



GREATER RICHLAND TOURISM 2024 MARKETING RECOMMENDATION





objectives



customer



research



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plan

THE SOLUTIONS



Broadcast Television

Premion OTT

Local News
OTT Streaming Apps

Local News
Website

Local News
Mobile Apps

Targeted Display



YouTube

Social Media

Targeted Email

Audio Streaming

Search Engine Optimization

Paid Search

Landing Pages





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PREMIUM OTT

TRAVEL & TOURISM



85%

of Travel Enthusiasts
are OTT Viewers



75%

of Travel Enthusiasts have
watched ad-supported OTT
in the past 12-months



83%

of ad-supported OTT viewers
say they love doing their own
research on a location before
going on vacation



76%

of those likely to travel
abroad in the next 12 months
watch ad-supported OTT



75%

of those likely to travel in the
U.S. in the next 12 months
watch ad-supported OTT

Travel Intender

Ad-Supported OTT Viewer likely
to travel in the next 12 months¹⁴

MRO-Simmons, July 2021 Cord Evolution Study

Male

51%



Female

49%



18-34

36%

35-54

35%

55+

29%

44
Avg. Age



\$104K

Avg. HH Income



41%

Children in HH



69%

Own Residence



34%

College Grad



62%

Employed



52%

Married



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PREMION OTT

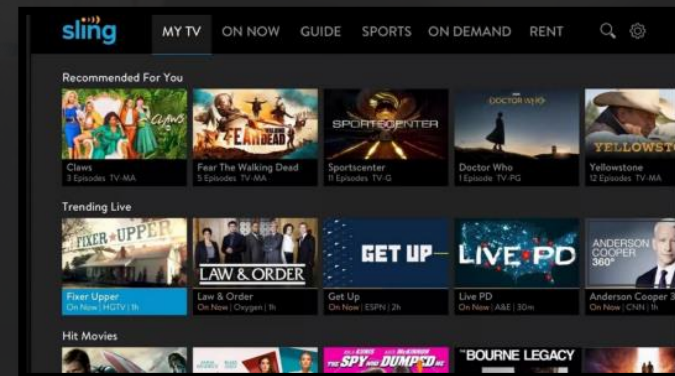
Ads on Premion OTT are **un-skippable and targeted based on IP address and search behaviors.**

46% of US Households will not subscribe to Pay TV in 2022

76% of those who regularly stream video have watched ad-supported OTT

Why pick Premion/Gray TV OTT?

- Over 125 Leading TV & Media Brands
- Top TV Shows, Hit Movies, Live Sports & More!
- Direct relationships with trusted publishers
- Fraud-free, brand safe, quality content
- No user generated content
- Tag certified against fraud
- User friendly live dashboard
- Frequency capping so your commercials aren't served all in the same commercial break
- Premium content with built in breaks for a better user experience



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PREMION OTT

PREMION ONE SOLUTION. EVERY ADVANTAGE. CHOOSING A QUALITY OTT PROVIDER

TOP 10 ADVERTISER CHECKLIST

10 ESSENTIAL QUESTIONS EVERY BUYER SHOULD ASK BEFORE ADVERTISING ON OTT/CTV

- ✓ How do you source your inventory?
- ✓ Do you ever source inventory through Open Exchanges?
- ✓ Does your inventory reach both cable/satellite subscribers and cord-cutters?
- ✓ What are your tactics to ensure a brand-safe and fraud-free environment?
- ✓ What types of audience and geo-targeting do you offer?
- ✓ Does your reporting include measurement of reach and frequency?
- ✓ Do you provide full network-level reporting transparency?
- ✓ Will you share an upfront list of providers where inventory can run?
- ✓ Do you measure incremental reach against linear broadcast TV audiences?
- ✓ What types of attribution do you offer?



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PREMION OTT

Guarantee.

ONE SOLUTION. EVERY ADVANTAGE.

