

Digital Advertising Solutions 2021-2022

What is Whiteboard Media?

Whiteboard Media is an affiliate of EO Media Group focused solely on digital advertising. Our team builds customized campaigns that reach motivated consumers, boosting your online presence while maintaining a focus on business growth.

Our Mission

is to deliver exceptional business results by personalizing and simplifying the complex digital world, while offering exceptional yet easy to understand reporting by a local, trusted digital manager.

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The map shows the following newspaper locations:

- Long Beach, WA: CHINOOK OBSERVER
- Astoria, OR: the Astorian
- Seaside, OR: SEASIDE Signal
- Coast River BUSINESS JOURNAL
- Portland, OR: Capital Press
- Salem, OR: Capital Press
- Hermiston, OR: Herald
- Redmond, OR: THE SPOKESMAN
- Bend, OR: The Bulletin
- Pendleton, OR: EAST OREGONIAN
- Enterprise, OR: Wallowa County CHIEFTAIN
- La Grande, OR: THE OBSERVER
- Baker City, OR: Baker City Herald
- John Day, OR: Blue Mountain EAGLE

Newspaper Name	Circulation	Publication Schedule
Blue Mountain Eagle	1,692	Wednesday
Baker City Herald	1,523	Tuesday, Thursday, Saturday
Capital Press	18,720	Friday
Coast River Business Journal	8,817	Monthly
Chinook Observer	3,400	Wednesday
East Oregonian	3,747	Tuesday, Thursday, Saturday
Hermiston Herald	13,624	Wednesday
Seaside Signal	1,122	Friday
The Astorian	3,917	Tuesday, Thursday, Saturday
The Bulletin	10,861	Tues.-Sun. Print, Mon. Digital
The Observer	2,489	Tuesday, Thursday, Saturday
The Other Oregon	5,000	Quarterly
The Redmond Spokesman	919	Wednesday
Wallowa County Chieftain	1,957	Wednesday

EO MEDIA group Central Oregon Media Group

Google Partnership



Whiteboard Media is now a certified Google Partner. The badge shows that certain employees at our company have demonstrated high-level Google Ads expertise by passing rigorous assessments through the Academy for Ads. The badge also shows that our digital team has met Google Ads spend requirements, delivered significant company and client revenue growth, and expanded our client base to a level that Google finds noteworthy.



Google Display Certificate



Google Search Certificate

Testimonials

"Thank you for all of your additional support and partnership this year. We definitely saw increased participation, and The Bulletin's support was a key reason.

This fest was indeed one of our best festivals yet – if not the best. The whole event has an undeniable impact and benefit to this community. This community thanks you."

Todd Looby | Director | BendFilm

"HUGE thanks to you and the team again. You took the stress out of promoting an adventure like this, and made it really easy for me to see the value in your work.

I'm looking forward to our next project!"

Brent Baker | Marketing & Business Development Manager | EarthCruiser

Our Reach

The world!



We understand that not everyone online is relevant to your business. Whiteboard Media's goal is to capture the right consumers, on the right platform, at exactly the right moment. What truly matters is that they're in the market for what you offer – even if they don't know it yet.

What to Expect

1. It's About YOU

We meet with **you** to listen to the story of **your** business and discover the goals **you** seek to reach.

2. Research + Build

After extensive research into your audience and market, we build a customized strategy that reflects your business goals.

