



**360WEST**  
DIGITAL

MEDIA KIT





## OUR DIGITAL APPROACH

### OVERVIEW

As the largest circulated magazine in Tarrant County, we can connect your business to thousands of affluent North Texas residents, both inside and outside of our readership. Our loyal, engaged audiences are passionate about creating the best possible life for themselves and their families. In short, they do what they view. By adding a digital strategy to your marketing plan, you will attract potential customers searching for products that will enhance their lives.

### METHOD

We approach digital advertising with a customized process. We focus on your specific needs to gain new customers and grow your business. Whether it is coupled with our market-leading magazine or driving your campaigns with automated technology, precise targeting and buying tools across multiple channels, we can provide richer and smarter advertising experiences.

### SERVICES

By using traditional and mobile digital marketing tactics, our team will assure your message is seen by the right user at the right time. Our multi-tactic approach offers flexibility in achieving your advertising goals with brand integrity. From the beginning to the end of your campaign, we measure every aspect, focusing on delivering your message to the desired target.

**We are local, and we are focused on your success first and foremost.**

# OUR AUDIENCE

Let us connect you to your desired audience through our vast selection of digital platforms

**360WestMagazine.com**

Every month inside our flagship publication as well as on our website, you'll find the work of award-winning writers and photographers from this area who cover stories on what makes life west of Highway 360 so rich and rewarding. Our home page allows your digital message to be front and center.

## Home Page

Ad units are available per week or month.

- |                       |  |
|-----------------------|--|
| • Rectangle ad unit   | Investment: \$1,250 per month/\$400 per week |
| • Leaderboard ad unit | Investment: \$1,250 per month/\$400 per week |
| • Sponsored Content   | Investment: \$1,500/month, \$500/week        |

## Digital Edition Sponsorship

360 West's digital edition offers advertisers the opportunity to generate additional reach beyond our print advertisement. Each page of every magazine is archived and available online.

- Average monthly uniques: 4,201
  - Average monthly mobile app and web page views: 146,298
  - Sponsorship package includes: Front and Back Presentation Pages + Email Marketing (formatted E-blast) or boosted social post. Investment: \$1,500 per month
- Digital Edition Sponsorships are also available for 817 HOME and 360 West Weddings magazines.*

## Social Media

Our audience of fans on various social media channels has been 100% organically grown. We post frequent, curated content of interest to our readers, with no gimmicks or games to force followers to like us. The result is 36K+ engaged and responsive consumers via popular channels.

Facebook: 18K+ followers \$500 per boosted post  
Instagram: 18K+ followers \$500 per boosted post

**Extend your digital reach with our 817 HOME and 360 West Weddings audiences.**

The screenshot shows the 360West website home page. Annotations with arrows point to specific ad units:

- Rectangle:** Points to a large article titled "Earth, Sky, Water." with a photo of a house.
- Leaderboard:** Points to a horizontal banner for "DANG 10 YEARS ALREADY!"
- Sponsored:** Points to a grid of article thumbnails including "Old Friends," "Reuse Recycle," "Built by Hand," and "Earth, Sky, Water."

The website layout includes a top navigation bar with links like "Sign Up," "Digital Edition," "Features," "Our Publications," "Photo Gallery," "Videos," and "The List." The main content area is organized into sections: "LIFE STYLE" (with sub-sections "Inspiration," "Access for All," "Life in the Fairlane"), "INSIDE OUT" (with sub-sections "Old Friends," "Reuse Recycle," "Built by Hand"), "EAT DRINK" (with sub-sections "Achiote-Seared Chickpeas," "Eat Local," "Passions"), "SEE DO" (with sub-sections "Places, Spaces," "In Memoriam," "PW Opera Festival"), and "DIGITAL EDITION" (showing various magazine covers).

**360 West 2020 Digital Media Kit**

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# EMAIL MARKETING

Email marketing is targeted, increases brand awareness, is cost effective and easily shareable and measurable.

## Email Newsletters to 360 West's Custom Email List - 60,000\*

60,000 recipients - \$2,500/send

30,000 Eastern Tarrant County recipients - \$1,500/send

30,000 Western Tarrant County recipients - \$1,500/send

## Formatted E-Newsletter

30,000 to 60,000 East & Western Tarrant County recipients

Formatted shared E-blast: \$550/send

Maximum of 5 advertisers

Delivered monthly: Ask your 360 West representative for scheduled delivery dates

## Exclusive External List\*

List is selected by geography, income, age, home value, marital status, occupation, etc.

Up to 40,000 recipients - \$1,750/send

Up to 75,000 recipients - \$2,500/send

Up to 100,000 recipients - \$2,950/send

Up to 125,000 recipients - \$3,375/send

Up to 150,000 recipients - \$3,750/send

200,000 or more recipients - \$20/CPM

\*10% guaranteed open rate and a 1.5% guaranteed click through rate.

## Email Add-ons

**Email Re-Broadcast** - \$750 investment

**Digital Display Retargeting** Deliver Digital Display ads to those who opened your email - \$750/50,000 Impressions

# PROGRAMMATIC DISPLAY ADVERTISING

## PROGRAMMATIC DISPLAY BLEND\*

Designed to boost any business seeking to get their message in front of their target market, any place at any time. Widely connected and integrated with all major data exchanges, allowing for the best ability to reach a target market using Demographic Targeting, Behavioral Targeting, Content Targeting, GeoTargeting, Frequency Caps and Day Parting.

