

Newspaper Consortium Advertising

12.1.2009

Lem Lloyd, Vice President of Channel Sales
Yahoo! Inc.



What is Yahoo!?





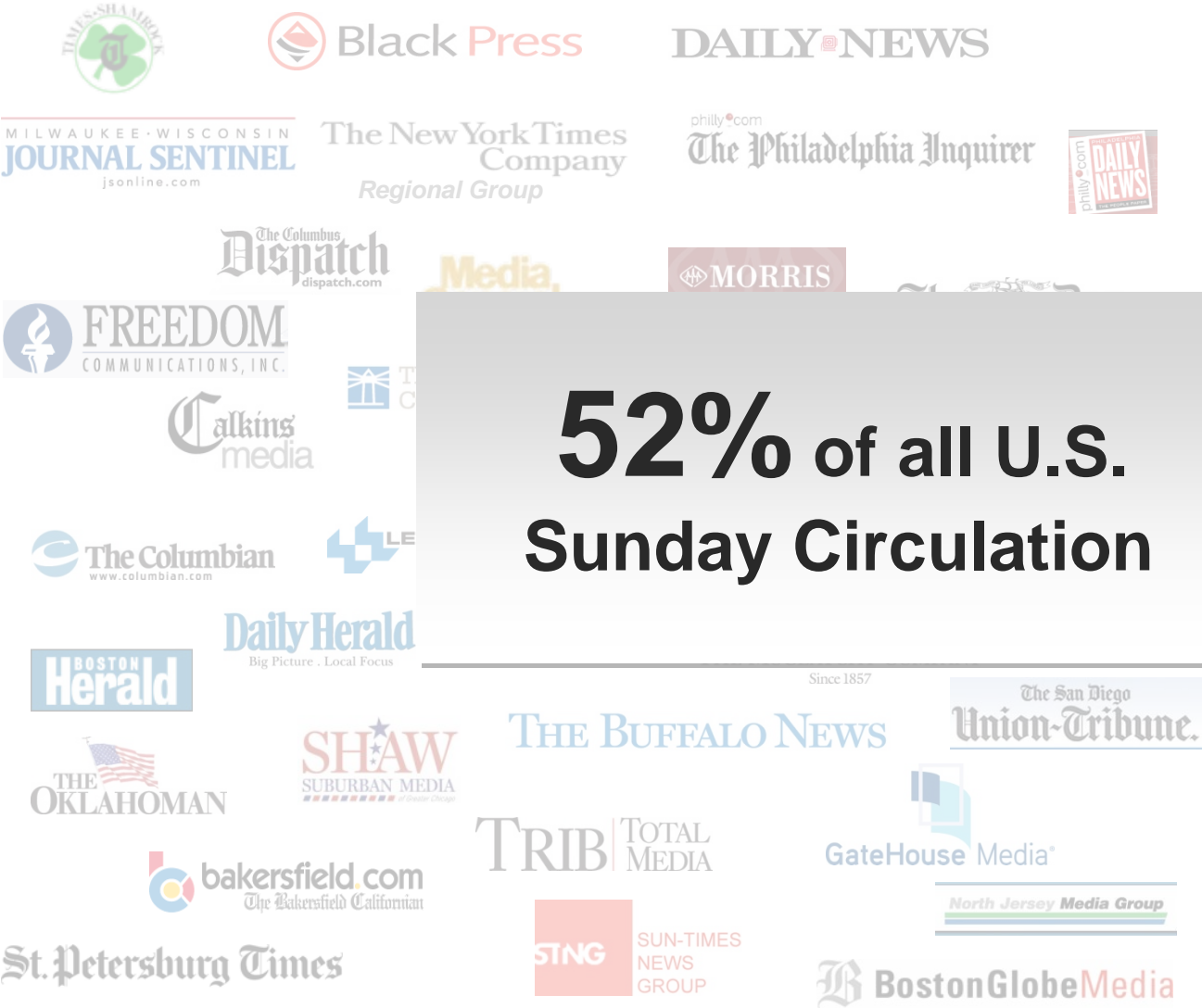
Yahoo! has more than
581 million users, reaching 3 of
every 5 Internet users in the world,
and 3 of every 4 in the U.S.

Over 80% of U.S. Internet
users visit Yahoo! each month.

Users spend more time on
Yahoo! than any other site on
the web, averaging **4 ½ hours**
per month, representing 11.7%
of all time spent online.

