

ONLINE ADVERTISING SOLUTIONS



Powered by



WHAT'S THE CONNECTION?

FOX 11 | CW 14 & RMM are all owned by the same company LIN Media

LIN Media purchased RMM in October of 2009. RMM was formerly known as Red McCombs Media after its major investor. LIN Media's goal with the purchase was to rebrand & amplify the vision of providing true value to clients through transparent solutions, becoming the standard in internet & multimedia marketing across all its entities.

RMM has been recognized multiple times by Inc. 5000 for its consistent year-to-year explosive growth. But more importantly than that, RMM has delivered thousands of campaigns and solutions. RMM's history consists of listening to client challenges and providing the right solution to ensure the campaign's success.

RMM's core strengths and successes fit perfectly into LIN Media's strategy to grow multimedia content, sales, and technology worldwide. With the inter-company alliance, RMM | LIN Media continues to grow its media commitment to clients while developing dynamic solutions in an ever-changing world of marketing and technology.

WE DELIVER THE HUMAN ELEMENT.

We Are Available

- We are able to always give you a 1 to 1 level of service
- Talk to a human, not an in-box

We Are Experienced

- Extensive traditional and new media experience
- In-house market and technology research teams

We Are Engaged

- We listen, learn, and execute your business goals
- Personalized planning and campaign management

We Customize A Solution to Fit You

- We deliver custom media plans, custom targeting and custom creative

We Deliver Premium Sites, Premium Inventory, Premium Placements

- Each campaign site list is **custom built** to engage your target audience while delivering the right mix of composition, reach and share of voice to meet your goals
- We're not a remnant network, nor do we pre-buy inventory

We Guarantee Delivery

- We will ensure that your campaign impressions will be delivered within the flight dates

YOUR ONLINE ADVERTISING TEAM.

When you place media buys with RMM, your account is managed by our expert team that makes sure your ads are priced right, performing well, and designed to meet your campaign goals.

Sales Executive

You will work with *your* sales executive on all aspects of the media buy. You won't be handed off after the sales process is complete.

Media Account Manager

You will have direct access to a media account manager who will personally manage and optimize your campaign while it's running and be able to provide you with the information you need to gauge your success and make in-flight adjustments.

Creative Director

You will have direct access to RMM's creative director and department who can help you prepare your creative assets, confer on specifications, and ultimately deliver compelling campaign creative.

Technical and Media Experts

Your entire campaign will be supported by our experienced team of technical and media staff to insure that the campaign runs successfully and according to your specifications.

RMM CAMPAIGN SOLUTIONS.



Standard Banners on Custom & Vertical Channels



Cost Per Click Expandable Banners on select Custom & Vertical Channels



Search Engine Marketing



Search Engine Optimization



Mobile Marketing

Other Services

Creative Production

Website Development
and Programming

Click-to-Call Services

RedZone Lead Tracker

Email Marketing

CUSTOM TARGETING SOLUTIONS.

Broad Targeting:

- Demographic targeting
- Geographical targeting by country, state, DMA or zip
- Target by time of day and/or day of week

Niche Targeting:

- Custom content targeting
- Target predefined verticals and category channels
- Target sites with demonstrated success on previous campaigns for your industry

Custom Targeting:

- Behavioral targeting
- Retargeting consumers who have previously visited your site or seen your ad
- Sequential targeting

OUR NET WORKS.

TRANSPARENCY. SCALABILITY. CONTENT.

It's about engaging the right person at the right time. RMM's experienced media team will build a custom channel for each and everyone of your campaigns, providing the **highest composition** and most relevant **content** along with the right mix of **reach** and **share of voice** to meet your campaign goals.

RMM Custom Channels Deliver

- Transparent site lists
- Highest composition against your targeted audience
- Real-time monitoring by media analysts
- Conversion tracking
- Personalized service to ensure your campaign goals are exceeded

Sample Mom's Custom Channel



UPFRONT TRANSPARENCY ON CUSTOM CHANNELS.

