



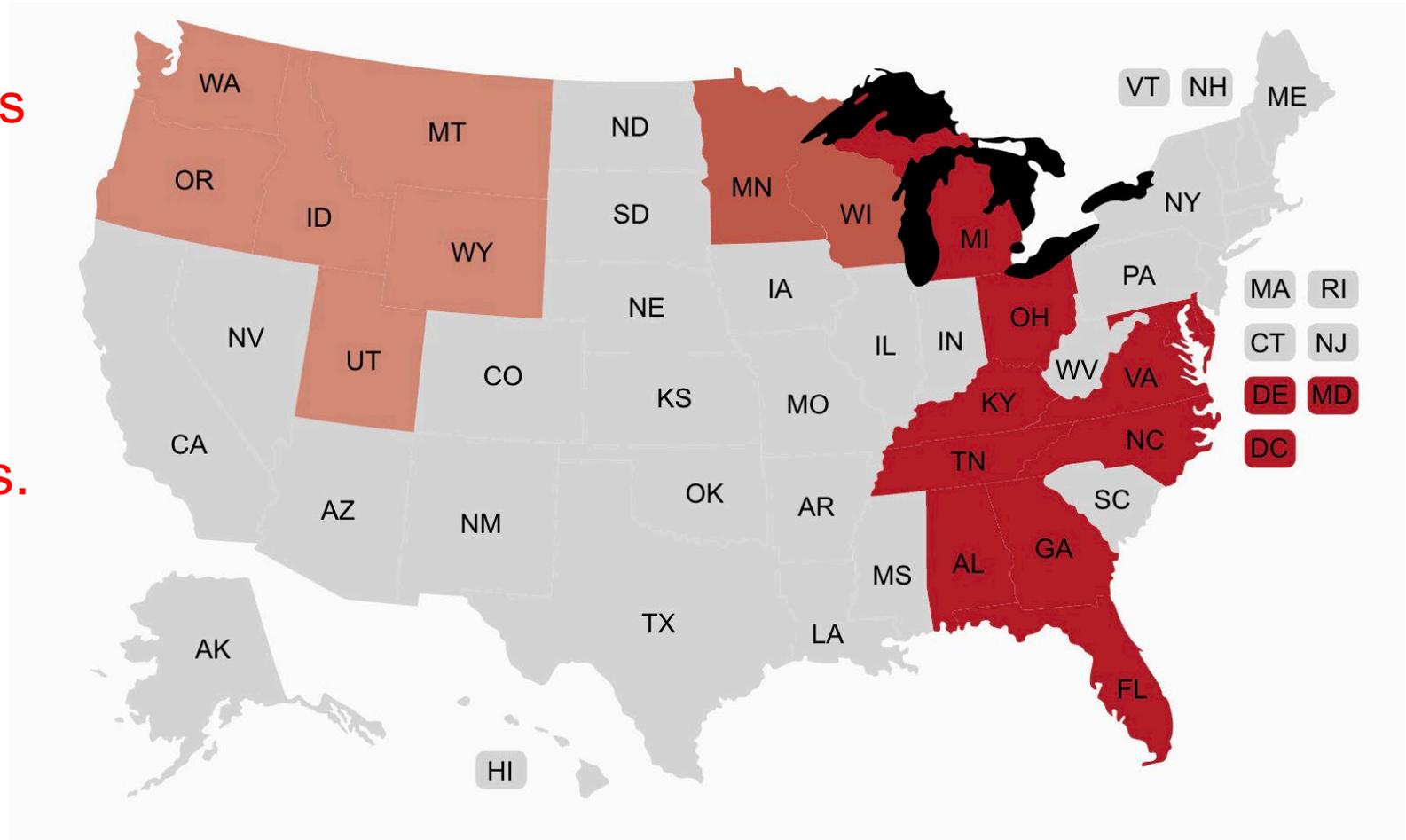
MONETIZING VIDEO & COMMUNITY CONTENT

*Presented by Mike Martoccia, Jim Normandin, and Mark Cohen
of Adams Publishing Group*



OUR MARKETS

Adams Publishing Group serves communities all across the United States. We own and operate daily and non-daily newspapers along with their digital sites, magazines, niche publications and events. We also operate multiple marketing agencies, travel and tourism specialty products, and commercial printing facilities.



