



# At The Lake®

GENEVA LAKE AREA MAGAZINE

## PROGRAMMATIC ADVERTISING AND PAID SOCIAL

2023-2024

# PROGRAMMATIC ADVERTISING

## WHAT IS PROGRAMMATIC?

Programmatic advertising is automated bidding on advertising inventory in real time for the opportunity to show an ad to a specific type of customer, in a specific context or location.



## THE POWER OF THE

RIGHT MESSAGE

to  
the

RIGHT PERSON

at  
the

RIGHT TIME

## HOW PROGRAMMATIC WORKS

Each browser on a computer, tablet and smartphone generates a unique Cookie ID.

- Fingerprint Device
- Verify Browser
- Verify Device
- Verify Unique IP address
- Verify Search History
- Verify Human

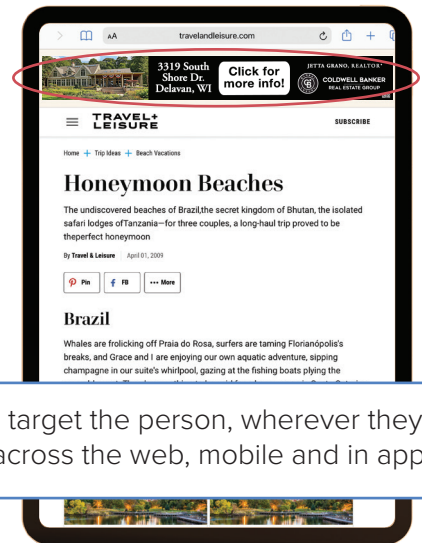
- Verify Mobile Device ID
- Verify Mobile App
- Verify Location
- Verify Search History
- Verify Device
- Verify Human



# HYPER-LOCAL TARGETING

## TECHNOLOGY CAPABILITIES

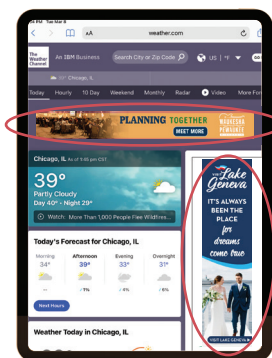
- Target customers once they **visit a website**
- Target customers based on the **keywords they search**
- Target based on **articles and content they read**
- Target customers based on a **location they visit**
- Target **households** based on demographics, interests and buying behavior
- Target customers during and after **events they attend**
- Target customers using a **Luxe List** to add additional contextual targeting by business category or demographics



We target the person, wherever they go across the web, mobile and in app.

## WHERE ARE MY ADS BEING SERVED?

RIGHT MESSAGE



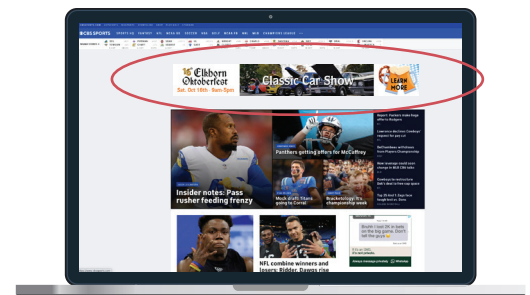
WHEN THEY  
ARE CHECKING  
THE WEATHER

RIGHT TIME



WHEN THEY  
ARE PLAYING  
A GAME

RIGHT PERSON



WHEN THEY ARE  
READING ABOUT THEIR  
FAVORITE SPORTS TEAM



# PROGRAMMATIC EXAMPLES

## DIGITAL AD SIZES

Occupy 98% of the inventory and receive the most engagement.