RMM allows advertisers the ability to build a custom channel all their own. Our fully transparent site lists have been assembled by our media team for their composition, content and reach.

- Full site disclosure upfront
- Remove any sites you wish (subject to preapproval)
- Scalable to meet you campaign planning eCPM and eCPC goals

Food/Cooking/Lifestyle:		Green/Environmental:	
www.101cookbooks.com	www.ichef.com	www.alternet.org	www.green-passions.com
www.afullcup.com	www.infoplease.com	www.autobloggreen.com	www.green-talk.com
www.allrecipes.com	www.marthastewart.com	www.backyardgardener.com	www.grist.org
www.allyou.com	www.myhomeideas.com	www.bejane.com	www.groovygreen.com
www.betterrecipes.com	www.myrecipes.com	www.care2.com	www.heractivelife.com
www.budget101.com	www.mysavings.com	www.craftingagreenworld.com	www.hugg.com
www.cdktichen.com	www.ochef.com	www.davesgarden.com	www.inhabitat.com
www.chefmom.com	www.pasterywiz.com	www.eatdrinkbetter.com	www.lighterfootstep.com
www.chow.com	www.rachelraymag.com	www.eco-chick.com	www.lime.com
www.coastalliving.com	www.rachelrayshow.com	www.ecofriend.org	www.lowimpactliving.com
www.cooking.com	www.realsimple.com	www.ecomii.com	www.more.com
www.cookinglight.com	www.recipe4living.com	www.ecopreneurist.com	www.motherearthnews.com
www.cookingwithnonna.com	www.recipelink.com	www.ecorazzi.com	www.naturalhealthmag.com
www.cooks.com	www.recipezaar.com	www.ecoscraps.com	www.organicgardening.com
www.cooksrecipes.com	www.redplum.com	www.ecoworld.com	www.philanthropy.com
www.countryliving.com	www.seriousseats.com	www.ecoworldly.com	www.planetsave.com

SAMPLE CUSTOM POLITICAL CHANNEL.

Custom media plan designed to reach key demographics for a Los Angeles area Democratic political candidate.

FEMALE-SKEWED

www.babycenter.com
www.babynames.com
www.bellaonline.com
www.blogger.com
www.bravotv.com
www.carepages.com
www.countryliving.com
www.divavillage.com
www.elle.com
www.glam.com
www.goodhousekeeping.com
www.menuism.com
www.parentcenter.com

LOCAL

www.cbs2.com
www.dailynews.com
www.kabc.com
www.ktla.com
www.kwhy.com
www.lacitybeat.com
www.latimes.com

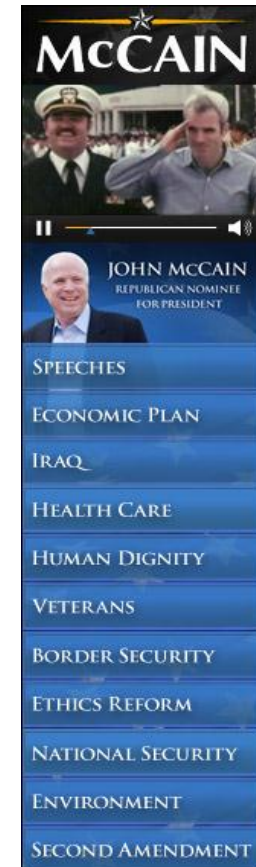
POLITICAL

www.cnsnews.com
www.dailykos.com
www.drudgereport.com
www.humanevents.com
www.motherjones.com
www.nationalreview.com
www.newsbusters.org
www.politico.com
www.realclearpolitics.com
www.reason.com
www.redstate.com
www.thenation.com
www.townhall.com
www.upi.com
www.washingtonmonthly.com

\$6 CPM

Los Angeles, CA

SAMPLE SKINNI-MINI



SAMPLE CUSTOM AUTO CHANNELS.

