



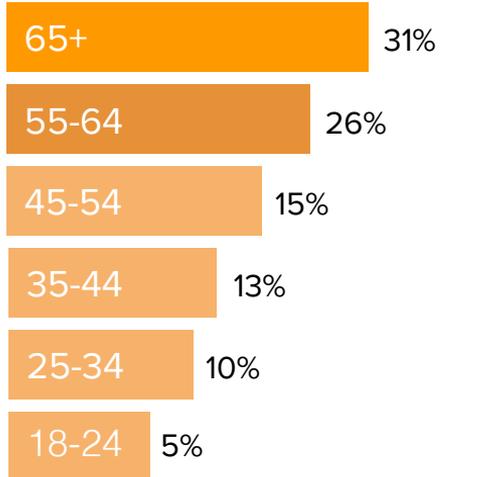
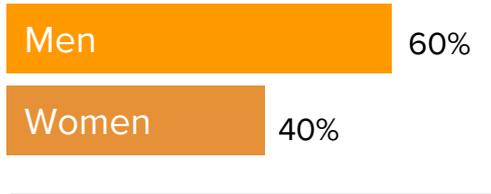
Advertising Kit

Prepared 2016

A platform for cost-effective and targeted digital outreach.
Governed by a simple etiquette.

The IVN Platform

Our Online Presence, Your Platform



Monthly Impressions

20 Million

E-mail Subscribers

130,000+

Monthly Organic Engagement

500,000

Facebook Fans

406k

Original Articles Published

10,500+

Authors

400+

Micro-Targeting

Talk to the right people.



IVN is a platform for communication that's been built from the ground up for digital media. It maximizes the return on every dollar you spend to reach and engage with persuadable readers and voters.

Social

Friends of Followers
Interests (Like, Follow,
Share)
House Lists (csv, xls)

Demographics

Age
Location
Gender
Language

Remarketing

Visited Page
Signed Petition
Liked, Shared Page
Watched Video



Voter File

Propensity to Vote
Party Registration
Absentee?
Already Voted?

Microtargeting with IVN allows you to reach defined audiences utilizing a cross-section of different data points

Advertising Mediums

#1: Promoted Links



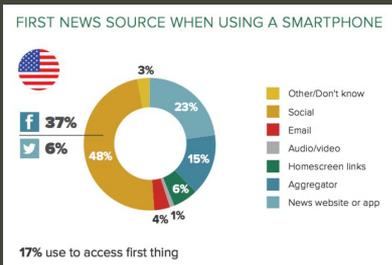
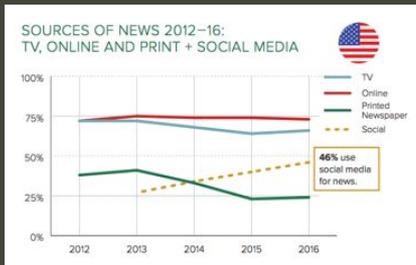
- ★ Promote landing pages, articles, events, and more
- ★ Conversion rates typically 50% higher than traditional PPC advertising
- ★ Full analytical reports provided
- ★ Test different messaging in real time to segmented audiences to analyze the effectiveness of different messages
- ★ Reach social connections through Likes, Comments, and Shares

