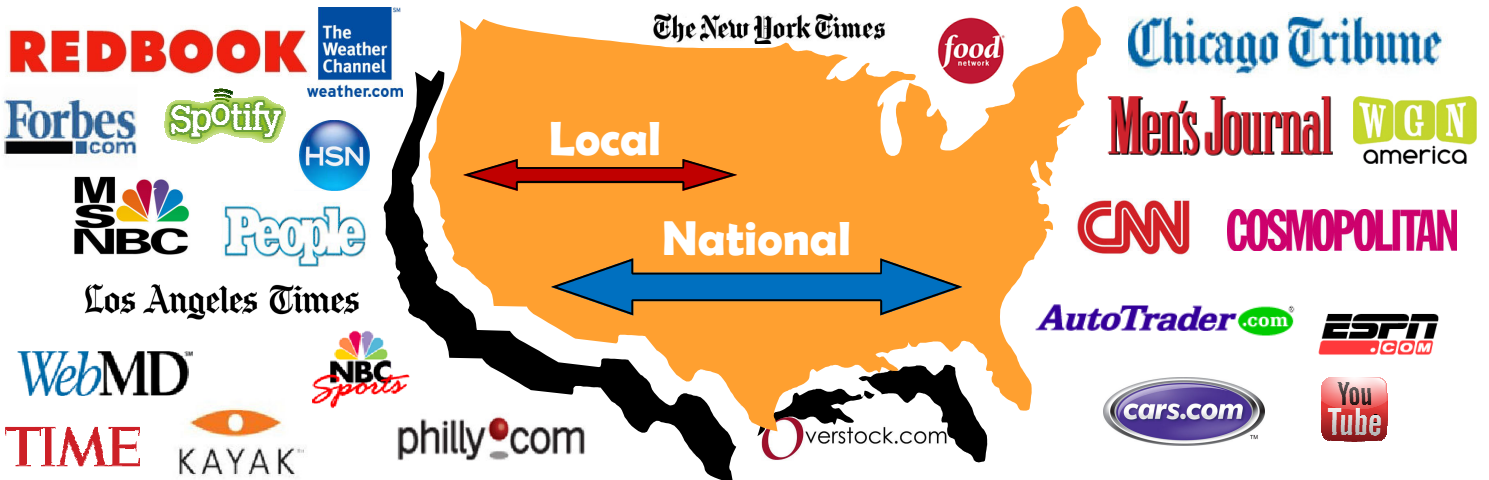


- Exclusive partnership with top award-winning digital agency gives OMC Digital access to national and local sites
- Dynamic, targeted campaigns - reach your audience on sites they visit. vs. buying site direct
- Diversified access to high-quality newspaper, broadcast, radio and magazine Websites
- Simple, comprehensive digital services from expert media buyers
- Low minimums/CPMs

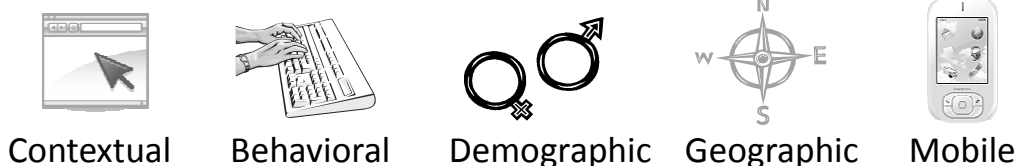


Full Service | One Point of Contact | Thousands of Websites, Local & National



Advanced Targeting

Display Ads, Audio & Video



Personalized Reach. Volume. Results.

Mobile Services

Using thousands of apps and mobile sites, our mobile network is able to reach potential customers based on location gained through GPS (latitude/longitude), which is the most accurate Geo-Targeting available.

(versus most other mobile networks).

Why Mobile Matters

- More than 100 Million Smartphones
- Average Daily Use: 128 Minutes/Day
- Ad Revenue: \$1 Billion in 2011...\$10 Billion by 2016
- 55%+ Adults Own Smartphones



Weather



Distance



Timing

- Automated, Dynamic Banners
- Weather Customization - Banners adjust based on weather conditions
- Distance Customization - Banners adjust based on distance
- Timing Customization - Banners adjust based on the time of day
- Run of Network - DMA, Zip, Radius
- Can click to call, map, email or site
- Channels (Sports, Political, News, more ...) - DMA Only

OnMilwaukee.com

- Local, Independently-Owned
- 14+ Years of Digital Experience
- #1 in Lifestyle & Entertainment
- Traditional & High-Impact Ad Sizes
- Unique Sponsorship Opportunities
- In-House Ad Creation