3. Analyze + Refine

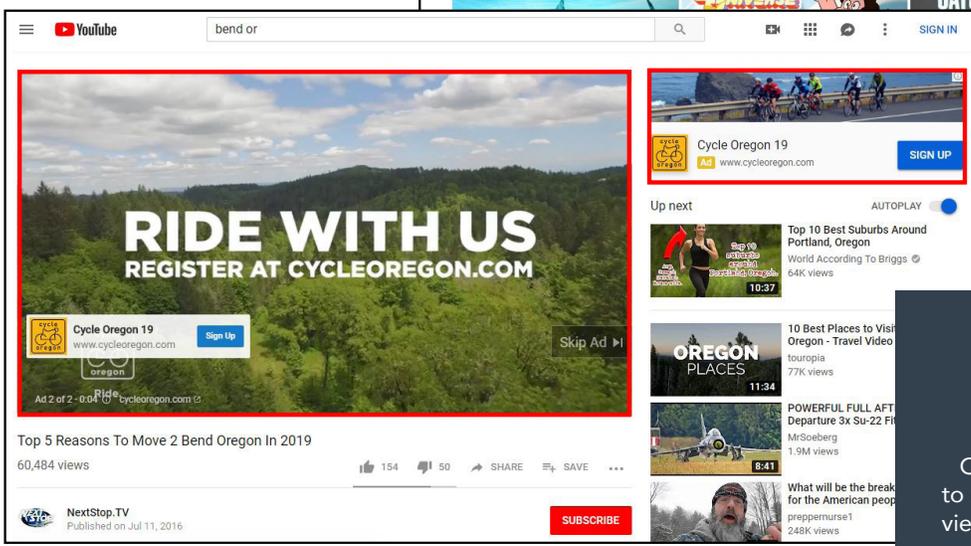
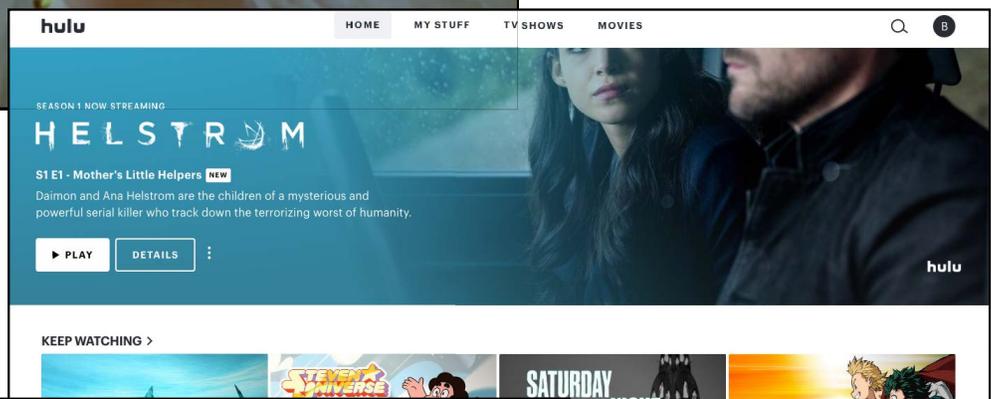
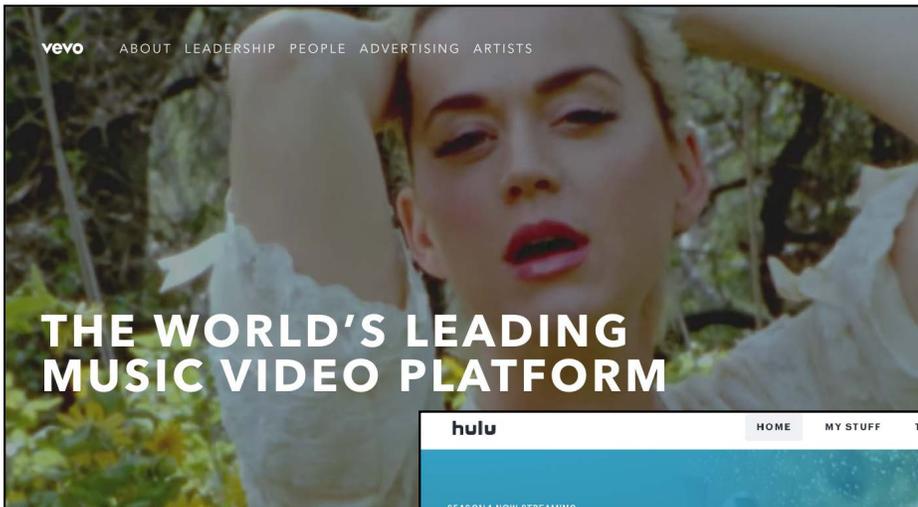
Throughout the life of your campaign, we analyze its performance and refine our strategic efforts.

