



## Digital Media Kit

**Orange Coast Digital** extends the trusted brand of *Orange Coast* across multiple platforms—web, email, social media, tablet, and smartphone. In every format, our goal is the same: to deliver quality editorial content to our audience.

Highlights of **orangecoast.com** include:

- Robust food & dining coverage, including an interactive restaurant search, a dining blog, and reviews and chef profiles from the magazine's archives
- A comprehensive guide to arts and entertainment events throughout the region
- Engaging photo galleries
- Authoritative reader service information such as the annual Top Doctors guide

## Did you know?

The *Orange Coast* website was relaunched in December 2010. The site has been designed to focus on two of the magazine's core strengths: dining and arts coverage. The site features lots of online-only content, such as a comprehensive and searchable arts calendar and a popular dining blog.

## Quick Statistics

**Monthly pageviews: 63,496**

**Monthly unique visitors: 9,400**

*Google Analytics, monthly average for Jan.-April 2012*

**Orange Coast Insiders: 4,770**

**Twitter followers: 3,435**

**Facebook followers: 2,224**

*April 2012*



Our philosophy for display ads is “less is more.” Our clean, uncluttered site and selective ad inventory increases visibility for ads and promotes higher response.

*Dimensions:*

- Pencil: 948 x 40 pixels (collapsed) and 948 x 300 (expanded)
- Skyscraper: 160 x 600 pixels
- Rectangle: 300 x 250 pixels
- Leaderboard: 728 x 90 pixels
- Homepage Takeover: rectangle + skyscraper

*Specifications:*

- File saved as .jpg, .gif, or .swf  
(we also accept DoubleClick InRed tags)
- Max file size of 40 KB
- URL link

**Did you know?**

While click-through rates vary per ad, our composite average CTR is .33% compared with the industry average of .1%.

*Source: DoubleClick U.S. benchmark report, published 2010*

**Standard Units**

**Inventory**

Homepage pencil (expandable)	1 per month
Homepage rectangle	1 per month
Homepage roadblock	1 per month
Run-of-site skyscraper	3 per month
Sponsor leaderboard*	1 per month per content zone

\*Select content areas of the site are available for exclusive sponsorship. These include our **Taste of Orange County** dining blog, **Arts Calendar**, and **Top Doctors** feature. Ask your account executive about the best option for you.

At 4,700 members and counting, the **Orange Coast Insider** program allows registered users to access exclusive content, participate in contests and surveys, subscribe to email newsletters, and receive special offers.

**Did you know?**

The average household spending of an Orange Coast Insider is double that of the average consumer.

*Source: Insight Connect*

**OC Insiders**

Who are the **Orange Coast Insiders**?

*The same educated, affluent, engaged audience as the magazine's print readers.*

- 22% age 18-40
- 38% age 44-55
- 66% HHI over \$100,000
- 82% homeowners
- Top hobbies include: wine appreciation, theater, performing arts, and gourmet cooking

Ask your account executive for detailed breakdowns of household composition, occupation, interests, and purchase behaviors.



Reach **Orange Coast Insiders** as an exclusive sponsor of one of our newsletters, or by sending a dedicated e-blast to our special offers or events lists.

*Specifications:*

- First Look, Don't Miss and First Bite sponsors should provide a static 728 x 90 leaderboard (max 40 KB) and URL, plus an optional promotional message (up to 25 words)
- Dedicated e-blasts can be sent using creative supplied by clients (650 pixels wide max) or produced for you by our digital team. Also provide a subject line.

*Specifications:*

- File saved as .jpg, or .gif
- Max file size of 40 KB
- URL link

**Did you know?**

Our average open rate of 27% and click-through rate of 10% is significantly higher than the industry averages of 22% and 5%.

Sources: GeoStation (OC) and Epsilon and Direct Marketing Association Email Experience Council Q2 2011 North America Email Trends and Benchmarks Results

Newsletter	List Size*	Frequency
First Bite (dining)	1,820	Weekly
Don't Miss (arts)	3,854	Weekly
First Look (preview)	3,628	Monthly
Special Offers	3,709	Weekly
Event Invitations	3,542	Monthly

\*As of April 2012



Our turnkey campaigns are promoted on social media, with a run-of-site ad, on the site's contest list page, and when possible, in print.

### Specifications:

- Sweepstake advertisers should supply a logo, 2-3 promotional images (72 dpi), URL link, and prize description (up to 50 words)  
Optional: They may also supply a 160 x 600 skyscraper ad (max 40 KB) and 1-2 market research questions
- Photo contest sponsors should supply a logo, 160 x 600 skyscraper (max 40 KB), URL, and up to 50 words of promotional copy.

### Did you know?

Orange Coast Insiders are highly engaged in our contests. Our Fido Frenzy reader photo contest alone generated more than 54,000 pageviews. Readers returned to the site hundred of times to vote for their favorite pet photos.