Link Promotion

Description

Image + Link

Title



Advertising Mediums

#2: Promoted Videos

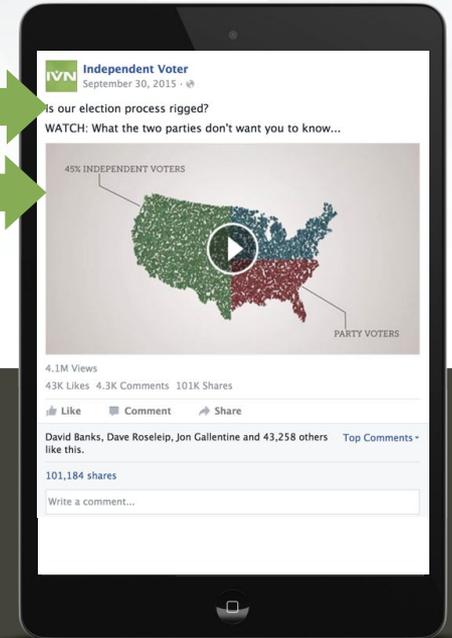


- ★ Video is the fastest growing medium on Facebook
- ★ Our video views range from less than \$.01 to \$.03 each
- ★ Advertising audiences can be customized based on people who have viewed your video
- ★ Videos can be any length
- ★ Include a call-to-action in video description and/or at the end of the video
- ★ Analytics provided on length watched, clicks, comments, shares, etc.

Video Promotion

Description

Video



The time adults spend watching digital video each day has increased from 21 minutes in 2011 to one hour and 16 minutes in 2015. Meanwhile, time spent watching traditional TV has been decreasing steadily since 2012

Advertising Mediums

#3: Promoted News Stories



★ IVN.us has published over 10,000 original articles written by over 400 individual authors

★ Our in-house editors help you create newsworthy and visually-appealing content

★ Micro-targeted advertising opportunities can put your content in-front of the precise audience you want to reach

★ Your content will have long-term discoverability because of IVN's excellent reputation with Google



Cost Comparison: Other Digital Outlets

More Impressions. Better Messenger. Full Reporting.



We leverage our platform and promote your message to online users using demographic, behavioral, and voter data so that the right message reaches the right people.

Impressions (CPM)		Clicks (CPC)		Lead Generation (CPL)		Added Value
Industry Standard	IVN	Industry Standard	IVN	Industry Standard	IVN	We monitor each ad so you only pay for effective messages.
\$2 - \$5 per 1k impressions	\$1 per 1K impressions	\$1 - \$3 per click	\$.25 - .75 per click	\$3 - \$10 per opt-in lead	\$1 - \$3 per opt-in lead	

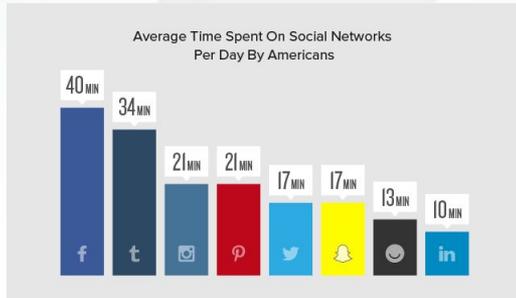
★ Use IVN and “Independent Voter” as your nonpartisan messenger

★ Get full and detailed reporting, including impressions, clicks, engagements, and video views.

★ Combine your ad to a sponsored news story to enhance its credibility

Cost Comparison: Traditional Mailers

Better Targeting. Focus Tested. More Engagement.



Traditional Mail		IVN Promoted Posts		Added Value
Cost \$.50 per household	Engagement Uncertain large percentage of mail goes directly to trash	Cost < \$.01 per impression	Engagement < \$.25 per engagement (like, comment, share, click)	Focus Testing IVN allows you to test messages with target audiences and get feedback in real-time.

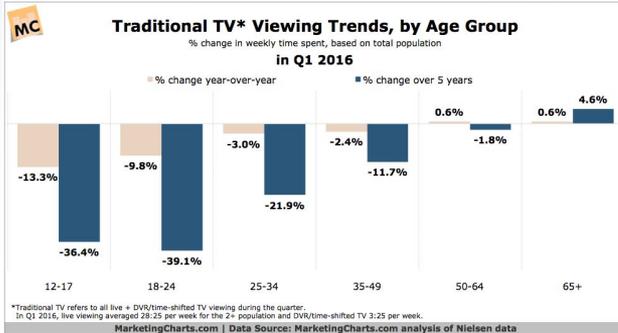
★ Mail is increasingly less effective.

★ IVN uses enhanced micro-targeting data for a fraction of the cost.

★ IVN allows you to focus-test your messages before you spend significant resources.

Cost Comparison: Traditional TV

More Active Viewers. Less Wasted Views.