4. Report + Optimize

We report results and insights, then optimize daily based on what we've learned.

Streaming Options

Our streaming OTT/CTV advertising campaigns place your video ads at the start of videos watched by a targeted audience of potential customers.



Why us?
Our streaming advertising mission is to drive high rates of engagement from viewers who are genuinely interested in your business – but engagement alone isn't enough. We also map how people interact with your video ads and track the interactions that lead directly to sales.

Youtube is the 2nd largest search Engine in the world!

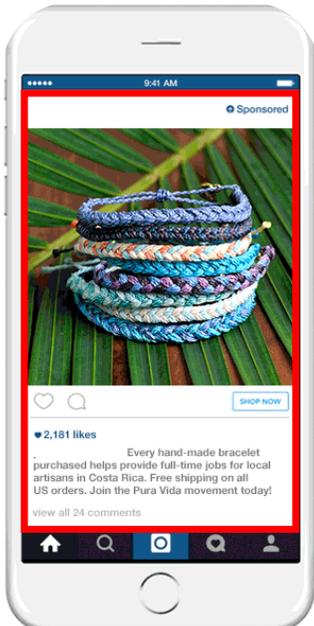
Source: SearchEngineJournal.com - January 2018

sales@whiteboardmediagroup.com

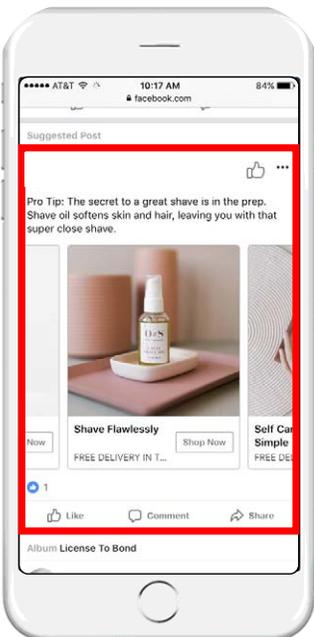
Facebook & Instagram Advertising



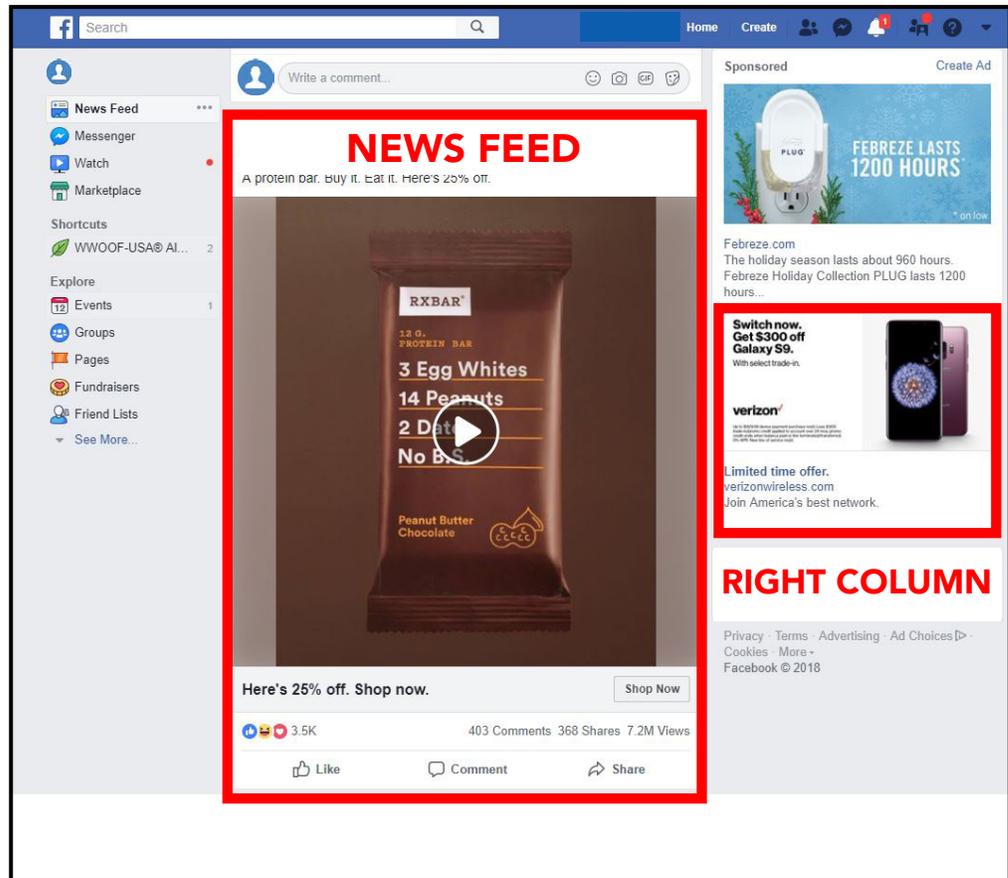
Billions of people around the world spend a large chunk of their day using social media. Your customers are among them. We put businesses in front of a relevant audience with strategic targeting based on factors such as age, interests and location.