	Premion	Others
Inventory source	Direct	Remnant
Brand-safe inventory guarantee	P	X
Long-form content (22+ Minutes) guarantee	P	X
Non-skippable guarantee	P	X
Fraud-safe guarantee	P	X
Purchased direct from 125+ top-tier content providers	P	X
Multi-award-winning OTT platform	P	X
Custom targeted audiences	P	P
Live reporting and attribution tracking	P	Varies
Frequency capping	P	Varies

As much as **18-20%*** of streaming ads served through open exchanges are fraudulent – serving in loops to automated bots.

PREMION GUARANTEES PROTECTION AGAINST FRAUDULENT ADS.

*According to MadHive and Picalata

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PREMIUM OTT



NORTH CHICAGO AREA

Geo/Market Area-

- Select north Chicago zip codes
 - 60091, 60201, 60202, 60613, 60618, 60625, 60626, 60640, 60641, 60645, 60657, 60659, 60660, 60712

Target 1: Outdoor Adventurers

Demo/Interest/Consumer/Behavior-

- Adults 18+
- Outdoor Adventure Enthusiast/Intender

MONTHLY IMPRESSIONS AVAILABLE: 1,046,726

Target 2: Foodies

Demo/Interest/Consumer/Behavior-

- Adults 18+
- Foodie enthusiast

MONTHLY IMPRESSIONS AVAILABLE: 1,227,551





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PREMIUM OTT



MILWAUKEE AREA

Geo/Market Area-

- Select Milwaukee are zip codes:
 - 53224, 53223, 53217, 53209, 53218, 53225, 53222, 53216, 53206, 53212, 53211, 53210, 53226, 53213, 53208, 53233, 53203, 53202, 53227, 53219, 53215, 53207, 53204, 53214

Target 1: Outdoor Adventurers

Demo/Interest/Consumer/Behavior-

- Adults 18+
- Outdoor Adventure Enthusiast/Intender

MONTHLY IMPRESSIONS AVAILABLE: 1,227,551

Target 2: Foodies

Demo/Interest/Consumer/Behavior-

- Adults 18+
- Foodie enthusiast

MONTHLY IMPRESSIONS AVAILABLE: 1,442,325





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OTT VIEWER PROFILE:

MILWAUKEE, WI

OTT Viewer
Penetration:

86%

1,540,304

OTT VIEWER
POPULATION

Device
Ownership:

78%

STREAMING
DEVICE
OR SMART TV



50%

SMART TV



63%

STREAMING
DEVICE

30% Amazon Fire TV
10% Apple TV
10% Google Chromecast
33% Roku

Video View
Habits:



44%

WATCH TV THROUGH A STREAMING
TV
SERVICE/APP OR STREAMING
DEVICE
MORE OFTEN THAN LAST YEAR



51%

DO NOT SUBSCRIBE
TO CABLE, SATELLITE,
OR
FIBER OPTIC SERVICES

OTT VIEWER DEMOGRAPHICS

GENDER

Men 49%
Women 51%

EDUCATION

College Grad 36%
Some College 28%

AGE

Average 46
18-34 31%
35-54 35%
55+ 35%

MARITAL STATUS

Married 54%
Not Married 46%

EMPLOYMENT

Full-time 53%
Part-time 14%

HH INCOME

Average \$99,571
< \$30k 14%
\$30k-\$49k 13%
\$50k-\$74k 17%
\$75k-\$99k 15%
\$100k-\$149k 23%
\$150k+ 17%

HOMEOWNERSHIP

Own 76%
Rent 22%

CHILDREN

Children in HH 1+ 38%

VOTER

Voted < 12 Months 66%

MRI-Simmons 2021 Fall Local Flex Study; Base A18+, Target OTT Viewer

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OTT VIEWER PROFILE:

CHICAGO, IL

OTT Viewer
Penetration:

90%

6,740,475

OTT VIEWER
POPULATION

Device
Ownership:

75%

STREAMING
DEVICE
OR SMART TV



47%

SMART TV



59%

STREAMING
DEVICE

31% Amazon Fire TV
13% Apple TV
9% Google Chromecast
27% Roku

Video View
Habits:



43%

WATCH TV THROUGH A STREAMING
TV
SERVICE/APP OR STREAMING
DEVICE
MORE OFTEN THAN LAST YEAR



43%

DO NOT SUBSCRIBE
TO CABLE, SATELLITE,
OR
FIBER OPTIC SERVICES

OTT VIEWER DEMOGRAPHICS

GENDER

Men 48%
Women 52%

EDUCATION

College Grad 40%
Some College 25%

AGE

Average 44
18-34 35%
35-54 36%
55+ 29%

MARITAL STATUS

Married 51%
Not Married 49%

EMPLOYMENT

Full-time 51%
Part-time 14%

HH INCOME

Average \$118,042
< \$30k 12%
\$30k-\$49k 11%
\$50k-\$74k 15%
\$75k-\$99k 14%
\$100k-\$149k 21%
\$150k+ 26%

HOMEOWNERSHIP

Own 71%
Rent 27%

CHILDREN

Children in HH 1+ 40%

VOTER

Voted < 12 Months 60%

MRI-Simmons 2021 Fall Local Flex Study; Base A18+, Target OTT Viewer

PREMION



GDM Dashboard Example:



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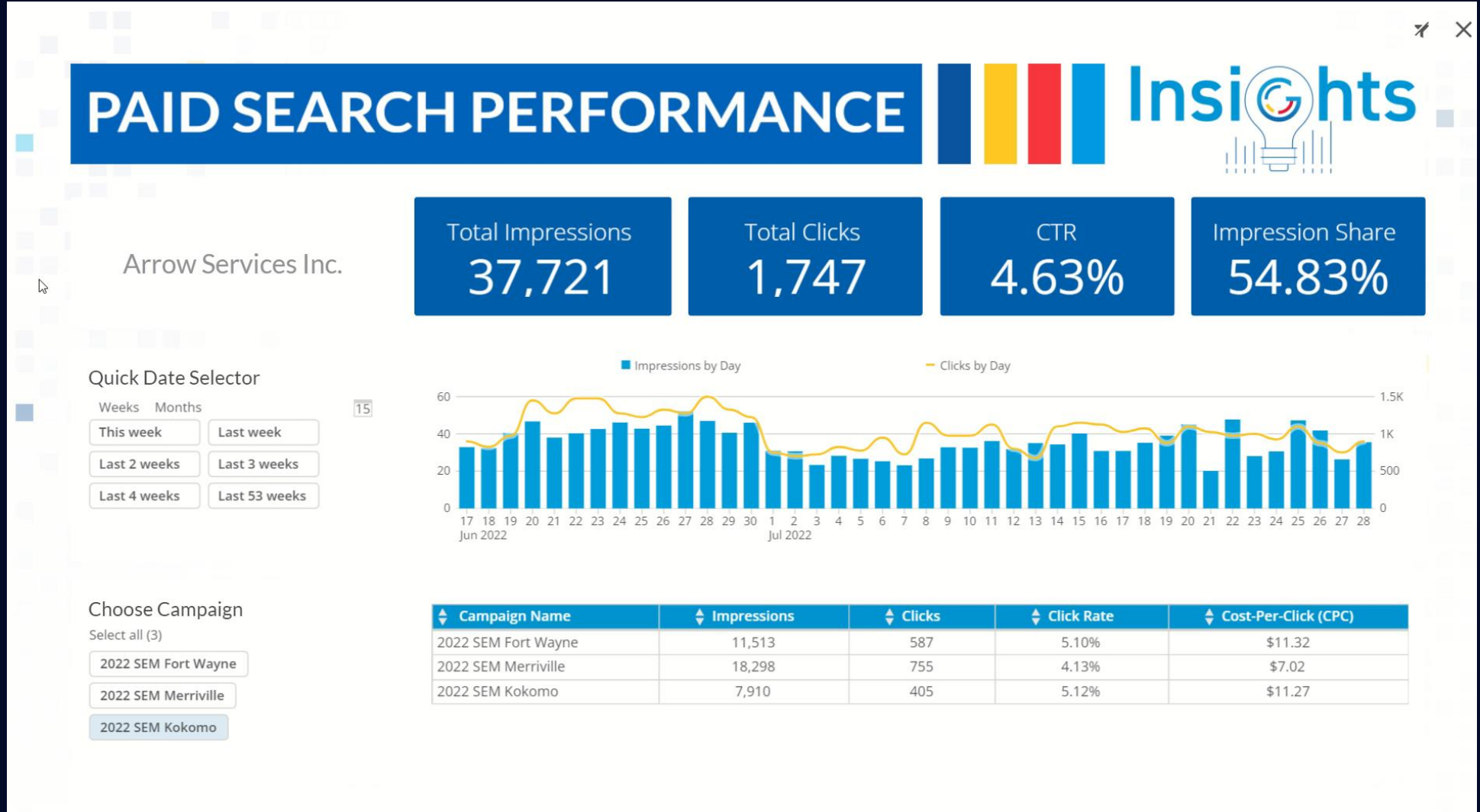
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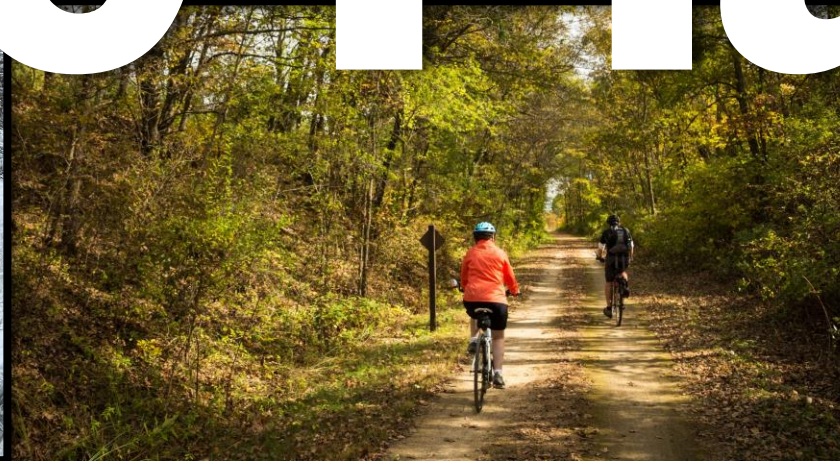
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The Plan