Traditional Mail		IVN Promoted Posts		Added Value
Cost	Engagement	Cost	Engagement	Flexibility
\$600 Per 10,000 passive viewers	Unknown Maybe they're in the shower?	\$200 Per 10,000 passive viewers	Added Bonus. Another 1,000+ actively engaged viewers!	Short? Long? Animated? Call-to-action? You decide.

★ Traditional TV advertising is expensive and actual viewership is uncertain

★ Videos delivered through the IVN network reach hyper-targeted audiences at lower costs.

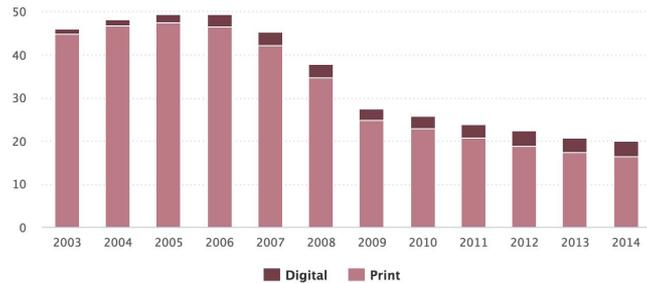
★ IVN can reach both active and passive audiences.

Cost Comparison: Print Advertising

Who Picked Up the Paper Today?



Newspaper Ad Revenue from Digital and Print



Traditional		IVN		Value
Cost	Circulation	Cost	Circulation	Flexibility
\$500 ¼ page ad	200,000 <u>Potential</u> Impressions	\$500 Custom Ad	200,000+ <u>Actual &</u> <u>Targeted</u> Impressions	On IVN, you can create multiple ads for segmented delivery

★ Think of IVN as an online media partner that delivers your messages to your target audience from a trusted brand.

★ More people now receive their news online than offline.

★ IVN distributes your news a through a highly engaged network of independent-minded voters and readers.

Advertising Opportunities

Sponsored Authorship



PACKAGE #1: IVN Sponsored Author

Cost: \$500 min.

Impressions: 125,000

A simple way for individuals and organizations of any size to get news and information to the right audience is to publish on IVN and promote your content through our network.

- ❖ Publish article, video, or other content on IVN. indexed in search and Google News.
- ❖ Promote article or other link to target audience through Facebook microtargeting.
- ❖ Include link to article in IVN Newsletter sent to 130,000 subscribers and growing.

PACKAGE #2: IVN Data Acquisition

Cost: \$10,000 min.

*Leads: 2,500 - 10,000**

Let our creative team do all the work. We will set-up your landing pages, optimize for conversions, and provide complete analytics.

Through IVN, we consistently acquire high-quality opt-in leads for a fraction of the cost of traditional techniques.

- ❖ Responsive landing page optimized for high conversion ratios.
- ❖ Promoted through IVN.us network to acquire fresh opt-in leads.
- ❖ Leverage our highly engaged community to promote your cause efficiently and effectively.

PACKAGE #3: IVN Monthly Contributor

*Cost: \$10,000 min.**

Reach: 1 million per month

Skip the press release. IVN let's you publish content directly, subject only to our simple etiquette.

Make sure they see it. Our editorial and marketing team will make sure that your content looks good and is distributed to the people you want to reach.

- ❖ IVN will publish at least four (4) original news items (articles, videos, etc..) on the topic(s) of your choice.
- ❖ Each publication will be promoted to your target audiences.
- ❖ Additionally, your content will be indexed by Google and distributed to our email list of over 130,000 independent-minded voters.

Advertising Opportunities

IVN Publisher



PACKAGE #4: IVN Publisher

*Cost: \$25,000**

Reach: 5 million+ per month

Become a national publisher overnight for your state or issue-area. Publishers receive a dedicated editor, exclusive access to IVN authors, focused news coverage on the topics you care about, and get to leverage the IVN network, brand, and database for immediate influence.

- ❖ Use IVN.us to reach over 5 million people each month.
- ❖ Targeted promotion. Dedicated editor. Consistent coverage.
- ❖ Build a highly-engaged community around your cause.