INSTAGRAM MOBILE FEED



NEWS FEED ON FACEBOOK MOBILE

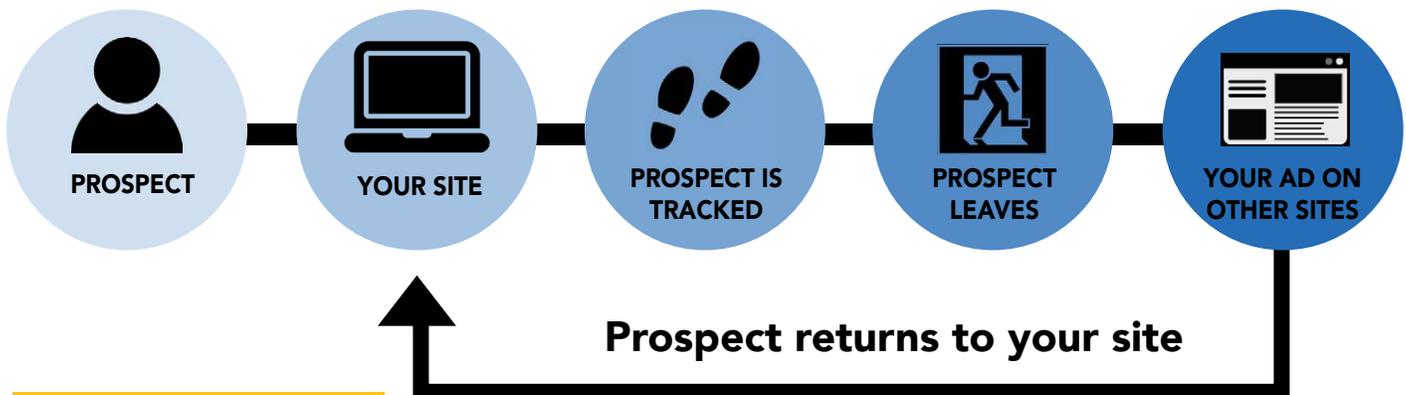


Global reach of over 2.2 billion monthly users on Facebook and 1 billion monthly users on Instagram.

Source: Facebook's October 2018 quarterly conference call

Remarketing/Retargeting

Most people won't become an advocate for your brand after visiting your website once. Remarketing targets people who recently visited your site but left without making a purchase. We show them your ads on a subsequent site they visit, nudging them back in your direction. In this way, we can give your brand a more lasting impression in a person's mind.



Remarketing audiences have 2-3x ad CTR.

Source: Wordstream

Why Us?

We develop custom remarketing strategies that remind potential customers why they interacted with your brand in the first place: They're in the market for what you offer. But most consumers need a little extra convincing, so we create beautiful ads that focus on the features that set you apart from your competition. And by showcasing those ads across a variety of advertising platforms, we can reintroduce you to your newest customers as they make their way across the web.