AHA!



When was your last “Aha!” moment?

Ours led to a million-dollar idea: **Across APG's 125 markets and brands, what was the most under-served need among 150,000+ small businesses? Something we and our competitors weren't offering? Video capabilities.**

But, it had to be turnkey and very cost-effective.

VIDEO GROWTH

How much money will be spent on programmatic video advertising?

In 2022, US advertisers will spend \$62.96 billion on programmatic digital video, up from \$52.17 billion in 2021.

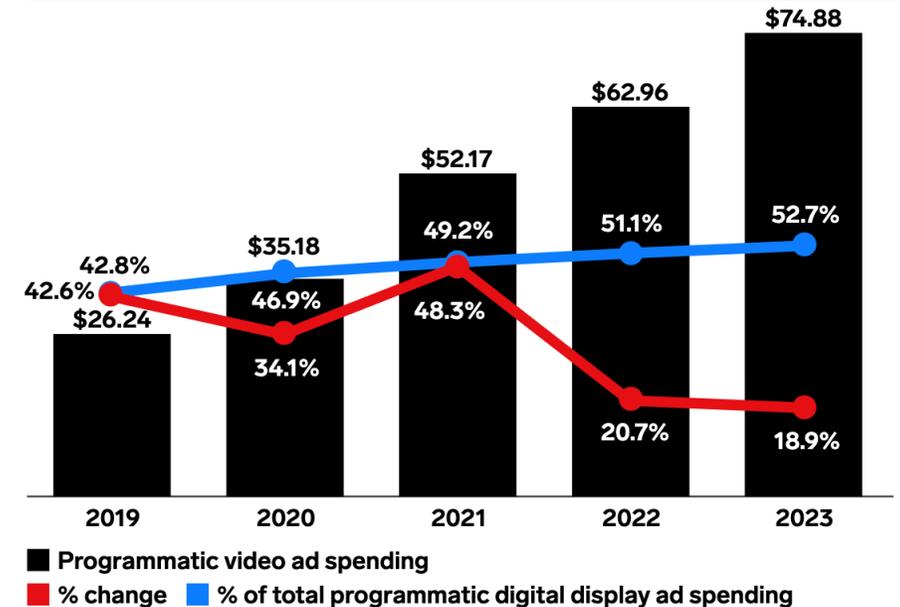
Which device accounts for the most programmatic ad spending?

Mobile represents two-thirds of programmatic video advertising, but its share is declining as connected TV (CTV) earns more ad dollars.

How fast is programmatic CTV ad spend growing?

This year, programmatic CTV will increase by 39.2%, following an 82.4% increase from 2021.

US Programmatic Video Ad Spending, 2019-2023
billions, % change, and % of total programmatic digital display ad spending



The logo for APG, consisting of the letters 'A', 'P', and 'G' in a white, bold, sans-serif font, set against a dark red rectangular background.The logo for Wochit, featuring the word 'wochit' in a blue, lowercase, sans-serif font. The letter 'o' is stylized with a white arrow pointing to the right, suggesting a video or motion.

APG PARTNERS WITH WOCHIT

- APG partnered with Wochit in a 30-market, 30-day test in April 2021
- Equipped both advertising and newsrooms with access to its self-serve video platform
- Advertising teams sold 30-second to 60-second videos - retailers, recruitment, non-profits, political...
- Created three turnkey, cost-effective solutions
- Checklist submitted to a designer (script, assets, client info, call to action), two proofs and edits, and it's in their hands
- Delivery across Programmatic, OTT/CTV, and Social Media Channels
- Newsrooms began creating fun, interactive video around all types of content
- In May, we then launched it company-wide.

VIDEO MARKETING PLANS

Find the plan that's right for **you**.

Tell your story and captivate your audience. Whether your goal is to promote a particular product, service, or your overall brand, video can simply and effectively accomplish your goal.

