CUMULUS DIGITAL
Working with Radio for Better Results

The Funnel: Marketing Goals

Awareness
Creating awareness around the offerings of a client's business for those who are not familiar.
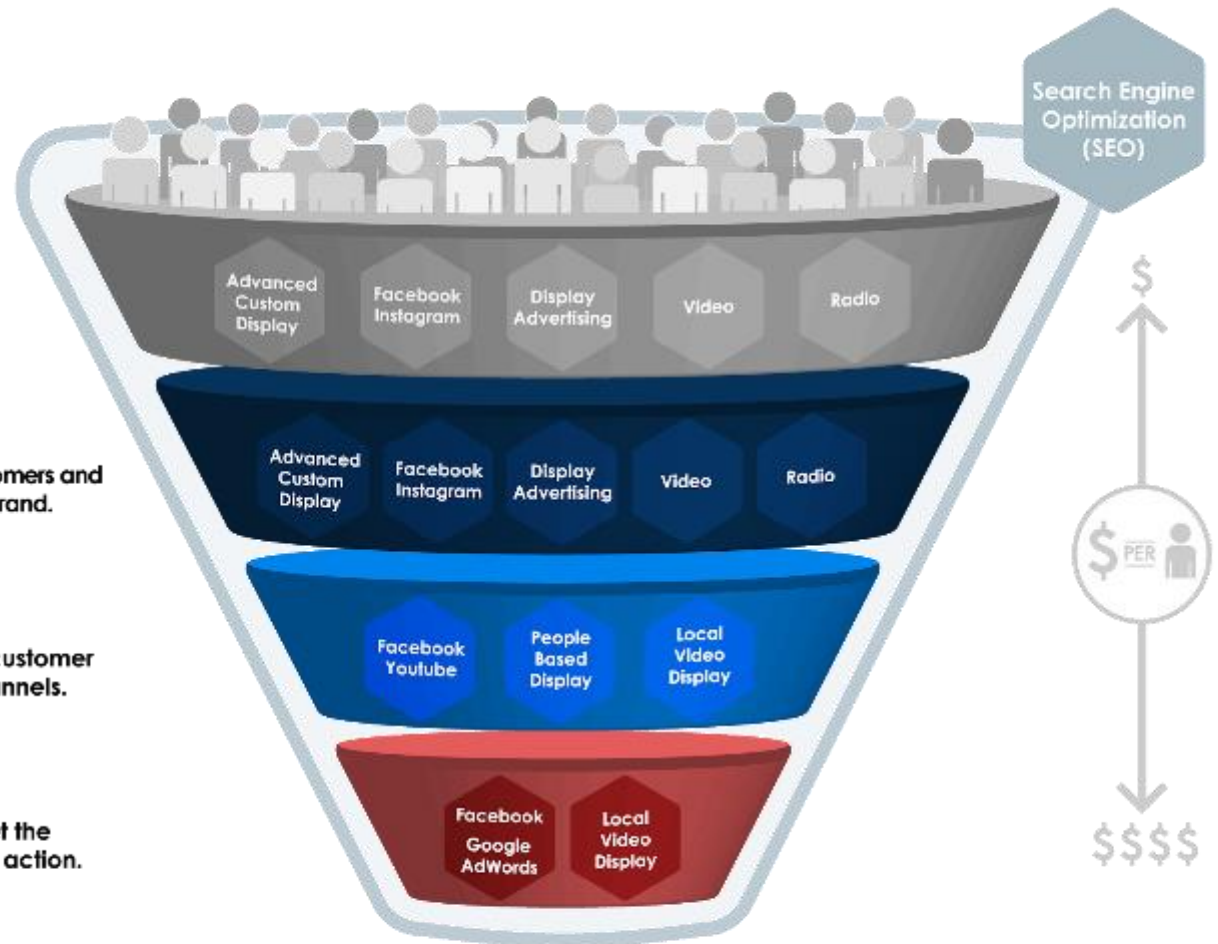
Consideration
Generating interest among prospective customers and getting them to consider engaging with the brand.

Engagement
Generating interaction between the customer and the brand across a variety of channels.

Conversion
Final and most important step, get the customer to undertake a defined action.

Search Engine Optimization (SEO)

Awareness				
Advanced Custom Display	Facebook Instagram	Display Advertising	Video	Radio

Consideration				
Advanced Custom Display	Facebook Instagram	Display Advertising	Video	Radio

Engagement		
Facebook Youtube	People Based Display	Local Video Display

| Conversion	
Facebook Google AdWords	Local Video Display

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$ PER

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Local Video: Blended OTT

Reach Sportfans Online + Through Television Programs

An advanced version of Video Display, this blended media option shows on websites, mobile apps, and *streaming TV services* like Pluto, TubiTV, Vizio FreeTv, Prime Video, Sling TV, ATTNow, Philo, Microsoft, and many more.