Geofencing/Geotargeting

Social distancing is keeping people at home and all the more reliant on their phones, computers and TV screens — both to entertain themselves and to address their daily needs. Instead of going out to shop, they're doing their searching, browsing and ordering online for food, products and services of all kinds.

For businesses, that means an opportunity to get their message out and capture some of that online action.

There are some exceptional digital tools for doing that. A campaign delivered by "addressable geofencing" enables a business to target every home in a neighborhood and send a message to people on their mobile devices, computers and even TV screens.



Google Display



The Google Display Network is a cornerstone of digital advertising, reaching two million websites and 650,000 apps. Whiteboard Media harnesses the power of this network to deliver targeted ads to motivated consumers, measuring results and making educated adjustments in real-time wherever your audience is.

Click here to find your new home
Bend · Redmond · Sunriver
Windermere
REAL ESTATE

ENGLISH ESPAÑOL 中文

The New York Times

Tuesday, March 12, 2019 Today's Paper

World U.S. Politics N.Y. Business Opinion Tech Science Health Sports Arts Books Style Food Travel Magazine T Magazine Real Estate Video

am Your Tuesday Briefing Here's what you need to know.

The Daily Listen to 'The Daily' Part 3: What to expect when you're expecting (the Mueller report).

Sign Up: Parenting Newsletter Evidence-based support for babies and kids, and your life with them.

S&P 500 +0.37% ↑
Dow -0.43% ↓
Nasdaq +0.57% ↑

36°F
36° 24°
Bend, OR

AIRPLANE DISASTER
U.S. Holds Back as More Countries Ground Boeing 737 Max 8s
Britain, France, Germany and Ireland joined other nations in grounding 737 Max 8 aircraft after the second deadly crash in recent months.
A notable exception among countries moving to take the planes out of service: the United States.
2m ago

Live Updates on the Ethiopian Airlines Crash
Boeing is planning changes to the aircraft's control systems.
22m ago 427 comments

Every Boeing 737 Max 8 flight in one week
This model of jet typically makes more than 8,500 flights a week. These are the airlines that use it.
33m ago

Opinion >
Michelle Goldberg
The Massage Parlor Owner and Mar-a-Lago
We're jaded, but this should be a big scandal.
March 11 649 comments

Katherine Maher
Why A.I. Without Humans Will Not Solve Our Problems
Let's not let artificial intelligence put society on autopilot.
5h ago 36 c

David Brooks
If Stalin Had a Smartphone
Jonathan M. Metzler
New York City Could Be

A VOTE ON BREXIT
Ahead of a Crucial Brexit Vote, Bad News for Max

Timothy P
The Right

The Google Display Network reaches 92% of all Internet users.

