

BALTIMORE SUN
— MEDIA —

COVID-19
BREAKING NEWS
SPONSORSHIP OPPORTUNITIES

CORONAVIRUS SECTION FRONT

With the spread of coronavirus, Baltimore residents are looking for up-to-date information on how the virus is impacting our local community. Baltimore Sun Media has created a channel dedicated to providing local, accurate and timely coronavirus information that will live on BaltimoreSun.com and CapitalGazette.com.

Your sponsorship positions you as a partner— keeping Baltimore residents healthy and informed.

Sponsorship Package Includes: *(Limited sponsorships available)*

Awareness Package

- **100%** SOV leaderboard and top cube placements including mobile. Rich media optional with additional cost (\$1,000/week – this front page is starting to avg 2K PVs/per day)
- **250K** Run-of-section impressions (\$2,000/month — that's an \$8 CPM)
- **100%** sponsorship of the Breaking News announcements. 50K subscribers receive multiple news alerts a day (\$1,000/week)

Package Value **\$5,000**

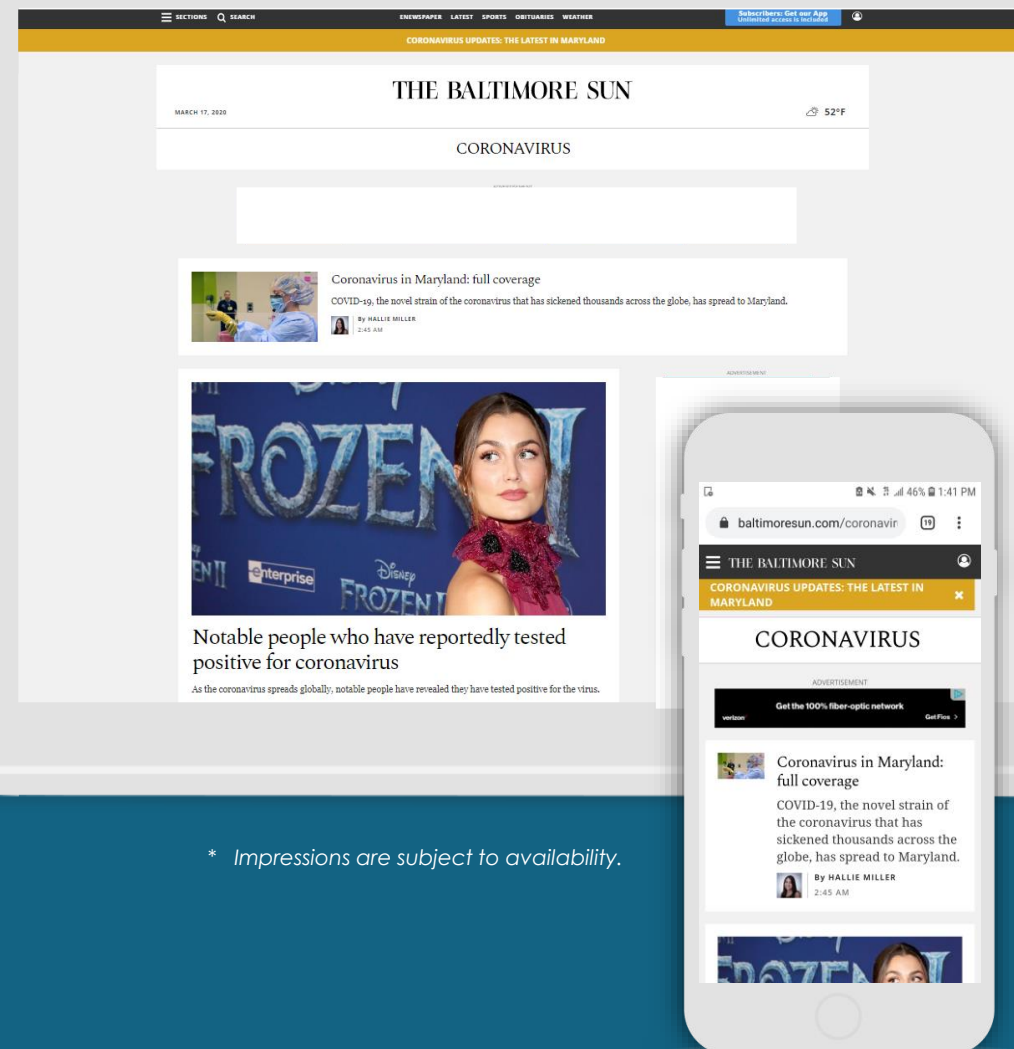
Premium Package

Includes the above Awareness package

- **Homepage Takeover** (1-week/\$5,000 value— special rate \$4,000)
- **Maryland Section Front Takeover** (consistently gets 1,500 views per day – retail rate of \$300/day)
- **100K** email blast to targeted audience (e.g. demo profiles, geotargeting and behavioral interest)

Premier Package Value **\$10,000**

▼ CORONAVIRUS SECTION FRONT



* Impressions are subject to availability.

RESTAURANT AND SERVICE

With the spread of coronavirus, Baltimore residents are actively visiting Baltimore Sun Media sites looking for up-to-date information on how the virus is impacting our local community. Align your restaurant and service to connect with this audience driving leads and orders.



Coronavirus Section Front Sponsorship

Baltimore Sun Media has created a channel dedicated to local, accurate and timely Coronavirus. This critical coronavirus section will live on Baltimore.sun.com and Capitalgazette.com

Sponsorship Package Includes: *(Limited sponsorships available)*

- **100%** SOV leaderboard and cube placements including mobile. Rich Media optional with additional cost (1-week/ \$1,000 value)
- **250K** Run-of-section impressions (\$2,000/month — that's an \$8 CPM)
- **100%** sponsorship of the Breaking News newsletter (2-week/ \$2,000 value)

Sponsorship Rate **\$5,000**



Homepage Takeover

Promote your restaurant or service with a takeover on Baltimore Sun Media homepages. Reach users who are coming to the site for the latest coronavirus news.

Units Included:

- Pushdown / Leaderboard
- Above the scroll 300x250 or 300x600
- Reskin (left/right rails)

Takeover rate:

1- Day Rate for \$5K/per day
3-Day Rate \$4K/per date



Email

Surround potential customers with a targeted email blast messaging Baltimore residents about your available food delivery/ pick-up options or services available currently.

We will UTM code every email so you can track the impact on Google Analytics.

Email Packages Include:

50K for \$1,500
100K for \$3,000
150K for \$4,500

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Programmatic Display

Use targeted reach extension to connect with consumers as they are online. You can run multiple campaigns with different strategies and messages simultaneously. Ads serve to 99.9% of the web using a variety of targeting tactics and by geo locations.

CPM: \$10/CPM

PLUS - Opportunity Available for a Foot Traffic Study **FREE!**



CTV

Serve video ads to consumers as we are all at home actively streaming news, or while they are binge-watching one of their favorite shows on TV.

CPM: \$40/CPM



Breaking News Announcement

Connect with residents (50K subscribers) who are getting the latest coronavirus and Maryland news delivered directly to their inbox.

Weekly Sponsorships Available — \$1,000