Yahoo! makes it is easy
to stay current and connected whether you
are at home or on the go...whenever you want.

Newspaper Consortium Timeline

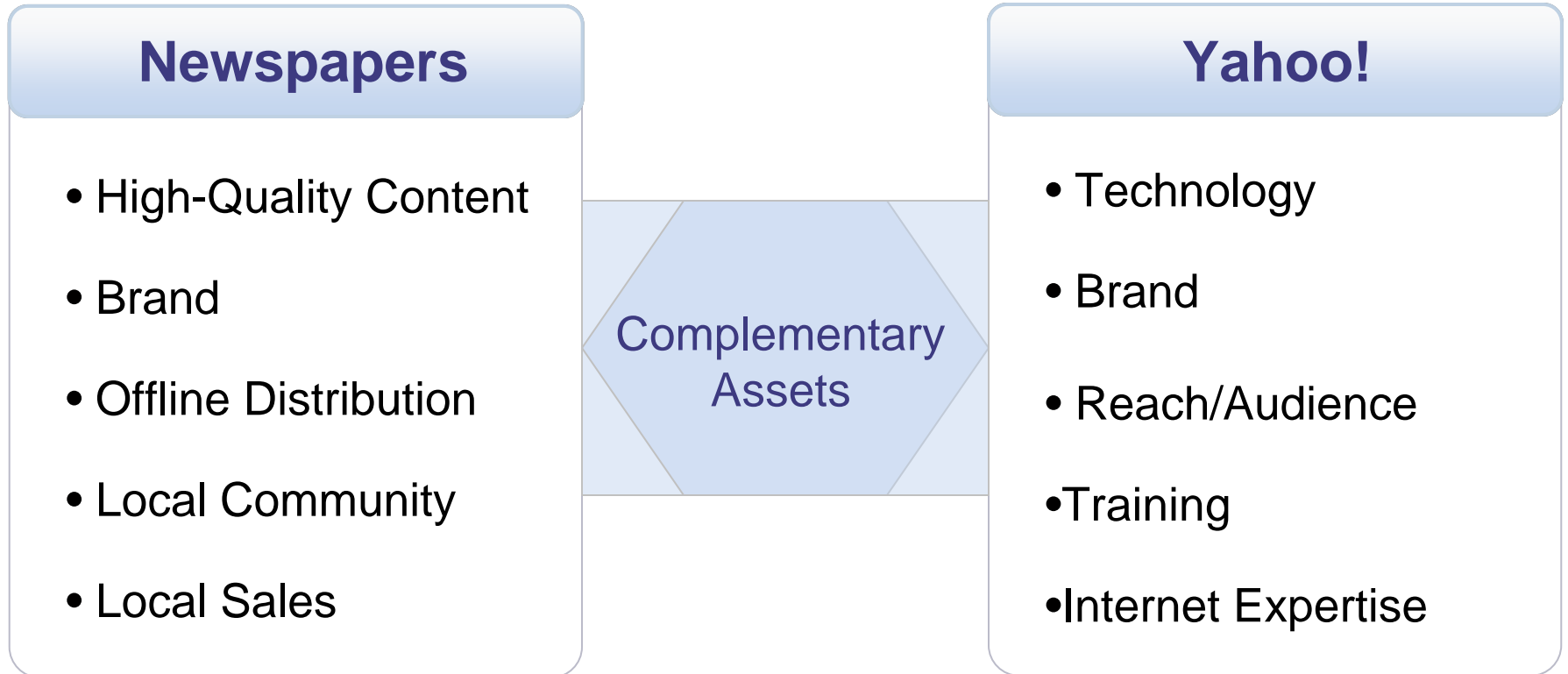


52% of all U.S. Sunday Circulation

| | |
|------------|---|
| Today | 45 Companies 821 Papers 22M Circ |
| April 2007 | 12 Companies 264 Papers 18.5M Circ |
| Nov 2006 | 7 Companies 176 Newspapers 12.5M Circ |



