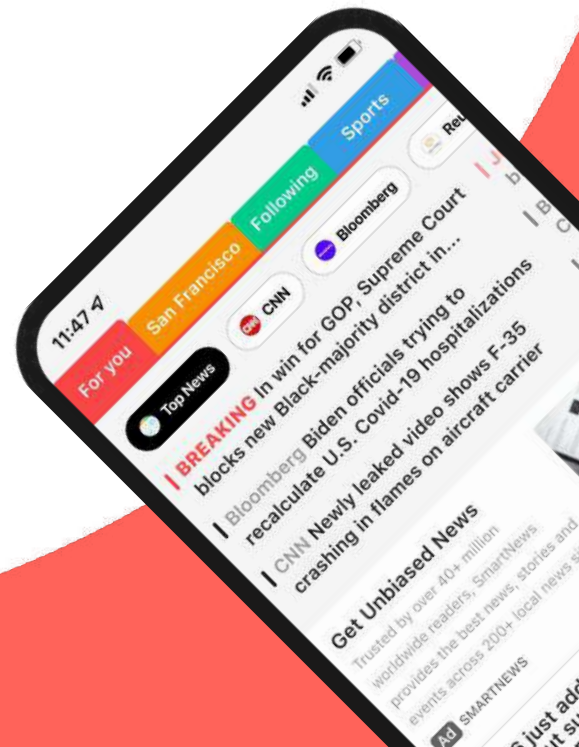
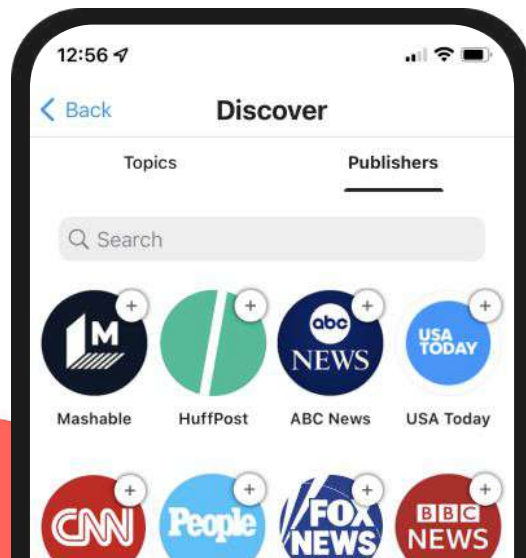
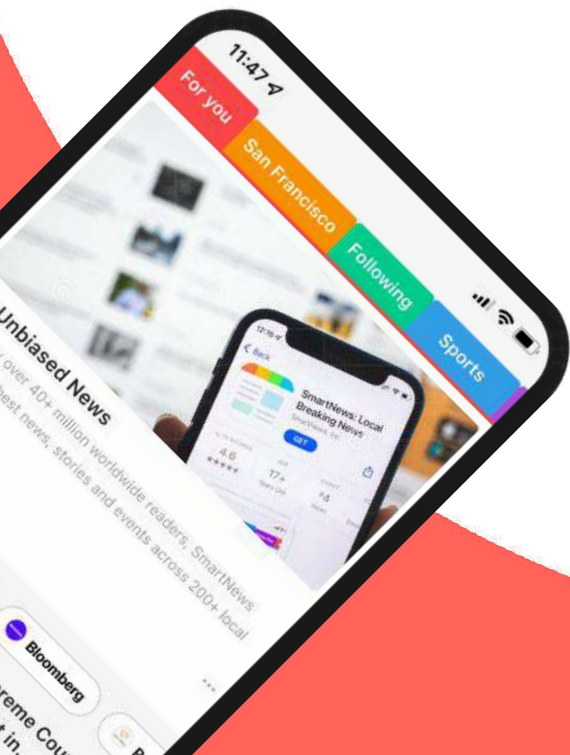




SmartNews

Media Guide

Last Updated: September 2022



Agenda

1

Why News

2

Why SmartNews

3

Our User

4

Brand Safety

5

Ad Menu

6

Specs

Why News

A man with glasses is shown in profile, looking at a laptop screen and holding a smartphone. The image is partially obscured by a large blue circle containing text.