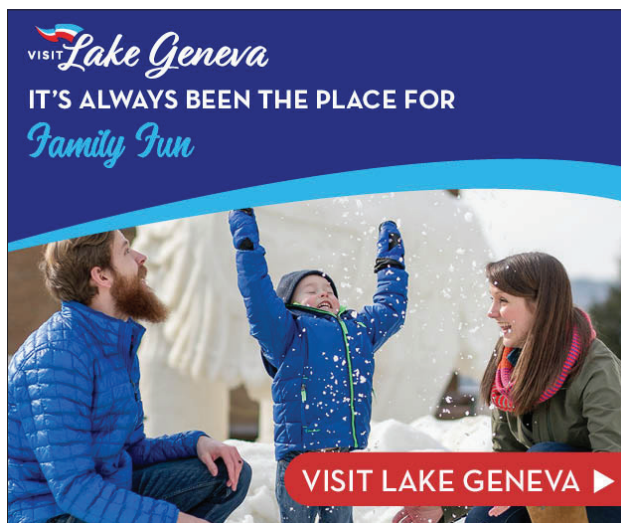
300 x 50

320 x 50

728 x 90

300 x 250

160 x 600

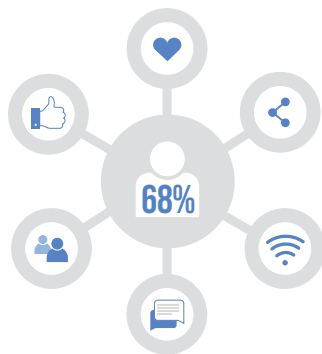


# PAID SOCIAL MEDIA

## WHY ADVERTISE ON SOCIAL MEDIA?



1 IN 5 MOBILE MINUTES IS  
SPENT ON FACEBOOK AND  
INSTAGRAM



68% OF U.S. ADULTS SAY  
THEY ARE DAILY FACEBOOK  
USERS



THERE ARE 1.6 BILLION DAILY  
ACTIVE USERS ON FACEBOOK



USERS SPEND AN AVERAGE OF 3  
HOURS A DAY ON FACEBOOK AND  
INSTAGRAM



81% OF CLICKS TO  
E-COMMERCE SITES COME  
FROM FACEBOOK



200 MILLION INSTAGRAM USERS  
VISIT AT LEAST ONE BUSINESS  
SITE PER DAY

We provide in-depth reporting to show you how many people your ad is reaching, who is interacting with it and how often it is seen. Campaigns are tracked continuously ensuring your budget is being spent fairly and that your campaign is getting the right results.

# PAID SOCIAL MEDIA

## CAMPAIGN TYPES (FACEBOOK & INSTAGRAM)

### AWARENESS ADS

Awareness ads help you reach people who are most likely to remember your ad, and to improve brand recall. Use to promote your business locally and to reach as many people as possible in the local area with an interest in your service. Campaigns are optimized for impressions.

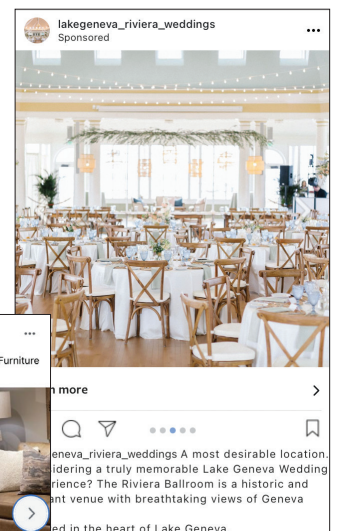
### TRAFFIC ADS

Grow the number of people who are visiting your site and increase the likelihood they'll take valuable action when they get there. Campaigns are optimized for clicks to the website.

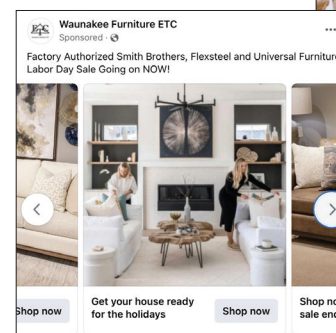
### VIDEO ADS

Use the video format to show off your product, service or brand. Include movement and sound to capture attention quickly and show unique features or tell your brand story. Campaigns are optimized for video views.