Source: Wordstream

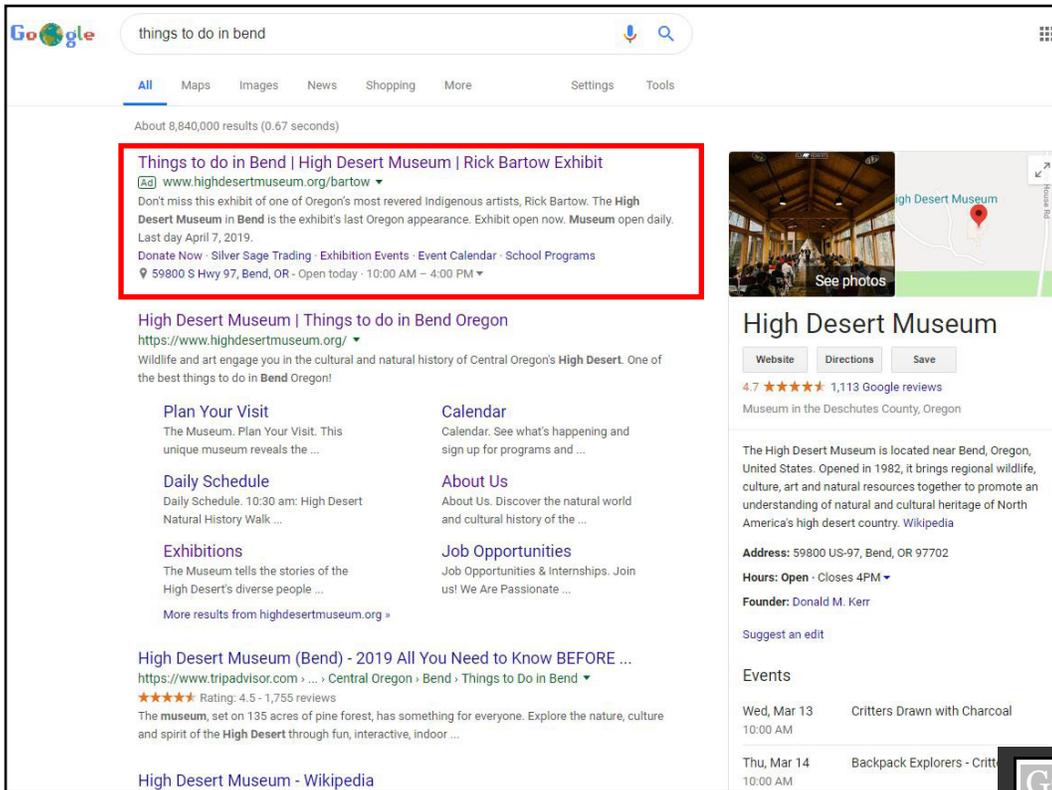
Why us?

Your customer base isn't just a faceless hoard of random consumers. It's a set of real people with specific needs and characteristics. That's why we dive deep into the process of getting to know them. With your input and a heap of our own research, we can pinpoint the best places online to show your ads – and the best people to show them to.

Google Search



The most popular search engine in the world, Google captures the vast majority of the world's online queries. Not occupying a prominent spot atop Google's search results page can be a major detriment to business growth. Fortunately, Whiteboard Media has developed in-depth strategies that can increase search engine visibility and capture targeted consumers.



88.46%
of all
searches
are done
on Google

Source: jumpshot's October 2016 clickstream panel

Why us?

Our in-house team works diligently to make tailored adjustments to each Google Search campaign, maximizing ad performance in ways that translate to business growth. We optimize on the fly, channeling our efforts into the ads that are performing best.

Businesses make an average of \$2 in revenue for every \$1 they spend on Google Search Campaigns.

Source: Wordstream

Native Content

A strong content strategy can have a profound impact on the digital presence of a business. No matter what industry you're in, your expertise can be translated into a powerful stream of content that gives lasting value to prospective customers. As high-quality content pollinates online, it boosts the discoverability of your business and positions you as an authority that can't be ignored.

Now imagine that you could place that content on one of EO Media's most popular daily news sites, in front of an audience of tens of thousands of engaged and intelligent readers. Game-changer, no? With a native content strategy from Whiteboard Media, that's exactly what you can do.

The screenshot shows a web browser displaying a news article on the Bend Bulletin website. The article is titled "A world away, in a nearby classroom" and is sponsored by Central Oregon Community College (COCC). The ad text reads: "COCC broadens horizons with a passion for foreign languages and cultural studies". Below the ad is a photo of a man at a Chinese New Year event. To the left of the main article is a "READING LIST" sidebar with several article thumbnails. At the bottom of the ad, there is a "More Education. Better Life." slogan and the COCC logo.

Why Us?

Native content doesn't just come and go in a flash. It is positioned alongside breaking news and features, for a period of three days.

Our creative team designs custom ads that run on your article page, driving readers to your website or social media pages.