In addition, since people use streaming services on their mobile phones and laptops, local OTT ads show up on all devices!

✓ All the benefits of Video Display

✓ Target viewers based on demographics, location, and behavior/interests

✓ Buy confidently knowing viewers CANNOT skip the ad

✓ Access data on request showing where and when ads were displayed

✓ Add in OTT to reach people watching television through an online service like Sling!

✓ Maximize reach and frequency while driving traffic to your website *(pure OTT won't allow for clicks to your website)*
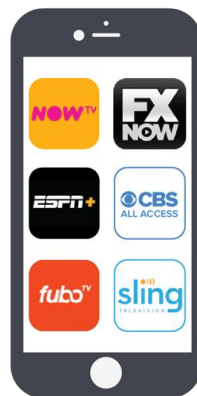
Stream From Phone   **OTT Devices**   **Ads Play Over Streaming Content**

Why OTT / CTV is so Powerful

Targeting

1. Reach over 70 million TV viewers who are no longer subscribed to cable*

2. Deliver ads to your ideal customer and not just a channel they *might* be watching.

Content

Utilize your existing television assets or make new ones.

- Place same as you would a TV Spot
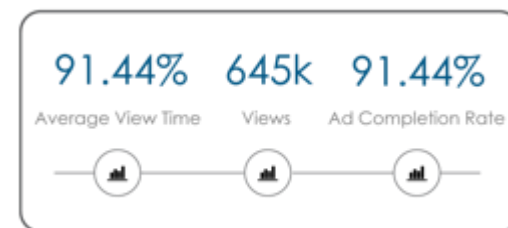- Focus on Call to Action
- :15 or :30 spots

Tracking

1. Reach / Frequency
   Just like (but better) than TV

What Traditional CAN'T Provide

1. Video Watch Rates
   a. *How many people actually watch your entire ad?*
2. Foot Traffic Attribution
   a. *How many people saw your ad and then actually visited your store?*

source: emarketer.com and statista.com

The Gameplan
The Cable/Dish Dilemma

Targeting University of Michigan football games is about selecting months with a Football target. So wherever and whenever the Wolverine's football games are broadcast online you have the ability to have your television ads run in the commercial inventory of that OTT stream.

With Streaming TV (short of a direct network buy) all buys are subject to availability and number of local ad units. Most games have 75 secs of commercials per hour.

So to make sure you get the most of your football coverage we have married it with pre-game, post-game, and sports update coverage around your favorite team.

We will be using Streaming TV (OTT/CTV) and a small mix of pre-roll since apps like ESPN and NFL Redzone have more pre-roll inventory than streaming for special coverage and features around your favorite team.

Digital Proposal

First Down Package

10,000 impressions / $1000	Premium Sport Channel OTT/CTV Ads
20,000 impressions / $1000	Premium Channel OTT/CTV Ads
50,000 impressions / $800	Pre-Roll Targeted to your Team

Total: 80,000 impressions / $2,800 per month

Field Goal Package

20,000 impressions / $2000	Premium Sport Channel OTT/CTV Ads
40,000 impressions / $2000	Premium Channel OTT/CTV Ads
50,000 impressions / $800	Pre-Roll Targeted to your Team

Total: 110,000 impressions / $4,800 per month

Touchdown Package

40,000 impressions / $4000	Premium Sport Channel OTT/CTV Ads
80,000 impressions / $4000	Premium Channel OTT/CTV Ads
100,000 impressions / $1,600	Pre-Roll Targeted to your Team

Total: 220,000 impressions / $9,600 per month

Sample Football Channels

Premium Sports Channels
SEC Network
FS1
FS2
BTN (Big 10 Network)
Pac-12 Network
ACC Network

Video Pre-Roll
ESPN website
Sports Apps
Websites

Premium Channel OTT/CTV Ads
Fubo
ESPN
NBC
Fox
CBS
ESPN2
ESPN3
ESPNU
ESPN+

Package& Month_____ Signature_____ Name (Printed)_____ Date_____

Month(s) Selected

☐ September

East Carolina Michigan	Sep 2 12:00 PM	UNLV Michigan	Sep 9 3:30 PM		
Bowling Green Michigan	Sep 16 7:30 PM	Rutgers Michigan	Sep 23 12:00 PM	Michigan Nebraska	Sep 30 TBD

☐ October

Michigan Minnesota	Oct 7 TBD		
Indiana Michigan	Oct 14 TBD	Michigan MI State	Oct 21 TBD

☐ November

Purdue Michigan	Nov 4, 23 TBD	Michigan Penn State	Nov 11, 23 12:00 PM
Michigan Maryland	Nov 18, 23 TBD	Ohio State Michigan	Nov 25, 23 12:00 PM