Marketing Opportunities

March – December 2024



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MILWAUKEE AREA:

TARGETED OTT CAMPAIGN – \$1250/MO.

33,000+ IMPRESSIONS/COMMERCIALS
FOODIES TARGET / OUTDOOR ADVENTURERS

NORTH CHICAGO AREA:

TARGETED OTT CAMPAIGN – \$2500/MO.

67,000+ IMPRESSIONS/COMMERCIALS
FOODIES TARGET / OUTDOOR ADVENTURERS

\$3750 TOTAL MONTHLY INVESTMENT
100,000+ MONTHLY IMPRESSIONS

Client Signature

Date

When completed and signed, this contract authorizes your participation and financial obligation in this campaign. Digital advertising is a fluid product and is subject to change as technology matures. All agreements require 30-day written cancelation notice after the first 90-days. All targeting platform services are governed by the IAB/AAAA Terms and Conditions v3.0. Due to the nature of this campaign client/agency unconditionally assumes an obligation for payment. Gray Television, Inc. and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected.



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Why Work With Gray Digital Media?

- You work directly with a team of local experts with the support of national product strategists
- We have proven success of nationwide, statewide and local multi-platform campaigns
- GDM has a digital portfolio that encompasses the industry's top ranked products
- Gray Digital Media is a division of Gray Television, the second largest broadcaster in the country