Custom media plan designed to reach automobile enthusiasts in Austin, TX.

NATIONAL AUTO SITES

www.autobuyguide.com
www.autoguide.com
www.automobile.com
www.automobilemag.com
www.automotive.com
www.autos.com
www.autosite.com
www.autospies.com
www.carcraft.com
www.cardomain.com
www.carfaxdepot.com
www.carprices.com
www.cars.com
www.carsdirect.com
www.circletrack.com
www.classictrucks.com

LOCAL SITES

www.kxan.com
www.theaustincw.com
www.kbvo.com

www.corvettefever.com
www.customclassictrucks.com
www.customrodder.com
www.DieselTruckWorld.com
www.DodgeTruckWorld.com
www.europeancarweb.com
www.eurotuner.com
www.FordTruckWorld.com
www.HarleyZone.com
www.hotrod.com
www.importtuner.com
www.insideline.com
www.intellichoice.com
www.internetautoguide.com
www.Jeeperz.com
www.jpmmagazine.com

\$7 CPM

Austin, TX

SAMPLE CREATIVE



SAMPLE CUSTOM PIZZA CHANNEL.

Custom media plan designed to reach moms in Austin, TX.

SAMPLE CREATIVE

CUSTOM SITE LIST

- Austin360.com
- AustinChronicle.com
- Beliefnet.com
- Cooking.com
- Craftster.org
- Davesgarden.com
- Factmonster.com
- Familycorner.com
- GreatSchools.net
- KEYETV.com
- KXAN.com
- Parenthood.com
- Quepasa.com
- Statesman.com
- TimeInc.com
- Womensforum.com

TARGETING

Austin, TX DMA
Moms

\$5.10 CPM

1.5 MM impressions

.093% CTR

The advertisement creative is a vertical banner with a yellow background. At the top, it says "LARGE SUPERONI" in red. Below that is a photo of a large pepperoni pizza. Under the photo, it says "ONLY:" in red, followed by "\$10.99 PLUS TAX" in large red font. Below that, it says "ADD A MEDIUM I-TOPPING PIZZA" in red, followed by "FOR ONLY:" in red, and "\$4.99 PLUS TAX" in large red font. At the bottom, there is the Gatti's Pizza logo and the slogan "CRAVE MORE" in red, with a "CLICK HERE TO ORDER" link below it.

REPORTING AND OPTIMIZATION.

RMM ensures that you have all of the necessary information at your fingertips to make informed decisions about your campaigns and future media buys. We offer a variety of complimentary options with each of our campaigns.

- RedZone customer reporting portal
- Daily/weekly/monthly custom reporting and campaign optimization
- Reporting on impressions, clicks, CTR, daily spend
- Flight-by-flight, custom channel, geographic or demographic reporting available
- Complete post-click conversion tracking
- Full DART-based metrics
- ATLAS-approved tagging partner
- 24/7 web-based reporting (site-by-site available)
- Lead tracking capabilities

IN HOUSE CREATIVE TEAM.

RMM offers creative flexibility:

- In house creative team available for Flash, custom units, video editing and micro site design
- We accept all IAB standard creative sizes and select custom sizes
- Deliver impact with expandables, floaters, interstitials, and custom video units
- We accept most third party rich media tags



EXPAND YOUR POSSIBILITIES.

RMM's CPC Expandables drive engagement and deliver performance

- Highly engaging rich media expandable banners
- Great for performance based campaigns
- Free creative development
- Geographic, demographic, and behavioral targeting
- Includes video, interactivity, and other rich media
- Starting at \$0.40 CPC run of network
- Starting at \$0.80 CPC RMM Custom Channel



RMM uses its own Flash-based technology to produce the CPC Expandable. You supply your own creative and RMM will handle all of the conversion details.

To view this campaign, [click here.](#)



MAKE YOUR CLICKS COUNT.

Search delivers prospects, generates leads, and creates sales.

- People search, decide, then buy
- People start their product research online using search engines
- Long-term growth begins with a gain in market share

Search provides warm leads.

