

Kenny Katzgrau
kenny@broadstreetads.com
August 2016

Broadstreet XPRESS

Please See Early Bird Offer On Page 2



It's time for something different

Broadstreet XPRESS is an unrivaled advertising platform used by hundreds of hyperlocals across the country. It was built for news publishers who rely on differentiated, innovative products to increase sales and combat competition from Facebook and Google. With XPRESS, the focus is on high impact advertising and analytics that are easy to implement, easy to sell, and perform extraordinarily well. At its core, XPRESS functions similar to OpenX or Google DFP, although it can absolutely be used as a plugin to those solutions.

And here's the reasoning behind it...

At Broadstreet, we believe that publishers who manage their own ad sales have a tremendous advantage over those relying on programmatic ad sales — including Facebook and Google. How? Our customers offer better branded, more prominent, engaging, and higher-performing advertising than Google or Facebook ever could with Broadstreet XPRESS. If you don't see how that's possible, keep reading.

Note: Special Early Bird Offer Expiring August 15, 2016

Customers who sign a year-long contract before August 15, 2016 will receive a special introductory package:

- A preferred rate of \$37.5 per million ads served (\$150/month minimum)
– representing a 25% discount of the list price of Broadstreet XPRESS
- Zero XPRESS setup fee
- Complimentary setup of XPRESS EMCEE (see the next page) if desired by the publisher
- Complimentary setup of “ad blocker invisibility” (see #6) in the upcoming pages

This is truly an introductory offer – XPRESS will never be offered at this price, with this level of service again.

The 7 Core Broadstreet XPRESS Features

Here is a short list of the very best features that XPRESS has to offer. We've built these because we truly understand the needs of a local news publisher, the competition they face, and how difficult the ad sales and revenue generation process can be. And because of that, we provide our customers the best tools to sell, period.

1. XPRESS EMCEE

The screenshot displays the Broadstreet XPRESS MC website interface. The top navigation bar includes the Broadstreet logo (Broadstreet Information Center) and links for Home, Webinar Schedule, and Contact Support. A search bar is prominently featured with the text "Have a question? Search for an answer here." and a "SEARCH" button. The main content area is titled "XPRESS EMCEE / Beat Mixer" and includes a breadcrumb trail: "Ad Formats / XPRESS Exclusive / XPRESS EMCEE / Beat Mixer". Below this, there is a "Knowledge Base Editor" link and a note stating "Note: This is an XPRESS Exclusive ad format;". A large blue and purple abstract graphic is visible below the note. On the right side of the page, there is a search bar and two sections: "Can't Find What You Need?" with a "Contact Support" button, and "Wanna See Us Demo Live?" with a partially visible text snippet. The right sidebar features a "Broadstreet XPRESS MC" header and two social media posts. The first post is by "Alex and Ani" (posted via Twitter 5 hours ago) with a photo of hands wearing rings and 76 favorites, 7 retweets. The second post is by "d'jeet?" (posted via Instagram 11 hours ago) with a photo of a large burger and text mentioning "NO MATCH" for a Philadelphia steak & cheese.

XPRESS EMCEE is a first-of-its-kind social news feed that pulls in social media posts from your advertisers and community members. You can have as many clients as you like represented, and have their posts pull in from Facebook, Twitter, Instagram, and more.

The screenshot shows a mobile application interface for Broadstreet Ads. At the top, there is a black navigation bar with a white hamburger menu icon. Below this is the Broadstreet logo. A search bar contains the text "Have a question? Search for" and a blue magnifying glass icon. The main content area displays the title "XPRESS EMCEE / Beat Mixer" with a document icon. Below the title is a breadcrumb trail: "Home / Ad Formats / XPRESS Exclusive / XPRESS EMCEE / Beat Mixer". A user profile section shows "Knowledge Base Editor" and "Ad Formats/ XPRESS Exclusive". A note states: "Note: This is an XPRESS Exclusive ad format;". At the bottom, there is a dark blue banner for "10th Ave Burrito" with a red notification bubble containing the number "11". The banner text reads: "10th Ave Burrito Tomorrow afternoon @10thaveburrito we are featuring @...".