## Sweeps & Contests

Special opportunities arise throughout the year, but here's a look at our recurring products:

- **Basic Sweepstakes:** You provide the prize, we provide a custom registration page, promotion, and opt-ins
- **Editorial Sweepstake Sponsorship:** Sponsor a themed giveaway tied to an issue of the magazine
- **Reader Photo Contests:** Put your branding on one of our popular photo contests



Orange Coast magazine's digital replica edition, distributed through Zinio, can be read on your desktop, laptop, iPhone, iPad, and Android.

All ads from the print edition run in the digital edition free of charge and contain live links to advertiser URLs (provided ad creative contains a web address).

## Interactive iPad edition

The iPad version of the digital edition can include video ads, slideshows, and additional paging (such as a catalog). Contact your account executive for a customized proposal.

### Did you know?

59% of current tablet users say their magazine reading time increased since they started reading on mobile devices. 52% of tablet magazine readers say digital ads provide more information than print ads, and 36% say that digital ads are "fun to engage and interact with."

Source: Association of Magazine Media "Mobile Magazine Reader" Study, Nov. 2011.

## Digital Edition



Orange Coast magazine's first smartphone app, **Orange Coast Dining Guide**, debuts in 2012. This iPhone app features the magazine's authoritative dining guide presented in an interactive, searchable format along with social media features, photo sharing, and more.

Other proposed apps for 2012 include:

- Top Docs (fall 2012)
- Best of OC (early 2013)

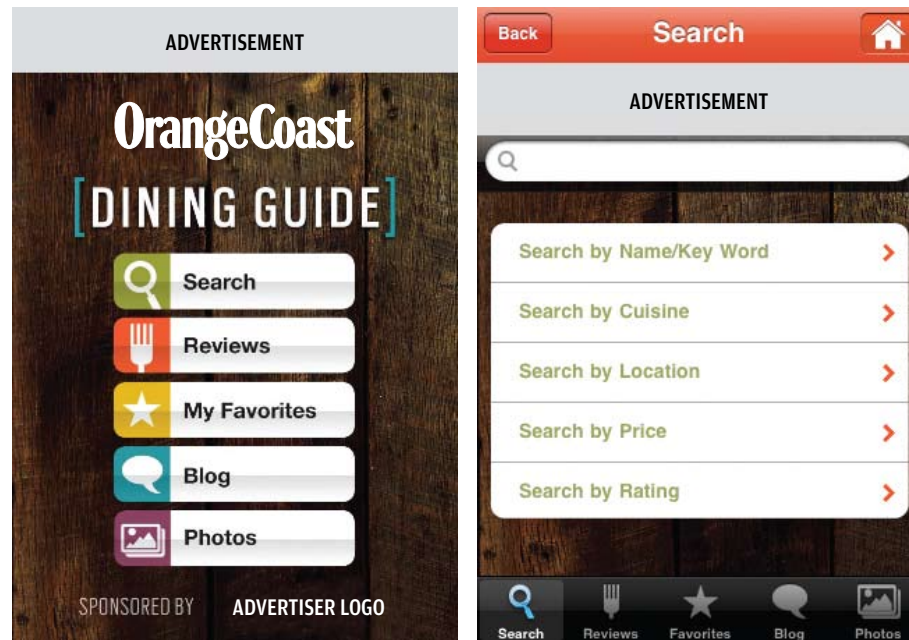
### Did you know?

15% of the visits to orangecoast.com are made from mobile devices.

Source: Google Analytics

## Smartphone Apps

Smartphone apps can be sponsored by a single advertiser. See your account executive for a customized proposal.



## Digital Rates

### Display Ads

### Dimensions

### Monthly Rate / Inventory

Homepage Pencil (exclusive)	948 x 40 (collapsed) 948 x 300 (expanded)	\$750 (standard) \$1,500 (expanded, includes production)
Homepage Skyscraper	160 x 600	\$300 (1 per month)
Homepage Rectangle	300 x 250	\$300 (1 per month)
Run of Site Skyscraper	160 x 600	\$500 (3 per month)
Exclusive Content Zone Sponsorship (available for Dining Blog, Arts Calendar, Top Docs, Best of OC)	728 x 90	\$500 (exclusive)

### Email Programs

### Frequency

### Rates / Notes

Don't Miss Sponsorship (728 x 90 leaderboard)	weekly	\$350/week \$300/week if multiple weeks are booked
First Look Preview (728 x 90 leaderboard)	monthly	\$300
Dining Newsletter (728 x 90 leaderboard)	weekly	\$300
Dedicated E-blast (special offers/events 650 px wide)	weekly	\$1,500

### Contests & Sweepstakes

### Rate

Standard Sweepstakes Package (client provides prize)	\$500
Sponsorship of Editorial Photo Contest or Sweepstakes	\$500