

SNAPSHOT

THINK INSIDE THE BOX.

MEDIA OUTLETS OVERVIEW



BROUGHT TO YOU BY
crosspointe

INTRODUCING SNAPSHOT FOR MEDIA

Snapshots are a unique way to boost your ad sales and, at the same time, offer your audience an exciting and creative resource. With the click-through-rates (CTR) of online banner ads quickly diminishing, it's more important than ever that you offer your advertisers a more natural way to advertise which will result in more clicks, more leads, and ultimately, more business. ***The key is making the advertisements appear to be the content!***

Through our unique full-service grid layout, our team has you covered from start to finish! Not only does it look amazing but your Snapshots will fully integrate with your existing print and online content and the only thing you have to do is sell it. Here's what it looks like...



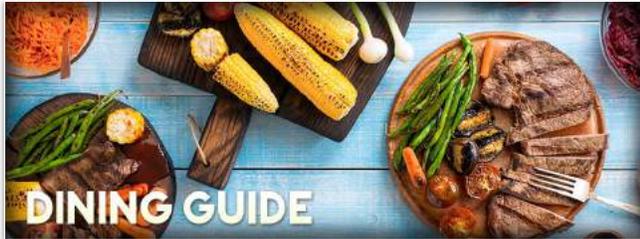
Snapshots offer everything you would expect from a digital online tool - responsive, fast, interactive, and completely mobile-friendly. They can even be used with touch kiosks.

A BETTER WAY TO COLD CALL

One the most challenging aspects of ad sales is the initial prospecting call. Snapshots make that much easier because each potential advertiser is already featured on the Grid. As an example, the introduction call might be ***"Hi John, it's Gary over here at The Local News. We are putting together our 2017 Interactive Dining Guide, and we've already put you in the guide, but I wanted to see if I could stop by and show you what it looks like and see if you have any changes you'd like us to make."*** That provides a simple and natural introduction and which gets your salesperson to the coveted in-person meeting where they can sell upgrades for higher visibility and positioning. This will quickly become your sales team's favorite resource!

WHAT GRIDS CAN YOU CREATE?

We have a number of suggested Grids for you to sell, and we are always open to new ideas that you might have for exciting ways to integrate the Snapshot platform. Here are some of our favorite (and most profitable) Grids...



WHAT'S INCLUDED WITH EACH OF YOUR GRIDS:

Full production by our Design Team of your Grids (research & design)

Full access to your Dashboard for quick changes or minor updates

Our Creative Team will **make all changes or additions you request within 24 business hours**

Advanced Hosting for your Grids for fast load speed and high traffic loads

All **Sales Collateral and Marketing Materials** along with **Sales Training** for your team

Priority Support whenever you need help or have questions

TWO SAMPLES FOR GRID REVENUE GENERATION:

(All revenue examples are suggested ad rates - you can customize these rates for your Grids)

PROGRAM 1: The Featured Section

Under this scenario, your Grid will have **2 Presenting Sponsors** (\$875/quarter or \$3,500/year) highlighted at the top of the page with links to their website. Under the main header, you will have a section of **8 Featured Sponsors** (\$525/quarter or \$2,100/year) who will get a slightly larger box and will be the first boxes that visitors see when the page loads. Businesses who are looking for a more budget-friendly way to increase their exposure can purchase an **Additional Box** in the bottom section of the page (\$225/quarter or \$900/year). *Any paying sponsor can change their image as often as they would like to.*

Revenue Potential:

| | |
|--|-----------------|
| 2 - Presenting Sponsors | \$7,000 |
| 8 - Featured Sponsors | \$16,800 |
| 10 - Additional Boxes | \$9,000 |
| TOTAL PROFIT <i>(after Licensing Fee)</i> | \$28,550 |

PROGRAM 2: The Top 10

Similarly, your Grid would also have **2 Presenting Sponsors** (\$875/quarter or \$3,500/year) highlighted at the top of the page with links to their website. Under the main header, the first two rows will be reserved for **The Top Ten Sponsors** (\$525/quarter or \$2,100/year) who will be the first boxes that visitors see when the page loads. This is a simple pitch to prospective advertisers as they can **"Jump To The Top"** above everyone else at the bottom of the page. As with Program #1, businesses can purchase an **Additional Box** in the bottom section of the page (\$225/quarter or \$900/year).

Revenue Potential:

| | |
|--|-----------------|
| 2 - Presenting Sponsors | \$7,000 |
| 10 - "The Top 10" Sponsors | \$21,000 |
| 6 - Additional Boxes | \$5,400 |
| TOTAL PROFIT <i>(after Licensing Fee)</i> | \$29,150 |

SIX GRIDS WOULD EQUAL \$173,800 IN NEW PROFIT

(Assuming Program 1 for calculation as it totals less than Program 2)

SNAPSHOT LICENSING

Your first Grid is **\$4,250** for the first 12 months and **\$1,250/yr** thereafter

Additional Grids are \$3,750 for the first 12 months and **\$1,250/yr** thereafter

Seasonal Gift Guides are **\$1,250 each**

(examples: Valentine's Day, Mother's Day, Father's Day, Christmas, etc.)

Each Seasonal Guide is a one-time license and use.

PAYMENT TERMS

Licenses are invoiced **50% deposit** and the remainder due **30 days after launch**.

This gives your sales team 30 days to begin generating revenue.

MARKET EXCLUSIVITY

Market Exclusivity is available for **\$3,500/year**

This will ensure that no other Media Outlets in your distribution will have access to the Snapshot platform.

NOTE: This fee will be waived if you license three or more grids.

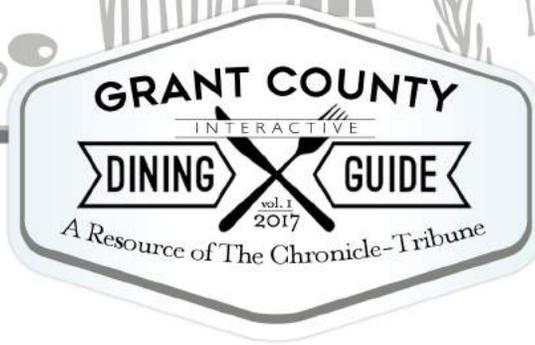
You will have 30 days after your first Grid goes live to choose the Market Exclusivity option.

FOR MORE INFORMATION & QUESTIONS

Charlotte, NC - Main Office: **(704) 608-0523**

Indianapolis, IN - Midwest Office: **(317) 771-0262**

The Following Page Provides a Sample of Sales Collateral



PRESENTING SPONSOR - \$875/QUARTER

Logo Featured At The Top of The Page (Links To Your Website)
Your Branding Will Be Mentioned With All Promotions (Print & Social)

FEATURED SPONSOR - \$525/QUARTER

Featured Box At The Top Of The Page (Featured Menu Item)

ADDITIONAL BOX - \$225/QUARTER

Feature An Extra Box In The Dining Guide Section



**ESTIMATED REACH:
32,000 - 45,000**