

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.

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 page visits are up **57%** according to a Comscore study of more than a dozen top news sites.*

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: Comscore Report, 2020

**Source: TripleLift Internal Data, March 2020

Premium Partner Examples

The New York Times

BBC

POLITICO

San Francisco Chronicle

Vox

CNN

USATODAY

Chicago Tribune

THE BALTIMORE SUN

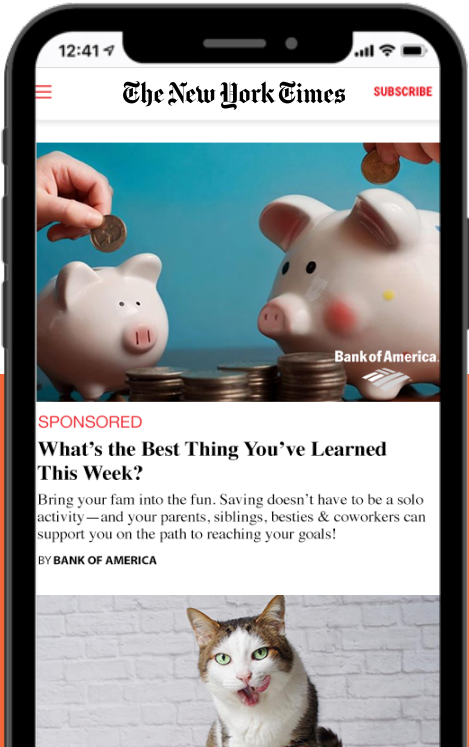
msn

Maximize Your Media Dollars 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.



Contact your TripleLift representative to activate your package.

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