



CUSTOM NEWS CHANNELS

Custom News Channels are top-brand news and financial websites grouped into categories that show your headlines only to the most relevant audiences. The program is designed to reach a broader share of the marketplace.

Headlines are displayed only to readers that match pre-determined criteria of age, household income and education. Premium channels are available to target your headlines by category of interest, such as oil & gas. Other premium channels only display headlines to wealthier households.

Our Custom News Channels are comprised of high-traffic websites like Yahoo! Finance, CNN Money, AOL Money, ABC News, Fox News, WSJ and hundreds of other top brand sites.

Every campaign receives full transparency and reporting at the site-level upon completion that can give you direction for future content targeting. Prior to the campaign we will screen a set of custom built messages that display on our Custom News Channels, selecting the top performing units in order to achieve the highest level of results.

Our in-house design staff creates three variations of IAB standard size displays (160x600, 300x250 and 728x90) to effectively deliver your marketing message which we test on Yahoo Finance! before your campaign goes live. The results are used to determine which size display performed best in order to generate optimal results.

Our Custom News Channels are capable of delivering more than 30 million impressions across the United States and Canada and is the only reader-focused network of its kind available for corporate brand media campaigns. It is the perfect complement to our News Features program for generating effective corporate communications - including list development.

Readers click-through to your story hosted on a Syndicate My News!!! landing page which you help customize with links, videos and photos to generate leads.

Choose from a variety of Custom News Channels to find the one that best matches your needs. Terms and rates vary according to the program selected.

To place your order now, please contact your Representative.

NOTE: Due to the highly customized nature of this media program, a Brand Specialist will be assigned to your project to oversee that work. Brand Specialists are media experts and highly skilled in designing and implementing branded media campaigns. They fulfill all aspects of Project Management and Communications with your Company.

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