Major EMCEE Benefits

Unlimited number of advertisers

You can fit as many clients as needed into this feed. You won't need to manage and plan available inventory like you do with normal ads. That also means there is no upper bound on revenue potential.

Excellent compatibility on mobile

It solves the "mobile ad viewability problem." Traditionally, mobile ads get pushed to the very bottom of a page. EMCEE brings those posts to an attractive bottom bar and scrolling information marquee (see figure to the left).

Guaranteed viewability

As opposed to social media, where an advertiser's posts may never be seen in users' feeds due to algorithms which determine what a user will see.

It's a unique feed of community information

It pulls posts in from many different sources, and actually becomes a very useful tool to get a high-level view of local events and announcements. Where else can readers get something like that?

Analytics and statistical tracking per advertiser

Although all advertisers are in one feed, you can still track individual and unique metrics such as views, "True Views" (meaning that the posts was truly in a user's viewing area) and clicks.

See it in action: <http://information.broadstreetads.com/ad-format-xpress-emcee-beat-mixer/>

2. The Largest Turn-Key Ad Collection on the Internet

The screenshot shows the Broadstreet Advertiser interface. The top navigation bar includes the Broadstreet logo, a dropdown menu for 'Broadstreet Promotional', and user information: 'Support' and 'Logged in as Kenny Katzgrau'. The main content area is titled 'New Advertisement for House' with a sub-message 'Congrats on the new advertisement!'. Below this is a 'Search Ad Formats' section. On the left, a table lists various ad formats with their counts:

Ad Format	Count
Standard Advertisements	6
XPRESS Exclusive	15
XPRESS Beat Mixers	1
XPRESS Beats	4
Brand New	7
Featured	4
No Designer Needed	10
Most Popular	4
Product Promotion	8
Real Estate	4
Event Promotion	1
Mobile Specific	3
No Inventory Required	5

The main focus is on 'The Countdown' ad format. It features a preview image for 'BURRITO 101 COMPANY' with a countdown timer showing '18 hours, and 22 minutes'. The ad text reads: 'Grand opening! Come down to 10th Ave Burrito for free margaritas and unlimited tacos on November 17th!'. To the right of the preview, the following details are provided:

- Price:** Free
- Description:** Countdown to a big event or end of a sale. Doesn't require an image. Displays a customizable and human-readable countdown, such as "7 days, 3 hours, and 10 minutes," which updates
- Categories:**
 - Brand New
 - No Designer Needed
 - Event Promotion

Below the description, there are options to embed the ad: 'Embed this example in your online media kit:', 'Wordpress shortcode (requires plugin): [broadstreet ad="42470"]', and 'Plain javascript: <script src="https://ad.broadstreetads.com/display/42470.js"></scrip t>'. A 'Create a The Countdown' button is located at the bottom right of the ad preview area.