Instagram



facebook



## CUSTOM AUDIENCES & GEO-FENCING USING LOOK-BACK DATA

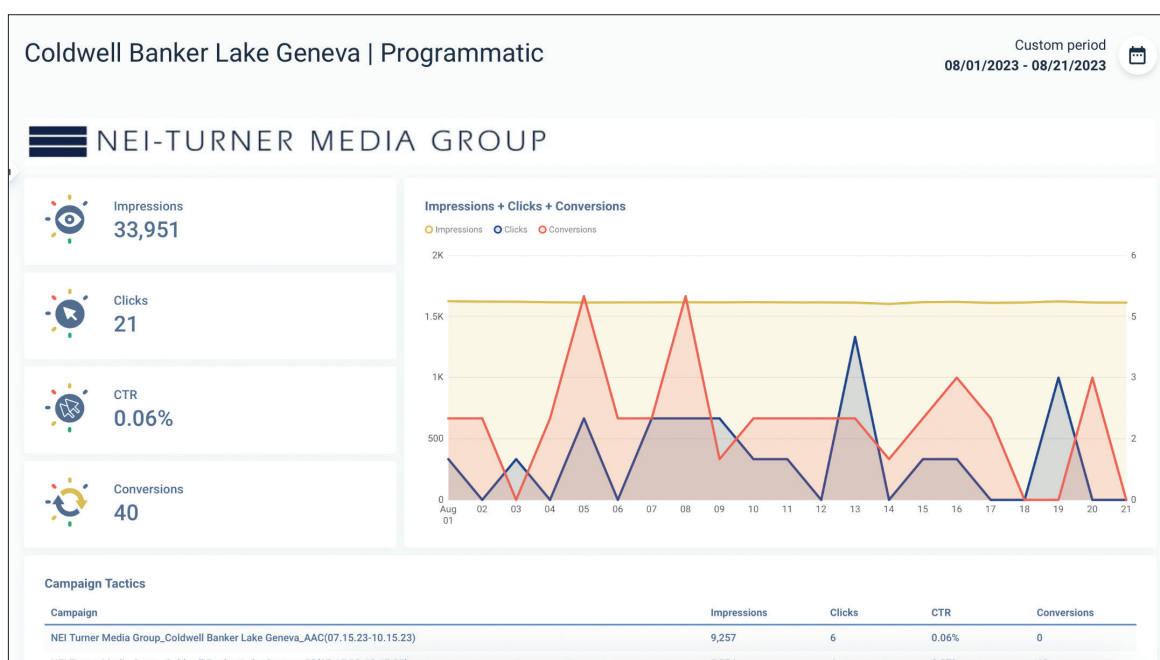
Import your existing list of emails, phone numbers or use our geo-fencing technology to target potential customers based on device IDs.

Reach potential customers who have visited competitors, local events or places of interest in the past 30-90 days through our exclusive geo-fencing tool. Look-Back device ID data is curated and uploaded into the Facebook/Instagram platform. IDs are matched to existing Facebook users and a custom audience is created specifically for your campaign.

# MEASURABLE RESULTS

## COMPLETE TRANSPARENCY WITH YOUR CAMPAIGN

- 24/7 Dashboard
- Impressions
- Clicks
- Click-Thru Rates (CTR)
- Conversions
- Device Delivery
- Campaign Performance by Tactic
- Measure Traffic
- Creative Tracking Review
- Geo-Fence Tracking by Location/Competitor
- Keywords Detail based
- For paid social, see performance detail not available through Facebook, including competitive conquensing, event targeting and foot traffic attribution.



# RATES

## PROGRAMMATIC

Competitive packages with a variety of tactics start at \$10 per CPM (cost per thousand). Contact your sales manager for a custom proposal.

## PAID SOCIAL

PACKAGE	MONTHLY RATE	IMPRESSION GOAL	TRAFFIC/CLICKS GOAL	VIDEO VIEWS GOAL
Awareness	\$450	14,000 to 18,000	N/A	N/A
Presence	\$800	26,000 to 33,000	145 to 230	60 to 95
Competitive	\$1,050	33,000 to 42,000	185 to 300	75 to 120
Dominate	\$1,450	46,000 to 60,000	260 to 415	100 to 160
Enterprise	\$1,800	58,000 to 75,000	325 to 520	130 to 210

## TARGETED EMAIL MARKETING

Target new customers by sending an e-mail to a permission-based list of prospects, carefully selected by geography, individual demographics and interests. Introduce new projects, special offers or promote an upcoming event. Comprehensive reporting and analytics are provided post-campaign.

Rates: starting at \$1,000 for an eblast to 50,000 prospects

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## START A CAMPAIGN TODAY!

**ADVERTISING SALES MANAGER:** Deann Hausner

**DIRECT:** 262-903-9000 • **E-MAIL:** [deann@ntmediagroup.com](mailto:deann@ntmediagroup.com)

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