

Real News for Uncertain Times

This moment underscores the importance of quality journalism in our society. But now, at the time it’s needed the most, journalism is suffering.

- + Like doctors and nurses, journalists are on the front lines, risking their health and safety to give us access to the important stories on the spread of the COVID-19 pandemic and its enormous implications.
- + Premium news publishers are more revenue challenged than ever.



56% of Aussies are consuming more news coverage now compared to before the outbreak

Quality journalism at this critical time calls for thoughtful brands to sustain it. We’ve built a package that runs on our collection of global and local premium publishers that gather & produce the highest quality news.

News CPMs are down **15-20%** in the last month. Brands are being mindful of negative news topics, with some even going as far as blocking COVID-19 content.**

*Source: Global Web Index, 2020
**Source: TripleLift Internal Data, March 2020

Premium Partner Examples



Maximise Your Media Spend While Helping Journalism

- + Access over 280B monthly impressions across thousands of news placements
- + 100% direct-to-publisher inventory and pre-bid fraud scanning by White Ops that eliminates wasted media spend
- + Placement-level curation
- + Best-in-class service from dedicated TripleLift deal experts
- + Creative consultations to help you optimize campaigns towards your specific KPIs

Best Practices

- + The best ads are contextual, adapting to the content environment but also keeping in mind what’s important to your audience right now.
- + Avoid using imagery that features people out of their home. Given social distancing and self-quarantines, it’s more difficult for consumers to envision themselves outside.
- + Showcase why interacting with your brand is valuable during this time. Focus on the usefulness of your product and note clearly if you are having a free trial or special offer. Keywords to highlight include: virtual, in home, deal, quick, sale, and free trial.