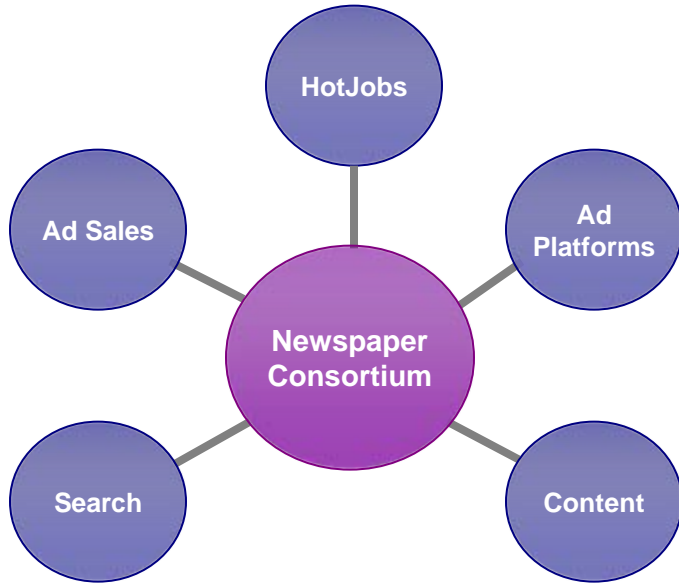
Value Proposition



**Leveraging our respective strengths
to achieve increased share in growing local ad
market, estimated at \$14 billion in 2009**



Unique Strategic Opportunity



Ad Inventory

Ad Server

Targeting

Smart Ads

Newspaper Websites

Most newspapers' capabilities stop here.

The right person at the right time

in the right way



“We remain very pleased with the Yahoo! consortium and believe it is helping to grow our retail online numbers at a substantial double-digit clip, 50% in the first half.”

– McClatchy CEO Gary Pruitt

“We continue to be enthusiastic about the Yahoo! consortium. It represents probably for the first time in the industry’s history a meaningful coalition of newspaper operators to get things done on both the cost and revenue side for the long-term.

– Scripps CEO Rich Boehne



“We are seeing strong growth online from our Yahoo! behavioral targeting sales.”

**– Journal Communications COO Publishing
Betsy Brenner**

“A. H. Belo’s participation in the Yahoo! Newspaper Consortium continues to expand as we work with our advertisers to sell the benefits of Yahoo!’s behavioral targeting capabilities.