*\*Guaranteed minimum equivalent of a .1% CTR based on a number of purchased impressions*

**Frequency Rate:** \$10/CPM

Monthly Investment: \$1,000/100,000 Impressions

**Open Rate:** \$12/CPM

Monthly Investment: \$1,200/100,000 Impressions

## PROGRAMMATIC DISPLAY + GEOFENCING

Every mobile phone has a unique device ID number that is anonymously associated with the carrier of the device. Device ID targeting and GeoFencing take advantage of that by monitoring the location information associated with each device. This information allows marketers to leverage and ultimately target consumers or their device based on where they have been, where they live, and much more.

**Frequency Rate:** \$16/CPM

Monthly Investment: \$1,600/100,000 Impressions

**Open Rate:** \$20/CPM

Monthly Investment: \$2,000/100,000 Impressions

## PAID SEARCH

Our team of Google Ads certified professionals follow all of Google's Best Practices and are endorsed by Google and BIA Kelsey.

**Frequency Rate Starting at:** \$750/month

**Open Rate Starting at:** \$1,000/month

*6-month minimum required for frequency rate.*

*Any cancellation of this contract must take place 30 days after start date and a 30-day cancellation notice is required.*

Contact your 360 West representative for custom programmatic display and video packages.

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## PRE-ROLL VIDEO ADVERTISING

Programmatic Video and Video Advertising is simply running 15 second, 30 second, and long form video ads within online video content at scale. Commonly referred to as Pre-Roll advertising, Programmatic Video is the most scalable way of targeting an exact audience online.

**Frequency Rate:** \$25/CPM

Monthly Investment: \$2,500/100,000 Impressions

**Open Rate:** \$30/CPM

Monthly Investment: \$3,000/100,000 Impressions

*6-month minimum required for frequency rate.*

*Any cancellation of this contract must take place 30 days after start date and a 30-day cancellation notice is required.*

### **PACKAGE - TACTICS - DIGITAL AND VIDEO DISPLAY:**

100,000 video display impressions + 100,000 digital display impressions

Monthly Investment: \$3,400

### **PACKAGE - TACTICS - DIGITAL AND VIDEO DISPLAY + SEM – GOOGLE ADWORDS**

100,000 video display impressions + 100,000 digital display impressions

Monthly Investment: \$3,400 + \$1,000/month = \$4,400

### **PAID SEARCH**

Our team of Google Ads certified professionals follow all of Google's Best Practices and are endorsed by Google and BIA Kelsey.

**Frequency Rate Starting at:** \$750/month

**Open Rate Starting at:** \$1,000/month



## DIGITAL SPECIFICATIONS & DEADLINES

### 360WESTMAGAZINE.COM

	FILE SIZE	FORMATS ACCEPTED
Rectangle	300W x 250H Pixels	up to 80K
Leaderboard	728W x 90H Pixels	up to 80K
Sponsored	1 image or 1 video and 250 words of copy	
	Video - 144H Pixels, up to 2048 x 1080, up to 4 minutes	
	Image - jpg format	

### ANIMATED ADS

We can accept HTML5 ads. Include all HTML, JS, CSS, Images in separate ZIP files. For specific information on packaging your HTML5 ads, please refer to: <https://support.google.com/dcm/partner/answer/3145300#zip>

### SOCIAL MEDIA

	SIZE	FORMATS ACCEPTED
Link/URL (optional)	1200W x 600H Pixels	Jpg or png
Copy: Provided or create our own	Word Count: 60 words or less	

### PRESENTATION PAGES

Magazine print sizes at 300 dpi. Files will be converted by system.

### MAGAZINE

	SIZE	FORMATS ACCEPTED
360 West	10W x 12H Inches	Pdf
817 HOME	9W x 10.8125H Inches	
360 West Weddings	9W x 10.8125H Inches	

### SHARED FORMATTED EMAIL NEWSLETTER

Materials required: One image, up to 45 words of copy, phone number and URL. 360 West reserves the right to edit copy if more than 45 words is supplied. No logos please.

### EMAIL SIZE

600W x up to 1000H Pixels  
We can accept HTML. CSS must be inline. Include HTML and all images in a ZIP file.

### FILE SIZE

up to 500K

### FORMATS ACCEPTED

Pdf and jpg

### DIGITAL DISPLAY AD SIZES

1 pixel minimum border required on all banner sizes.

	FILE SIZE	FORMATS ACCEPTED
160W x 600H Pixels	Skyscraper	40K
728W x 90H Pixels	Leaderboard	40K
300W x 250H Pixels	Rectangle	40K
320W x 50H Pixels	Mobile	10K
300W x 50H Pixels	Mobile	10K

### VIDEO ADS

Video dimensions	Minimum height of 144 Pixels / Up to 2048 x 1080
Aspect ratio	16:9 or 4:3
Time	Up to 60 seconds
Max file upload size	100 MB

Avoid uploading UHD (4K) video or higher resolution.

See Transcoding Videos Using Handbrake if your videos are larger at <https://dpsupport.basis.net/hc/en-us/articles/115012475927>

### DIGITAL DEADLINES

All creative submissions and changes should allow 5 business days before schedule begins. 48 hours needed for active campaign changes.

For additional digital advertising information please contact:

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