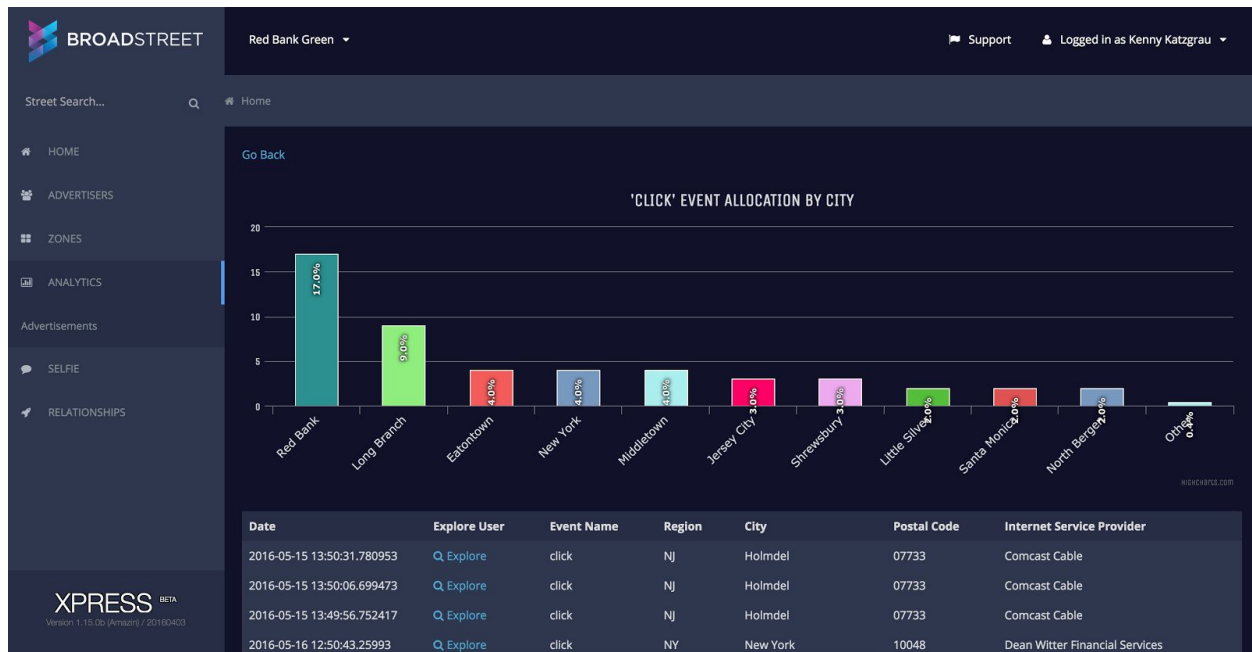
Broadstreet has the largest collection of rich media, HTML5 ad formats on the internet. We strongly believe that local publisher must differentiate their product offerings to win business. Publishers who choose to sell standard advertising are at a major disadvantage.

Benefits of Rich Ad Formats

- Differentiation: If your competitors can't offer it, it means you're raising the bar
- The ability for your clients to update and customize ads on their own (see #7)
- An excuse to set up new appointments with potential advertisers (availability of a new product is a good reason for a new demo)
- Highly performant click-throughs
- Custom, deep engagement analytics and metrics

See all of our formats: <http://information.broadstreetads.com/category/ad-formats/>

3. Prove Local Performance with Analytics



We mentioned that we have a growing number of rich media ad formats, but we also provide deep analytics that back up our performance claims. That helps you at renewal time.

Performance

- See deep “click” information, such as the time, city, state, postal code, and ISP. Legitimize those otherwise mysterious click numbers and prove that a client’s campaign actually attracted engagement from within the town you serve.
- See how a user engaged with an ad. Since our ads contain many different ad types, we track different events for each ad. For example, for video ads, we track how many plays it received, how much of the video played, and more. The details of what each ad format can track is viewable on each format’s information page