– A. H. Belo CEO Robert Decherd

Quotes from Q2 2009 Earning Call



Behavioral Advertising



Sales To Date

18,000 campaigns sold onto Yahoo! to date

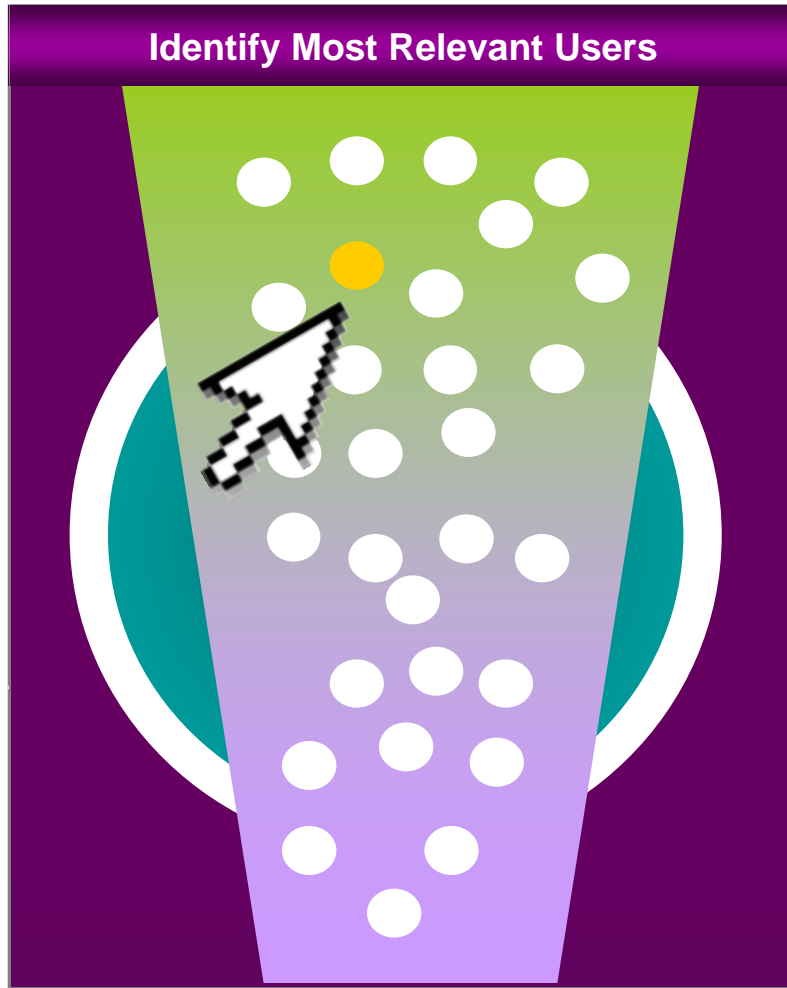
6 billion+ Yahoo! impressions sold

BT sales account for 90% of all revenue in '09

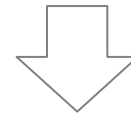
CPM average for BT campaigns significantly higher than typical online media buy



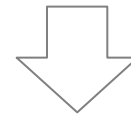
Behavioral Targeting | How it Works



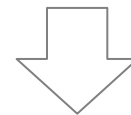
We analyze predictive patterns for purchase cycles in many product categories



In each category, we build models to describe behavior most likely to lead to an ad response (i.e. click).



We score each Yahoo! user for his or her fit with every category...daily.



Target ads to users who get highest 'relevance' scores in the targeting categories you choose

How It Works | Populating the Categories

Observed Interests

CONTENT CONSUMED



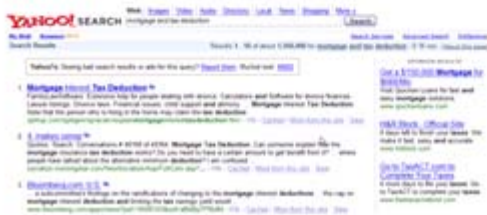
ADS CLICKED



SEARCH KEYWORDS



SEARCH CLICKS



Interest Categories

Autos

- Convertibles
- Hybrids
- Used

Entertainment

- Games
- Action Movies
- Classical Music

Retail

- Women's Apparel
- Home Appliances
- General Merchandise

Sports

- Fantasy Football
- Auto Racing
- Sporting Goods

Technology

- Computer Hardware
- Consumer Electronics
- Travel



Market Visits and Sales Training

- Will conduct 15+ Sales Summits/QBRs across country in Q4

- Trained some 3,500 newspaper sales reps

Conducted 624 Web-based training sessions



Texas Auto Dealership Video

Run DVD with testimonial from Auto Dealership and Dallas Newspaper:

<http://thingsyoucando.com/yahoo/NC/NPC.mo>

V

View Video



Benefits for Consumers

Access to Goods and Services They Want

Consumers benefit from relevant ads because they give consumers access to the goods and services they seek. We can observe this through the increased click rates associated with customized advertising.

Uncluttered Ad Environment

Targeted inventory is higher value, and allows us to run fewer ads per page. This results in an even better environment for consumers – one that is not cluttered with many ads.

High Quality Web Pages

Yahoo! invests deeply to create the absolute best quality services available on the web. We want to create a superb consumer experience on every page.

Free Services

Yahoo! provides nearly all of its services to consumers at no cost. The development and support of these services are funded by advertising.



Privacy Obligations



Newspaper Consortium and Privacy

- The NPC has contractual obligations to fulfill regarding privacy
- Yahoo! requires specific language and a link to the Yahoo! opt-out page on each newspaper site selling Yahoo! inventory.



SF Gate Example

SFGate 73° of San Francisco Partly Cloudy
Subscribe to the San Francisco Chronicle Weather | Traffic | Live Views

SEARCH SFGate Web Search by YAHOO! Advanced Search Sign In | Register

Home News Sports Business Entertainment Food Living Travel Columns Classifieds Jobs Real Estate Cars Index

Don't Miss: Kia's impressive Forte | Waikiki's new guitar hero | Bauer: Beef cook-off | Carroll | Opera review: 'Seraglio' | Perata, pot & the law | October SFIS

Thousands protest G-20
Demonstrators advocate human rights, ending war. Anarchists face down cops in riot gear. Photos.

Manson follower Atkins dies in CA prison
Convicted Sharon Tate killer had brain cancer. She was 61.

Birth of our neighborhoods
S.F. has had distinct areas from its birth. But here's what transformed this town into over 40 districts.

go on, pass the ball
Free trial
Cisco webex

Friday Sep 25, 2009 Updated 1:19 PM PT

Yahoo!
ad label

Ads by Yahoo!