The screenshot shows the OnMilwaukee.com website interface. At the top, there's a banner for the 'ONE MAN STAR WARS TRILOGY' event from Nov. 16-17. Below that is a navigation bar with categories like ARTS & ENTERTAINMENT, BARS | DINING, KIDS & FAMILY, etc. The main content area features a large article for the 'MILWAUKEE ADMIRALS OPENING NIGHT' on Friday, October 19 at 7PM vs. Charlotte. Below this is a 'Today's Top Story in Dining' section with a photo of a burger and an article titled 'Anaba Tea Room spices up its fall menu'. To the right is an 'EVERYTHING NEW' sidebar with various news items. At the bottom, there's an 'AREA BUSINESS SEARCH' form and a 'MILWAUKEE AREA EVENT CALENDAR' showing dates from Oct 15 to 21.

Mobile

- Redesigned & Relaunched in April of 2012
- Fastest-growing segment of OnMilwaukee.com
- Stats: 100,000 monthly visits

Our Readers are Educated, Affluent, Loyal and Diverse.

Site Stats

Average Daily Readers: 35,000

Average Monthly Visits: 960,000

Monthly Page Views: 1 Million

Reader Stats

💰 45% Earn \$75K+ (25% earn \$150K+)

👤 78% 25-54 Year Olds

🎓 42% College Graduates

🏠 62% Own Homes

💻 65% White Collar Occupations

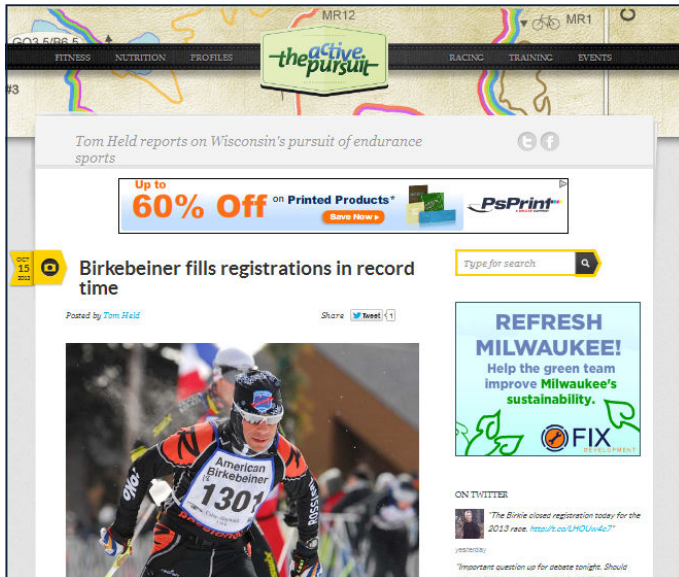
🍴 Dining Out 2-3 Times per Week

Social Media Stats

📘 7,000+ Friends

🐦 40,000 Followers

OnMilwaukee.com's Specialty Sites

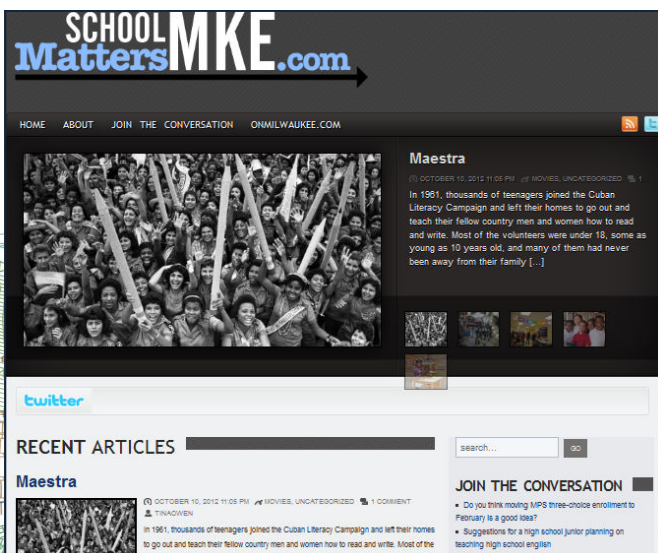


TheActivePursuit.com

- Featuring fitness, nutrition, racing and active lifestyle content by Tom Held

WedInMilwaukee.com

- A wedding blog featuring look books, trends, tips, vendor guides, features and more



SchoolMattersMKE.com

- Commentary on education topics by OnMilwaukee.com and community writers