<http://information.broadstreetads.com/category/ad-formats/>

4. Next-Gen Newsletter Advertising



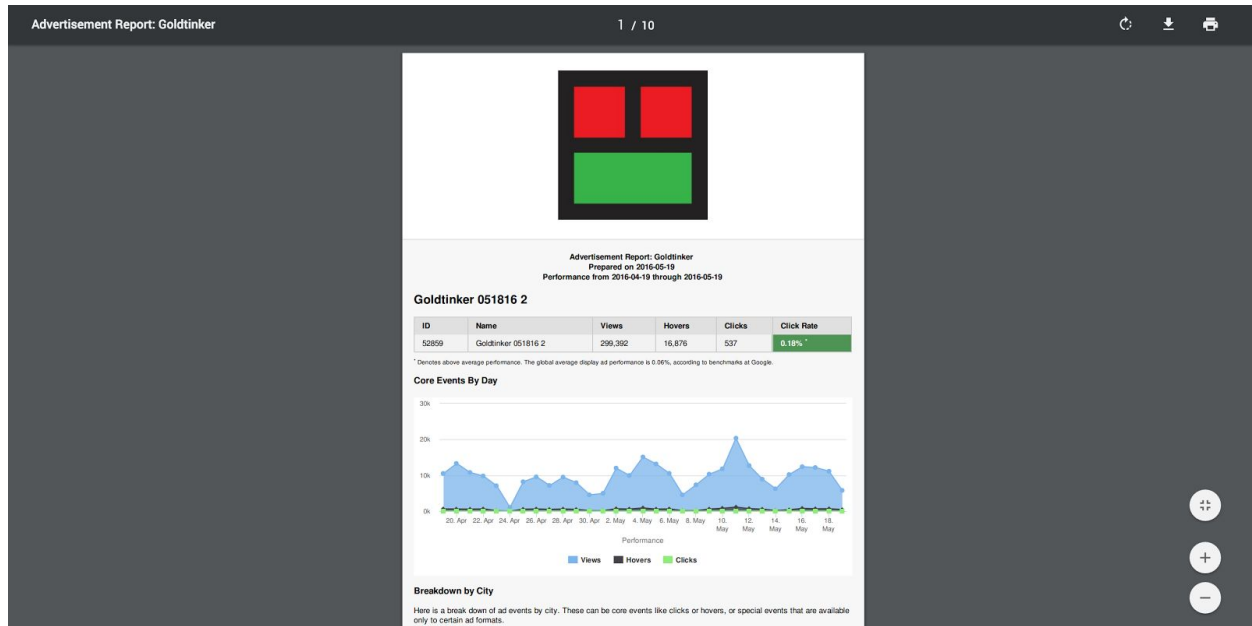
Newsletters are some of the most powerful avenues of revenue for our clients. Not only can you run standard advertising in emails, but you can also run our special ad formats (#2) in them as well. Easily create ads pulling in content from RSS feeds, social media, and other sources. Run them for months at a time inside a newsletter while they self-update and keep advertisers' messaging fresh.

Benefits of Dynamic Newsletter Advertising

- Advertisers don't even have to think about keeping their messaging updated and relevant
- The same update source can be used across multiple channels, so advertisers' messaging is updated in your newsletter, website, mobile app, etc

- You get the same deep analytics for clicks on the advertisements mentioned in #3

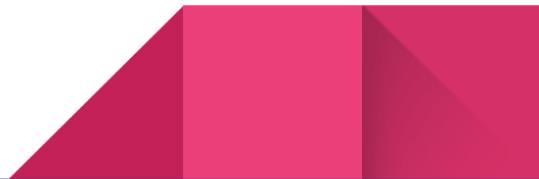
5. Automated, Whitelabeled Reports



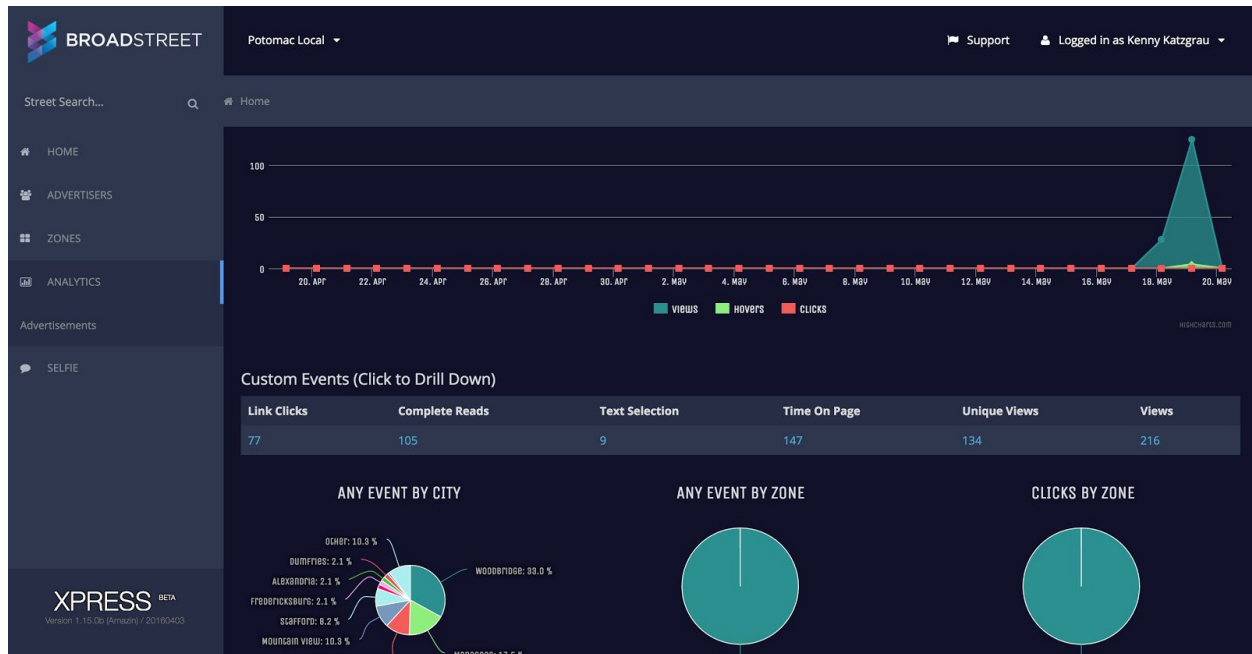
You can generate professional web and PDF reports branded with your logo for your advertisers. You can also have those reports automatically sent out (by email) on a weekly, monthly, or quarterly basis. Rest assured, your competitors *are not* providing the same level of professionalism and details to their clients.