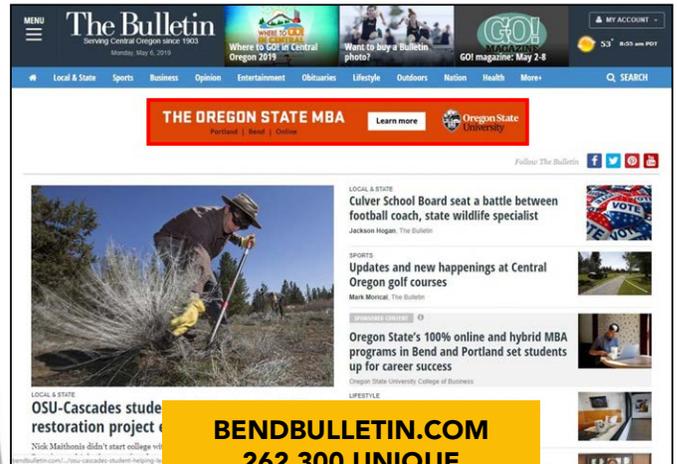
After that, your content lives on our website indefinitely, where it will continue to be discovered due to our high search engine optimization ranking.

EO Media Websites

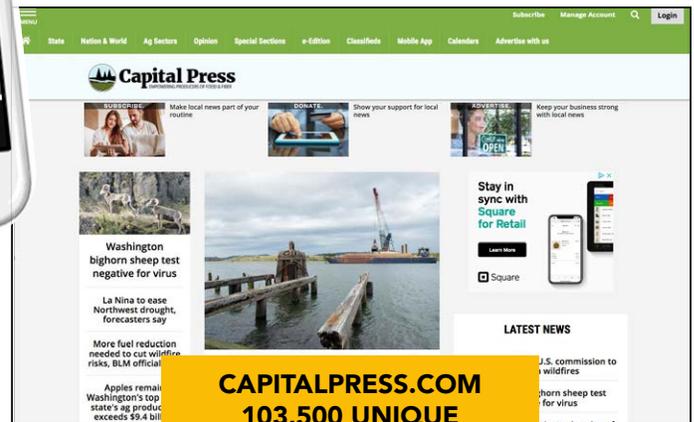
EO Media Group operates local news sites throughout Northern, Eastern and Central Oregon, recording millions of pageviews from over one million unique monthly visitors across all sites.

OUR WEBSITES INCLUDE:

- The Bulletin
- Redmond Spokesman
- The Astorian
- Chinook Observer
- Discover Our Coast
- Seaside Signal
- Coast River Business Journal
- East Oregonian
- Hermiston Herald
- La Grande Observer
- Baker City Herald
- Blue Mountain Eagle
- Wallowa Chieftain
- TOO Magazine
- Capital Press



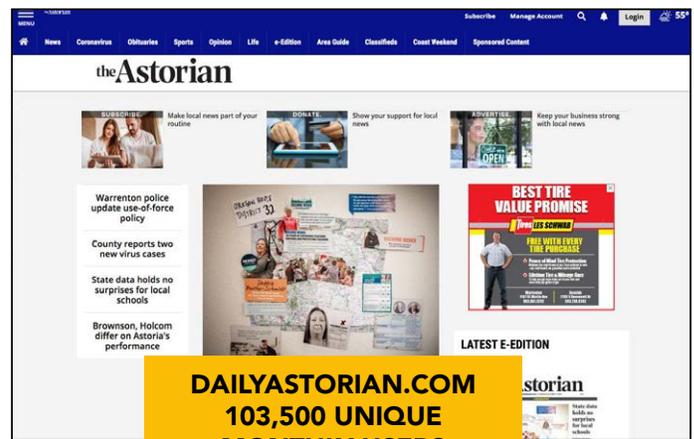
BENDBULLETIN.COM
262,300 UNIQUE
MONTHLY USERS



CAPITALPRESS.COM
103,500 UNIQUE
MONTHLY USERS



EASTOREGONIAN.COM
182,800 UNIQUE
MONTHLY USERS



DAILYASTORIAN.COM
103,500 UNIQUE
MONTHLY USERS

Digital Ad Sizes

Ad sizes shown below are pixel width by pixel height.
 Availability of each size dependent upon the type of campaign chosen.

newspaper.com

newspaper.com
mobile size

other

STANDARD DISPLAY AD SIZES

Diagram illustrating Standard Display Ad Sizes:

