

Expanding Digital Advertising Opportunities

Detroit Media Partnership plans more targeting online

By Jennifer Streisand

As part of the revamping of the Detroit newspapers taking place in spring 2009, the newspaper company will be using more behavior-based targeting online rather than just demographic targeting.

The result will be improved ROI for the advertisers and a more exciting experience for readers who visit the newspapers' Web sites, said **John Jackson, Jr.**, vice president of digital sales at the Detroit (Mich.) Media Partnership.

Beginning March 30, 2009, subscribers to either newspaper — the Detroit (Mich.) Free Press and The Detroit (Mich.) News — will be able to receive home delivery of the print edition three days a week. Subscribers will have access to an e-edition or PDF replica of the print edition every day. The monthly subscription rate of \$12 is an attractive price for all that is included, noted **David Hunke**, CEO of the Detroit Media Partnership.

With more behavior-based targeting, readers can expect to see ads online that pertain directly to their individual interests, rather than ads their demographic would traditionally be interested in based on section and topic, explained Jackson. The Detroit Media Partnership will be using a program called Tacoda, which analyzes the visits of Web site users so that advertising is highly targeted and relevant to the reader.

Such specific targeting may require

readers to share information about themselves online.

“For instance, if somebody is spending 10 minutes on a site about home interest rates, we can determine that this person might be interested in a home-equity line of credit. Then we would deliver an advertisement that would be relevant with a strong offer,” he said.

Another reader might be looking at the same newspaper Web site, but their previous behavior online would dictate they receive a different ad.

“Somebody else may come to our site, and they are reading about cooking. If we know the person has browsed the site and they have looked at four cooking pages, then we may deliver an ad that is cooking related,” explained Jackson.

Prior to this type of tailored ad delivery, targeting included a more general approach based on broad readership habits.

“If you want to reach guys, we know that 70% of the sports section is read by guys, so we would place your banner ad in the sports section online,” he said. This more general approach to targeting is effective, but the behavior-based targeting often requires exact metrics like content read, topics searched or ads clicked.

In classified advertising, the Detroit Media Partnership is explor-



ing more products and partnerships online, noted Jackson, all in an effort to make it easier to find private-party merchandise.

“We’re just looking at ways to really increase the listings and also use other niche Web sites to offer to our readers,” he said.

The Detroit Media Partnership has opened up the process of making these changes by setting up two Web sites to gather feedback from the public. Those sites can be found at www.freep.com/transform and www.detnews.com/transform.

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