76% of small business owners say **video marketing** has a **direct impact** on their business

Wyzowl.com, Video Marketing Statistics 2021

92% of marketers say it's an **important part** of their **marketing strategy**

Wyzowl.com, Video Marketing Statistics 2021

TARGETED MARKETING PLAN



Includes Video Creation + Marketing

Programmatic video:

- **Targeted audience** segments based on geography, demographics, and interests
- Pre-roll, mid-roll, and in-banner ads
- **20,000*** Monthly Impressions

Includes 20,000 Monthly Video Impressions delivered to hyper-local, behaviorally targeted consumers during their online experience.

Up to **10 Photos or Video Clips** Featured/ Client Provided or Choose From Our Content Library

Curated **music** tracks

Up to 2 rounds of **edits**

Duration: up to **30 seconds**

Includes **Analytics/Reporting**

* 3 Month Minimum

SOCIAL MEDIA ADVERTISING PLAN



Includes Video Creation + Marketing

Facebook Marketing:

- **Targeted audience** segments based on geography, demographics and interests
- Video selection based on **semantics and keywords**
- **Facebook** - Includes 20,000* Monthly Video impressions to hyper-local, behaviorally targeted consumers.

Up to **10 Photos or Video Clips** Featured/ Client Provided or Choose From Our Content Library

Curated **music** tracks

Up to 2 rounds of **edits**

Duration: up to **30 seconds**

Includes **Analytics/Reporting**

* 3 Month Minimum

YOUTUBE MARKETING PLAN



Includes Video Creation + Marketing

Youtube Marketing:

- Targeted audience segments based on geography, demographics, and interests
- Video placement and audience segments based on semantics and keywords
- Includes 12,500 monthly video impressions to hyper-local, behaviorally targeted consumers

Up to **10 photos or video clips** Featured/ Client Provided or Choose From Our Content Library Curated music tracks

Up to 2 rounds of **edits**

Duration: up to **15 seconds**

Includes **Analytics/Reporting**

* 3 month minimum

TURNKEY BRANDING VIDEO PLAN

Includes Video Creation Only*

Turnkey Branding Video:

Up to **10 Photos or Video Clips** Featured/ Client Provided or Choose From Our Content Library

Curated **music** tracks

Up to 2 rounds of **edits**

Duration: up to **60 seconds**

*Does Not Include Any Targeted Marketing Solutions

Custom Video & Other Options Also Available

EXAMPLES OF OUR WORK

What does our final
product look like?









RUM RIVER

TREE FARM

AND

NURSERY

RESULTS!

- A year later, we're still cranking them out...
- Sales teams have sold and created 750+ videos, generating more than \$700,000
- Programmatic, YouTube/Facebook/TikTok/Instagram Campaigns, OTT/CTV and O & O
- Newsrooms have created hundreds of videos around news, entertainment, sports, and business
- Oh, and we didn't add a single position to either side of our business...



THE HYBRID MODEL

APG Media of Chesapeake enhanced their strategy to include high-quality custom video production as well as Wochit slideshow videos in order to cater to clients of all sizes and budgets. This has led to impactful editorial content, engaging marketing campaigns, and fruitful relationships with companies big and small, and gives flexibility in options offered with packages ranging from \$350-\$6000+.



JIM NORMANDIN

President APG Media of
Chesapeake / East Division GM

EDITORIAL

Wochit Video is an excellent tool to quickly turn a news article and photos into a well produced video, giving an extra layer of engagement to your audience as well as extending the life of your content. The in-house productions add emotional weight and gravitas to powerful stories from our communities.

The logo for 'WOMEN TO WATCH' features the word 'WOMEN' in large, bold, pink capital letters. Below it, the word 'TO' is in white capital letters inside a pink square, followed by 'WATCH' in large, bold, pink capital letters.

**WOMEN
TO WATCH**

The logo for 'SOUTHERN MARYLAND NEWS' features the words 'SOUTHERN MARYLAND' in white capital letters inside a blue horizontal bar. Below this bar, the word 'NEWS' is written in large, bold, grey capital letters.

**SOUTHERN MARYLAND
NEWS**

Maryland Independent | The Enterprise | The Calvert Recorder

www.somdnews.com

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WOMEN
TO WATCH





MARKETING



CHESAPEAKE

INFORM. INNOVATE. INSPIRE.