- size: 300x250
- size: 300x600
- size: 160x600
- size: 320x480
- size: 300x50
- size: 320x50
- size: 728x90
- size: 970x90
- size: 970x250

EXPANDING BILLBOARDS

Diagram illustrating Expanding Billboards:

- size: 480x50
- size: 480x250
- size: 1170x50
- size: 1170x300

SPONSORSHIP AD SIZES

Diagram illustrating Sponsorship Ad Sizes:

- size: 180x180
- size: 200x200

NEWSLETTER SPONSOR

Diagram illustrating Newsletter Sponsor:

- size: 600x155

Other sizes available for specialty placement, including *Home Page Takeovers* and *Section Front Takeovers* which include a 500x800 wallpaper ad unit that should be a solid color or a background image and contain no text, logos or other content. *Page Curl* ad units are 75x75, expanding to 500x500. *Parallax* ads scroll inside of website content, 970x500. *Reveal* ads include; Regular 1920x400, mobile 800x250 and video 1000x400.

PRODUCTS AND SERVICES		DISPLAY	NATIVE	VIDEO
TARGETED ADVERTISING	Tactics and channels:			
	Keyword search	\$17 cpm	\$22	\$33
	Contextual search	\$17	\$22	\$33
	Behavioral/Audience	\$17	\$22	\$33
	Geotargeting	\$17	\$22	\$33
	Mobile conquesting (geofencing)	\$17	\$22	\$33
	Event fencing (geoframing)	\$17	\$22	\$33
	Addressable geofencing	\$17	\$22	\$33
	Retargeting	\$17	\$22	\$33
	Weather triggered ads	\$17	\$22	\$33
	Ad production for banner campaigns (set of ads in 7 sizes)	\$165		
	If camera-ready supplied	n/c		
	Google AdWords (SEM)	\$17		
	Facebook, Instagram and LinkedIn Set-up for social and SEM	\$85	\$22	
	:15 pre-roll			\$33
	:30 pre-roll			\$35
	Connected TV			\$60
Native display		\$22		
Native article		\$28		
Native video			\$33	
Set-up for native ads	\$85			
Streaming audio		\$33		
EMAIL	Email to consumers	\$35 cpm (min order \$500, 31.5k emails)		
	Matchback list (names and postal addresses)	\$22 cpm (min \$250)		
	Design, coding and reporting	\$350		
	If camera-ready provided (coding and reporting only) If camera-ready, tested HTML provided	\$275 n/c		
RETARGETING FROM EMAIL	Retargeted banners	\$17 cpm		
	Snail-mail postcards	# of cards		
	Includes printing, labeling, postage and delivery	250	\$650	
		500	\$1,000	
		1,000	\$1,600	
5,000		\$6,000		
Design, two-sided card	\$150			
WEBSITES	Custom-built sites	Start at \$350 per page. Call for quote.		
	Secure hosting with backup	\$75 per month		
	Secure hosting with monthly updates	\$199 per month		
	Content writing/editing	\$99 per hour		
	Photos	\$55 per stock photo (5 included with design)		
	Site transfer (if ITZ does not host)	\$199		
	Domain registration (new or renewal)	\$55		
LANDING PAGES	Custom-built HTML pages			
	Single page, live for the length of the campaign	\$550		
	Templated ITZWild sites			
	Single page with click-to-call, click-to-navigate, autoresponder forms	\$85		
	With above features, plus call tracking	\$110		
Multiple pages, including all above features	\$220			
ITZWild design services	\$220 per page			
SEO	Onsite SEO	\$1,650 one time fee		
	Keyword promotion			
	1-7 keywords	\$575 per month		
	Additional 7 keywords Additional geographic area	\$525 per month \$525 per month		
VISIBILITY	Visibility monitoring			
	Annual contract	\$55 per month		
	Set-up fee	\$55 one time		
	Listings management			
Annual contract	\$95 per month			
Set-up fee	\$55 one time			
CALL TRACKING		\$17 per month		