PDF Reports Contain These Items

- Your brand/logo
- Classic view/click/hover data for each advertisement
- A charts visual aid
- A geographical breakdown of performance by city
- A full accounting of every click event and where it came from (city, state, postal code)
- Custom event statistics for individual ad types



6. Sponsored Content Tracker



An increasing number of publishers have turned to native and sponsored content packages as a way to drive revenue and additionally, form closer relationships and understanding with their advertisers' needs than their competitors do. And naturally, we want our publishers to be able to run the most performant and measurable campaigns possible.

Broadstreet's Sponsored Content Tracker is an invisible "ad" which sits on the page and reports engagement metrics and statistics that you won't be able to find in Google analytics. It helps optimize renewability and sets our clients apart from others.

More information:

<http://information.broadstreetads.com/ad-format-sponsored-content-trackeranalytics/>

7. Ad Blocker Invisibility

With a little bit of setup on your end, Broadstreet XPRESS can go totally undetected by ad blockers. We believe that while many users have ad blockers due to reasonable concerns regarding privacy and security, Broadstreet's ads are not in any way harmful and do not track. We're the good guys in the fight against obtrusive, opaque ad exchanges, and we want our publishers' sponsors to get maximum visibility.

More Information:

<http://information.broadstreetads.com/how-to-i-avoid-ad-blockers-or-whitelabel-my-domain/>

8. Clients' Ability to Update Ads and Messaging

If there's one thing that boosts performance, it's keeping an ad "fresh." Most ad campaigns on the internet never change. If it's a 6 month campaign, the same ads are always running. Our internal data shows that refreshing the messaging in an ad, even a minor change, dramatically improves campaign performance.

Some of Broadstreet's ad formats can be set to pull in posts from an advertiser's social media page. But in the event that a client has a more complex campaign which doesn't pull in from social media, our publishers can provide their clients with a login to Broadstreet so they can update their own ads and view reports.

The end result is:

- Publishers spend little or no time juggling client's change requests
- The ad performs exceptionally well because it is being constantly updated
- The client enjoys greater control over their campaign and messaging, and has the ability to see which updates performed better than others. It's a level of service not provided by very many publishers.

Conclusion

Broadstreet grew out of Red Bank Green, a small hyperlocal news publication in Red Bank, NJ. It has grown to serve hundreds of hyperlocal news publishers. We believe that Broadstreet and its clients have been successful because of a genuine understanding of the hyperlocal publisher's needs.

Broadstreet XPRESS is the next generation of Broadstreet's services. We aim to provide an extensive, unrivaled platform with unmatched ability, stability, innovation, and support of a revenue generating, digital advertising sales operation.

Please email kenny@broadstreetads.com with questions.