"your community connection"

Wochit Video is perfect for teasing upcoming sections and events, as well as promoting any offers running. In-house productions let you fine tune your message and deliver it in a powerful way.





The logo for Cecil BANK, featuring the word "Cecil" in a dark green serif font and "BANK" in a lighter green sans-serif font, with a thin green swoosh above the letters.

ADVERTISING

Wochit Video is an affordable option that even the smallest businesses can put into their budgets, and it gives an attractive and strongly branded final product. In-house video is perfect for larger companies and corporations with bigger budgets that want professional-level detail, and complete control over their final products. Having both options has opened doors for us with both small clients who are afraid to budget for video, and large accounts ready to take their content to the next level.





SUCCESS STORY



What started as a shot in the dark became a fruitful relationship. APG Chesapeake made contact with Perdue Farms about advertising and they asked if we could put together a video spec for them. Our videographer prepared and filmed a fried chicken dish at home to present to them. They enjoyed the video and hired us on to do 3 recipe shoots with their executive chefs! That successful shoot blossomed into further business with print ads, digital campaigns, and contests running for over \$20k in business!





Chris Meyer
Executive Chef

WEAK
KNEES
COCHUJANG
SRIRACHA

NINJA

THE IMPORTANCE OF PRICING

The **price is the key**, it is an affordable solution for effective marketing that a customer can hand pick their targeted demographic.

Most small business will never be able to afford a commercial or videographer, so we offer an affordable opportunity with little work to no work to the client. This is something that most clients have never thought possible, so we are leveraging our company as the one stop shop for all advertising print and digital needs.



MARK COHEN

President APG Ohio/Michigan



BUNDLED OPTIONS

We package the videos in bundled advertising plans so we can secure print, video and other digital opportunities

We keep work for the client low, we ask them for the message they want to promote and give our design team the creative power. We treat the videos the same as a print ad with limited messages, instead of a smorgasbord of everything they offer.

▶▶ Video Marketing ◀◀

Checklist For Video Creation:

▶ Script: _____

- Please supply 3-4 lines you would like to be included in your video. This can be facts about your business, selling points, CTA with contact info, etc.

▶ Title: _____
- Please supply a title to appear with your thumbnail of the video.

▶ Logo (if applicable): _____
- Please supply your logo as a PNG or JPEG file, for any Call To Action request at the start or end of your video.

▶ Assets: _____
- Please supply Up To 10 assets (both still images and video) to run in your video. If you do not have any assets available, please provide a few keywords of the types of stock imagery you would like included in your video (i.e. Dog getting a check up from a local vet, overhead of a car lot, etc.) We have access to millions of stock images. The images should be JPEG and videos should be MP4.

▶ Ratio: _____
Unless otherwise specified, we will create the video in all compatible formats - 16 x 9, 9 x 16 & 1 x 1

▶ Length Of Video: _____15 Seconds _____30 Seconds _____60 Seconds

▶ Background Music: _____
- Please indicate the type of background music to accompany your video (Happy, Hopeful, Epic, Dreamy, Angry, Dark, Laid Back, Mysterious, Neutral, Relaxing, Romantic, Sad).

▶ Pace: _____
- Slow, Medium or High

▶ Voice Over (not required): _____
- If you would like any type of voice over in your video, please provide an MP3 file.

▶ URL Link: _____
- Please provide us the url link where the video should direct viewers to when engaged/clicked? This can be a website or social media channel.

▶ Miscellaneous: _____
- Anything else we need to know? _____

▶ Business Name _____

▶ Business Contact _____

▶ Submission Date _____

▶ MMAE Name _____

▶ Newspaper Location _____

▶ Client Signature _____ Date _____

▶ APG Representative _____ Date _____

Video created for APG clients can be shared across website and social media channels, but cannot be edited or revised.

APG
ADAMS PUBLISHING GROUP

TIPS & TRICKS

- Selling videos comes from the top down.
- It can never be one more thing to sell-Bundle!
- Celebrate Wildly!
- Expect that every rep needs to sell at least one.





QUESTIONS?

How can we help you get your video platform off the ground?

