posts;
 Minimum of 10 Instagram posts.

Medium frequency = Minimum of 30 Facebook posts;
 Minimum of 30 Twitter posts;
 Minimum of 20 Instagram posts.

High frequency = Minimum of 45 Facebook posts;
 Minimum of 45 Twitter posts;
 Minimum of 30 Instagram posts

Social Media Advertising (Facebook)

Social Traffic Starter 200 clicks	\$600
<i>*Note: client must have active Facebook page and provide access to TTM/535. Once access is granted there is 24 hour turn-around for campaign launch. Reporting will be provided on Friday of the first full week of the next month following campaign.</i>	

Reach Campaign
 (42,000 people reached**) .. \$600
 Delivers the ad to as many people as possible in the target audience. Most appropriate when total exposure of a brand or message is desired.

Engagements Campaign
 (per 100 engagements) .. \$600
 Delivers the ad to those in the targeted audience who are most likely to engage with the ad. Defined as a like, share or comment. Most appropriate when seeking to increase the popularity of a Facebook page.

Likes Campaign
 (per 70 likes /followers) .. \$600
 Delivers the ad to those in the targeted audience who are most likely to follow or "like" the Facebook page. Most appropriate when seeking to increase the number of people following the Facebook page.

***This is for a general campaign within the Pittsburgh DMA. The results will vary depending on the targeting options chosen.*

Larger Social Media Advertising campaigns through Facebook, Instagram and Twitter are available by quote.

The following Add-ons are only for current Social Media Management clients:

Add-on to increase engagements (likes, shares & comments) on posts in the content plan for one platform

Add-on to increase audience of one platform.
 Package includes increase of audience. \$200

Add-on to drive traffic from one platform to a designated landing page. Package includes link clicks. \$350

Add-on to promote an event (per day price) on Facebook that is part of the content plan. \$30

Add-on to promote a job listing (per day price) on Facebook that is part of the content plan..... \$30

PROGRAMMATIC



Targeted Display

TribLIVE Prime Starter \$600
 Impressions - 50,000
 TribLIVE Prime**

**TribLIVE Prime may include ads served on TribLIVE.com as well as through network channels

CPM Pricing

Behavioral \$15
 Demographic \$10
 Geographic \$8

\$200 minimum spend

Targeted Video

Pay-Per-View Pricing

Behavioral \$0.21
 Blended \$0.18
 Geographic \$0.15

CPM Pricing

Behavioral \$35
 Blended \$30
 Geographic \$25

Additional information for Targeted Video

for PPV and CPM Pricing:

Pre-roll video advertising (plays before other videos), up to 15 seconds.

For pre-roll longer than 15 seconds and other video advertising, pricing by quote only.

Does not include video production.

\$600 minimum spend

EMAIL



Email Marketing

Email Engage Starter
 24,000 targeted emails

..... \$899

*Starter package includes creative.

CPM Pricing

25,000-34,999 \$37.50
 35,000-89,999 \$30
 90,000+ \$25

Other Pricing

Creative Fee \$199

Design work for your email

Follow Up To Opens \$625

An email will be sent to all those who opened the original email

A/B Test \$250

An additional fee to send two different emails to two different groups to determine most effective email

Sales Matchback \$375

An additional fee to match the client's sales list with our sent email list

Minimum send of 24,000 emails



SEARCH



Search Engine Optimization

SEO Management By Quote
 We optimize the performance of a client's web presence to enhance search results.

Misc. Services

Reputation Management

Setup \$400
 Monthly \$200
 We encourage and manage reviews for clients.

Search Engine Marketing (Pay Per Click)

Search Engine Starter \$600
 Clicks to site = 135

Advanced By Quote
 When people use a search engine to find information, a product or a business, we'll manage a keyword campaign to have an ad delivered to promote your business or organization.

Quotes will vary depending upon the length of the contract and the combination of other services. Any short contract will have a minimum \$200 monthly management fee.

DEVELOPMENT



Website Development

Standard \$3,499
 Plus 3 more design pages... \$3,999

These are based upon available templates. They include a homepage plus between 4 and 7 "designed" pages with 3 rounds of changes.

These include 5 Adobe Stock Images but DO NOT INCLUDE CONTENT. Content & unique photos should be provided by the client before actual website development work is undertaken.

Website pricing can be billed monthly. This pricing requires additional digital advertising of a minimum 3 months and \$600/month for the advertising investment.

Cost of the Website should be charged in monthly payments equal to the length of the digital advertising contract.

(Pricing example) Standard site \$3,499; 6 mos. commitment: Website = \$583.17 per month
 Digital Advertising = \$600 (mon.) per month
 Total per month = \$1,183.17

Custom Quoted Only

Hosting \$32/month

Domain Registration \$38/year

SSL Certificate \$297/year

App Development

Snap App \$399

A mobile app will be developed for a business or organization, including opportunities for branding, content and communication.

Custom Design Work

Hourly Development

Rate \$120

Website design and programming.

CREATIVE



Content Production

Website Page Content
 (300-600 words) \$500
 Blog Content
 (500-700 words) \$375
 Sponsored Content
 (500 words) \$899
 Content Rewrite
 (rewrite, not edits) \$175

Photography Production

Half Day \$350
 Full Day \$700

*Photography packages also include 10 edited photos for Half Day clients and 20 edited photos for Full Day clients, plus all of the raw photos from the photo shoot. Travel costs may apply.

Video Production

Price-Standalone
 15 Second Video \$1,399
 30 Second Video \$2,499
 Corporate Video
 (Up to 3 mins) \$3,500

Price with Advertising

15 Second Video \$499
 30 Second Video \$699
 Corporate Video
 (Up to 3 mins) \$1279

The "With Advertising" prices require a minimum digital advertising contract period of 6 months at a minimum of \$600 per month. Travel costs may apply.

Virtual Business Tours

5 Spins \$600
 10 Spins \$1,000
 15 Spins \$1,200
 Over 15 Spins \$80/spin

Creative Design Services

Hourly production \$48
 Graphic and other creative design work

