

# the Ruxton media group

## **Ruxton Digital Media Network**

The Ruxton Media Group's growing success in digital sales to date and increasing demand from advertisers for more inventory has spurred us to expand the Ruxton Digital Media Network. The national online platform will allow the entire alternative weekly industry to fully leverage its unique place in the North American media landscape.

The new platform is designed to facilitate rapid growth in an already robust digital market and allow Ruxton and a new set of partners to expand their business together.

Using careful measurement procedures and a wide range of sophisticated operational tools, Ruxton achieved 59 percent growth in digital sales over the past year. It boasted more than 9.7 million unique visitors to its 39 websites in March; those visitors provided more than 46 million page views.

### **Standards and Practices**

All AAN publications that meet a set of standards and practices specifications are eligible for non-exclusive representation by the Ruxton Digital Media Network.

#### **Ad sizes**

Sites must conform to the main IAB standard sizes: 728x90 leaderboard, 300x250 medium rectangle and 160x600 skyscraper. All ad positions do not have to be on the same page, but all need to be on the site.

#### **Ad placement**

At least two positions should be guaranteed on or above the fold on each page.

### **Category targeting capability**

Website needs the ability to target and track each individual section in their ad server, along with larger interest category targets. Three main target categories are:

- ROS: delivers throughout entire site
- Home, News, or Entertainment Interest Category: delivers to all sections falling within these buckets
- Section: delivers to particular section only (traffic should include blogs and galleries)

### **Comscore subscription**

All RDMN publications must contribute to the cost of the Comscore subscription. Each Publication will have an access code to be able to use Comscore for local sales using their individual site statistics.

### **User Research**

User Research participation is required once every three years by all RDMN publications. If no current user research report exists for the Publication, it shall obtain and or take part in such a report at the time of the next research cycle for the RDMN as determined by Ruxton.

### **Monthly Reporting**

Monthly traffic and inventory reporting will be due by the 5<sup>th</sup> of each month and should include:

- Traffic – pageviews, absolute unique visitors, visits, time on site, pageviews by section as provided by analytics packages. Pageviews can also be measured using ad server results.
- Inventory – forecasted impressions by size for ROS and section, average click-through rates by size. Larger ad servers have an inventory forecast area that can be downloaded to CSV and sent. Sites using smaller ad server will need to take an average history from the past three months for forecasting
- Email – current subscriber totals and open rates for each product, sales opportunities per product

### **Ad serving specifications**

Recommended creative specifications are:

- Static ads (jpgs, gifs): 60K max, animation allowed with unlimited looping, 10 second pause between loops.

- Rich media – Flash (swfs): 60K max, window set to “transparent”, animation allowed with unlimited looping, 10 second pause between loops.
- Rich media – 3<sup>rd</sup> party tags: 30K initial download, 70K polite download, WMODE set to :opaque” or “transparent”, all audio/video user initiated

### **Linking**

Each Publication’s website must post a “national advertising link” in their footer navigation

### **About the Ruxton Group**

The Ruxton Group was launched early in the 1980s by the owners of the *Chicago Reader* and was purchased by New Times Inc. (now known as Village Voice Media) in 1995.

In the years since Ruxton launched, it has grown into a multi-platform media group with publications and websites in 39 American cities.

Clients currently using Ruxton in print and digital formats include: Volkswagen, Sprint, Washington Mutual, HBO, Brown Forman, Bacardi, Microsoft, General Motors, Anheuser Busch Co., Verizon, Wachovia, Starbucks, American Express, Ford Motor Company, Heineken, Abbott Labs, the United States Government, R.J. Reynolds Tobacco Company, T-Mobile, Jet Blue and numerous big box retailers.

Publishers interested in learning more about the Ruxton Digital Media Network should contact Joe Larkin at 602-229-8452 or [joe.larkin@ruxton.com](mailto:joe.larkin@ruxton.com)