- They are searching for this product; their wallets are already halfway open.

Search is effective for branding campaigns.

- Measurable results and a traceable ROI, as well as a pro-active campaign management team successfully provides a differentiation strategy that is right for you. Equity grows over time and is established from the ground up.

Search provides invaluable market research.

- Use a Search campaign to test new concepts, messaging or promotions.

MAKE YOUR CLICKS COUNT, PART 2.

In Search Engine Marketing, you don't need just execution, you need **excellence**. RMM's SEM Team of experts will help you leverage the power of PPC Marketing.

- No set-up fees
- Trained, experienced, and certified SEM experts
- Targeted to achieve your campaign objectives
- Full-service campaign management
- Daily monitoring and optimization
- Premium search engines only – Google, Bing, Yahoo!
- Competitive analysis and tracking
- Direct tie-ins to display campaigns
- Landing page integration and lead tracking



STAND OUT FROM THE CROWD.

RMM's Search Engine Optimization services will distinguish your web properties and get you greater visibility on major search engines.

- **All RMM SEO campaigns to date have at least doubled search traffic**
- **Leverage the power of organic search – 70% only click organic**
- **Make your web assets valuable to your business**
- **Improve quality and usability of your web assets**
- **Continuing long-term results**
- **SEO process activities**
 - Website Assessment
 - Keyword Analysis
 - Content Optimization
 - Link Building
 - Re-submission to search engines
- **Search alone produces an 82% lift in sales, compared with display at 16%, and 119% when search and display are combined**
- **CPG brand sales in retail stores have seen an average lift of 22% when combining display with search**

REACH INTO THEIR POCKETS.

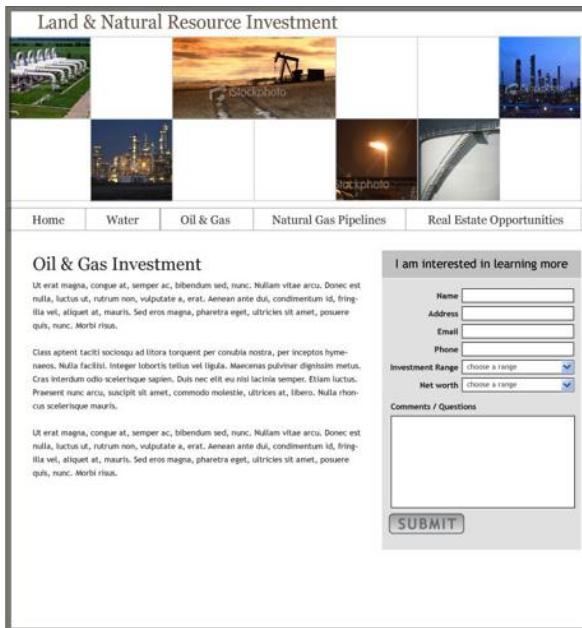
Build an active mobile database via SMS-based marketing that will drive sales, increase brand awareness, and build customer loyalty.

- Emerging marketing tool delivering strong results
- Complete campaign planning and execution
 - Standard Mobile display
 - Coupons, sweepstakes, text-to-buy or text-to-give
 - Location based messaging
 - 2-D barcode capabilities
- 24/7, user-friendly reporting dashboard
- Opt-in, opt-out, sent, successful, data capture
- Retargeting



WEBSITE DESIGN.

Our Creative Team will design, build & implement web pages that support your business objectives & reflects your unique brand.



RECENT RMM ADVERTISERS.



THE GOAL.

It is our goal to make available to you the world of possibility available with FOX 11 | CW 14 & RMM.

If you have a project in mind simply request a no-obligation proposal from us. It is the best way for us to show you the level of customization with geo-target reach that is our specialty.



To learn more contact Amy Hermann, Digital Sales Director at FOX 11/CW 14/RMM, at 920.490.1449 or Amy.Hermann@wluk.com