Win \$810 from KGO
Register Online to Win \$810 in KGO's Economic Stimulus Package.
([ListenerRewards.com](#))

\$74/Hr Job - 117 Openings
Can You Type? Earn \$74+/hr From Home. Seen On CNN & FOX News.
([www.News9Tonight.com](#))

\$84/Hr Part-Time Job
Make \$5500 A Month Online. As Seen On ABC, CNN, and CBS.
([philadelphiacitypost.com](#))

Privacy
notices

Home | News | Sports | Business | Entertainment | Food | Living | Travel | Columns | Classifieds | Jobs | Real Estate | Cars | Site Index | [return to top]

Advertising Services: Place a Classified | Advertise in Print | Advertise Online | **About Our Ads** | Public Notices

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HEARST newspapers



SF Gate Example

Disclosure and Opt-Out

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We may use these ad technologies to collect information about you and your use of our Site and our services. This information may be used to identify you or to make inferences about you or e-mail you. You may opt out of any cookies or other information technologies used for these purposes.

www.networkadvertising.org

Yahoo! is a participating member of the Network Advertising Initiative. You can opt out of our Web site's use of cookies and other advertising technologies by selecting the "Opt Out" link on our Web site.

YAHOO! PRIVACY

NAI
Network Advertising Initiative

Home Managing Your P

Helping you protect your privacy

Most content on the Internet - from the up-to-the-minute sports scores and stock market news to the latest entertainment news - is targeted to consumers. Why? Because of effective Internet advertising technologies that allow advertising networks to identify you and deliver relevant content. Because of the nature of these technologies, many users are concerned about their online privacy.

Recognizing these concerns, the NAI--and other industry networks, data exchanges, and market research providers--has made consumer education a top priority. As part of that commitment, we have developed tools to help you safeguard your online privacy.

[Learn more](#) about how to take control of your privacy.

News
[Network Advertising Initiative Applauds Principles by Industry Associations](#)

Yahoo! is a participating member of the Network Advertising Initiative. You can opt out of our Web site's use of cookies and other advertising technologies by selecting the "Opt Out" link on our Web site.

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NAI
Network Advertising Initiative

Consumer Opt-Out | Privacy

Home Managing Your Privacy Participating Networks About Us Contact Us

Opt Out of Behavioral Advertising

The NAI Opt-out Tool was developed in conjunction with our members for the express purpose of allowing consumers to "opt out" of the behavioral advertising delivered by our member companies.

Using the Tool below, you can examine your computer to identify those member companies that have placed an advertising cookie file on your computer.

To opt out of an NAI member's behavioral advertising program, simply check the box that corresponds to the company from which you wish to opt out. Alternatively, you can check the box labeled "Select All" and each member's opt-out box will be checked for you. Next click the "Submit" button. The Tool will automatically replace the specified advertising cookie(s) and verify your opt-out status.

Opting out of a network does not mean you will no longer receive online advertising. It does mean that the network from which you opted out will no longer deliver ads tailored to your Web preferences and usage patterns.

If you have any questions, please visit our [FAQ section](#).

Opt-Out Status

Select all Clear Submit

| Member Company | Status | Opt-Out |
|---|--|----------------------------------|
| aCerno | Active Cookie You have an active cookie on this network. | Opt-Out <input type="checkbox"/> |
| [x+1] (formerly Poindexter Systems) More Information | Active Cookie You have not opted out and you have an active cookie from this network. | Opt-Out <input type="checkbox"/> |
| Yahoo! Ad Network More Information | Active Cookie You have not opted out and you have an active cookie from this network. | Opt-Out <input type="checkbox"/> |
| TACODA Audience Networks More Information | Active Cookie You have not opted out and you have an active cookie from this network. | Opt-Out <input type="checkbox"/> |
| Tribal Fusion More Information | Active Cookie You have not opted out and you have an active cookie from this network. | Opt-Out <input type="checkbox"/> |

Select all Clear Submit

Opting out of an ad network program using the NAI Opt-out Tool should not affect other services provided by NAI members that rely on cookies, such as email or photo-hosting. [Click here for more information.](#)

The NAI has adopted a policy that all NAI member companies set a minimum lifespan of five years for their opt out cookies. [Click here for more information.](#)

[About Membership](#) | [Members Only Login](#)

