AJPA Digital Ad Network   Sept 2019
Run by Jess Dolgin of JMedia

Key points:

- It's an opportunity to bring in possibly $3,000-$25,000 per publisher per year that we are not getting now. These numbers are based on how Jess' current publisher clients in other networks are doing.

- AJPA members can also sell ads into this network and make 20% commission.

- AJPA members can choose to participate in 1, 2 or all 3 aspects of this digital ad network sales agreement (or none). They can sign up at any time or add options at any time.

- AJPA Publishers can reject any ad for any reason (such as if they are already getting ads from a client at a higher rate, or if they object to art or text used).

- This agreement would be for Jewish advertising only (does not include national advertising without a Jewish focus; we'll be seeking other sources for that business).

- There is no out-of-pocket cost for either the AJPA or their members for this program.

- This network can be up and running as soon as enough publishers choose to sign up for it.

Details of the 3-aspects of the program:

Web banner network

• Solves problem of attracting major advertisers to run on a small website with low traffic

• Pricing: It's not the premium prices most AJPA publishers charge ($5-15 CPM), nor is it a google ad rate situation of $1 CPM. Jess will price the AJPA Ad Network at $3 CPM.

     [comparison: Times of Israel charges $3.50 CPM, JPost $2.50 CPM, Arutz Sheva $2.25 CPM…and they are still only selling out half or less of their inventory.]

     [Jess: "the only sites worth $15 CPM have a super targeted and very attractive audience that can't be replicated, like neurosurgeons in LA. But I can geotarget Jewish people in LA through Google for a low rate through Audience Extension]

~ Exmpl: AFMDA gives Jess $5,000, he'll serve the ad on 15 AJPA websites for a month, which will split the revenue based on the % of audience each site reaches, minus sales commission. The ad will run on whoever's website has open space, no guarantee is made regarding which websites are part of the campaign. No publisher is required to accept an ad they don't like or feel meets their publishing standards, or is an existing customer at a higher rate.

~ Jess will then select the (let's say 5) websites which had the highest CTR for the ad, and then pursue a direct buy with those sites at a higher CPM (PERHAPS $4-$5 CPM). The client can buy each high performing website on their own directly with the AJPA publisher or thru J-Media.

• Publishers can choose to serve the ads manually themselves or allow Jess to do it for them for a small fee.

Sales Commission paid to J-Media
(same for both web banner sales and email blasts)
    30% if sold by J-Media
    10% if sold by another rep (could be AJPA member) – that covers cost of hosting & reporting
        20% commission is paid to the seller

Email Blasts

• Solves problem of attracting major advertisers to run on a small email list

• J Media will host the lists for the AJPA network [as they do for the Times Of Israel, Aish, COLive. and dozens of others; J Media already hosts and manages hundreds of thousands of email addresses in various publisher lists as I saw on his computer screen]

• Since most AJPA members are already trusting an outside service to host and manage their email lists for mass emails (such as ConstantContact, MailChimp, SecondStreet, etc), this should not be a stumbling block to making an agreement with JMedia.

• AJPA members would have the same confidentiality agreements used with J Media's other customers, which includes termination clauses and deletion of each publisher's lists from J Media's system.

~ Exmpl: AFMDA gives Jess $5,000 for an email blast on the AJPA list. The $5,000, minus commission of 30%, is divided among the participants of that list, based on the % of total email addresses they supplied to the buy.
    [Jess says $40-$50 CPM is a reasonable price for this kind of marketing; if a client asks for 100,000 emails, that would be 4,000 - $5,000.]
 ~ If Hadassah's email list is 11% of the AJP total list, Hadassah gets 11% of the $5,000, minus commission.

Audience Extension

• Through placing cookies (easily embedded code on the participating AJPA members websites), J-Media can serve advertising to the Jewish eyes that visited our websites as they travel across the web to other websites.

[Jess: This is not retargeting, which attempts to get web viewers to return to a site they've already visited. Audience Extension uses a retargeting pixel to follow Jewish viewers no matter where they are on the web, using AJPA member website visitors as a launchpad.]

• Generates revenue for AJPA members <u>without using any of their own Web banner inventory</u>

• All AJPA members get paid a fixed amount of .50 cents CPM for ads that are served to viewers that originated from their own websites. Every site's visitors are tracked separately.

~ Exmpl: Pittsburgh Jewish Chronicle gets 1,000 visitors to its website each day. Let's say Jim Busis writes a book and wants to market it to everyone who's ever visited his site. J-Media can run an ad shown to 10,000 people who visited his website.

~ Exmpl: When a J Media ad gets placed on ESPN.com or any other website, to a web user who originated from the Jewish Standard website, the Jewish Standard gets paid .50 cents per 1000 views.

• With data targeting, advertisers can pay a higher CPM. Depends on the data chosen; some cost virtually nothing (married, gender, age)

• There are 200,000 data points that can be tracked (BMW owners, interested in skydiving, donate to a particular charity, live in a particular zip code, etc).

[Jess: Regardless of the targeting, we still get .50 CPM – *must revisit this, did I get it right?*]

~ Exmpl: JDate is having a big event in New Orleans. Between geotargeting and demographically targeting singles and further by male/female, the Crescent City News can a rate of $10 CPM, depending on how well it fits the client's marketing needs.

• Real-time reporting is available to publishers via their dashboard, so they can see how much money they are making with all 3 options . Jess showed me some of his clients, one who had made $30,000 just in July thru audience extension and data targeting. Another made $5,100 in the same time period, another $292. This is all based on the amount of web traffic they generate, how large their audience is.

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Next step:

  J Media will make webinar presentations to the AJPA publishers on Sept 19, where they can ask questions.