



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
 Leaderboard ad unit
 Investment: \$1,250 per month/\$400 per week
 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.

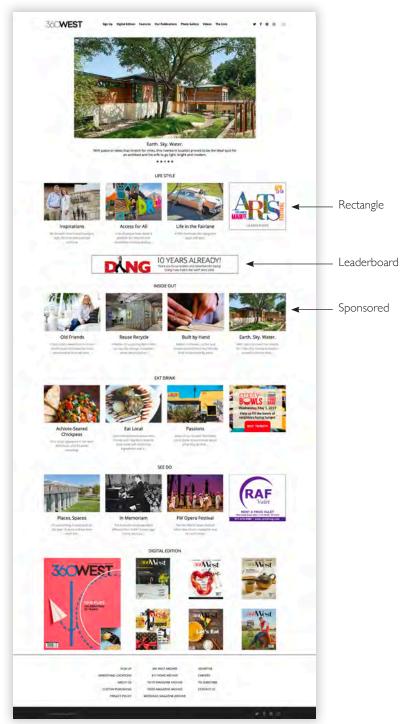
- Average monthly uniques: 4,201
- Average monthly mobile app and web page views: 146,298
- Sponsorship package includes: Front and Back Presentation Pages + Email Marketing (formatted E-blast) or boosted social post. Investment: \$1,500 per month Digital Edition Sponsorships are also available for 817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





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

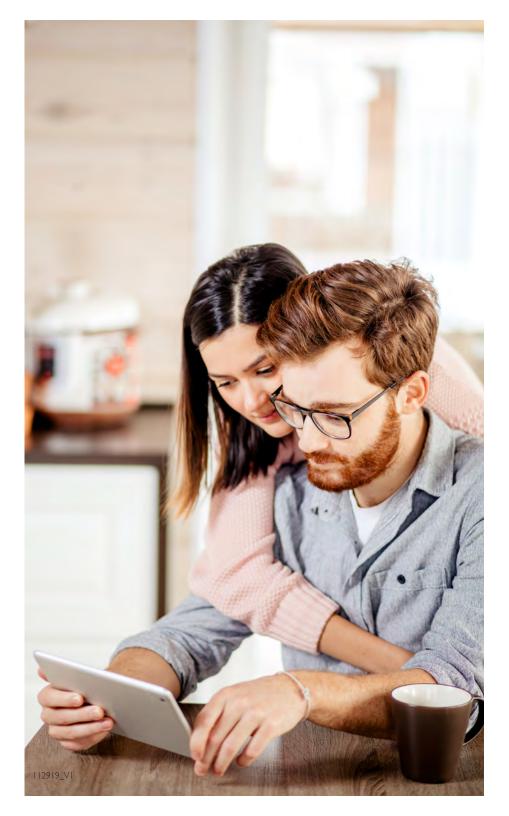
200,000 or more recipients - \$20/CPM

*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. **360 West** *2020 Digital Media Kit*



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

360 West 2020 Digital Media Kit



DIGITAL SPECIFICATIONS & DEADLINES

360WESTMAGAZINE.COMFILE SIZE

FORMATS ACCEPTED

Rectangle

300W x 250H Pixels

up to 80K

Jpg and gif

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 SIZE600W x up to 1000H Pixels

up to 500K

Pdf and jpg

We can accept HTML. CSS must be inline. Include HTML and all images
in a 7IP file.

DIGITAL DISPLAY AD SIZES	5	FILE SIZE	FORMATS ACCEPTED
1 pixel minimum border required on all banner sizes.			
160W x 600H Pixels	Skyscraper	40K	Jpg and gif
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://dspsupport.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: Lindsey Logan, lindsey@360westmagazine.com or 817-907-3432

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