**By supporting the news, you
are helping **local and national
communities thrive.****

**“A utility to
empower the
informed”**

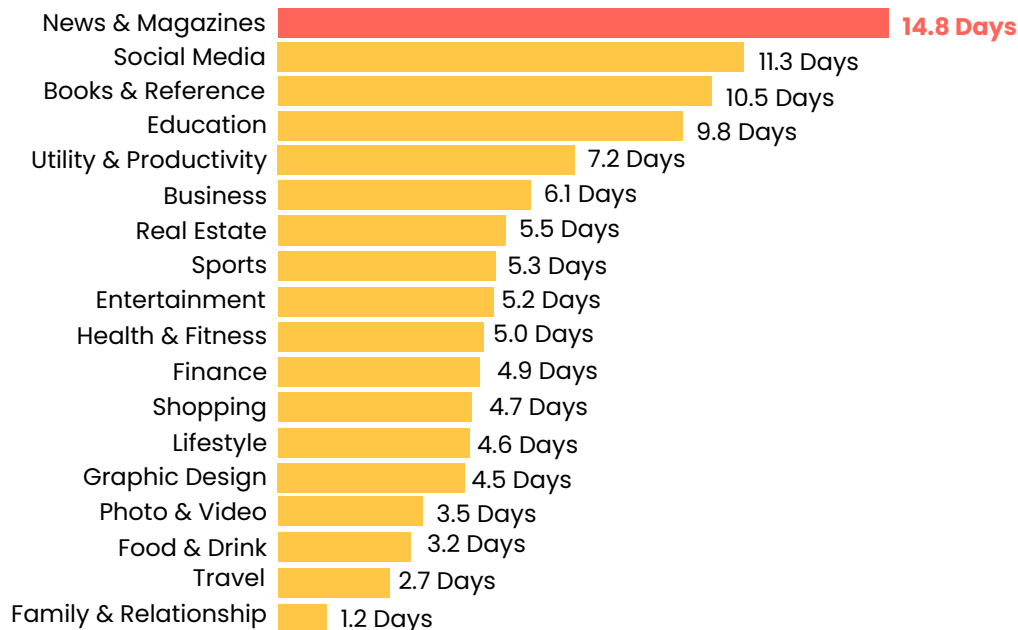
– American Press
Institute

A healthy news environment means...

- Informed citizens
- Responsive government
- Trust between groups of people
- Fact-driven discourse

News is also part of users' daily lives

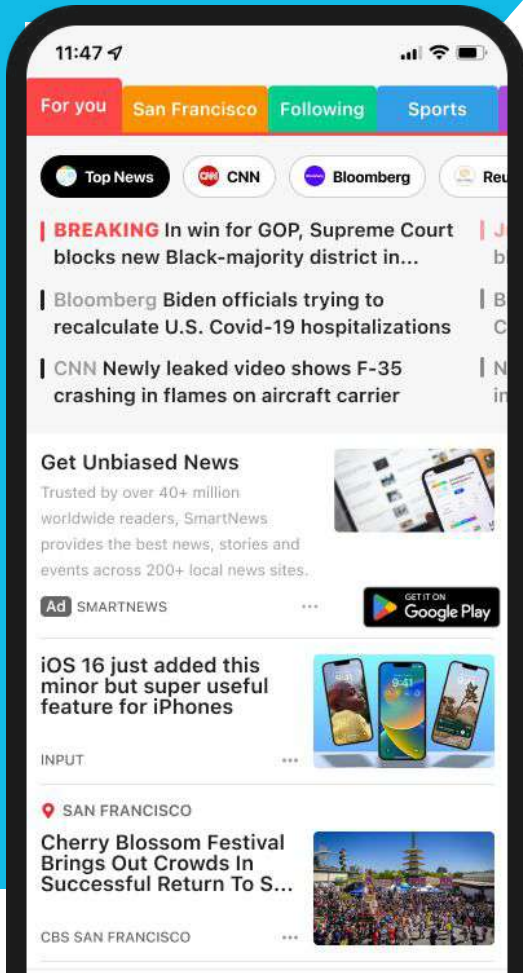
Average Active Days per User*



Average
15
days
per month

News app users
are stickier than
users of other
apps, with
**higher active
days per user**

Why SmartNews



SmartNews is a **leading news discovery app**

- **Our Mission:**
Delivering the world's quality information to people who need it
- **How we accomplish our mission:**
 - By combining the power of **human curation** with **world-class algorithms** to deliver the stories that matter most to each individual user.

**SmartNews has over
10 million monthly active users***

Source: Internal user data, June 2022

SmartNews delivers **quality information** from **3,000+** trustworthy sources



We consult impartial, non-partisan, third-party content rating organizations to help vet our publishers



We evaluate publisher partners based on the highest journalistic standards



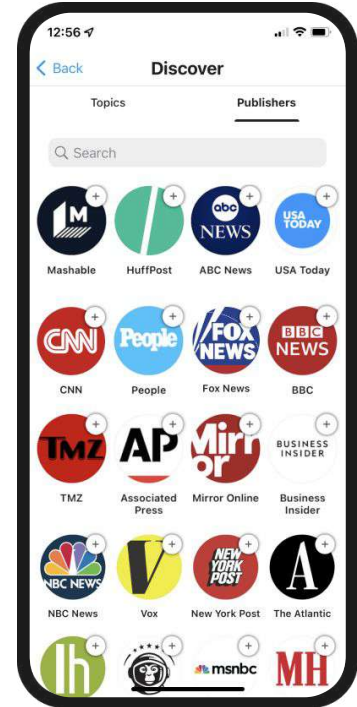
We validate publisher content and ensure it meets strenuous quality requirements



We exclude content that does not align with our principles, including content that is illegal, dangerous, harassment, sexually explicit, etc.



We employ award-winning journalists and editorial professionals to foster trust with our users, advertisers, and publishers



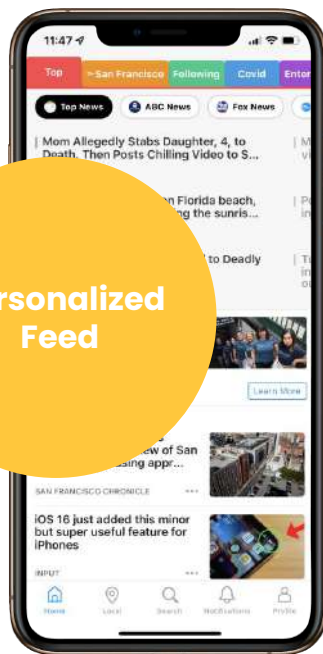
A tour through **SmartNews**

Targeted push notifications, personalized algorithms, and a **focus on local news** sets SmartNews apart.

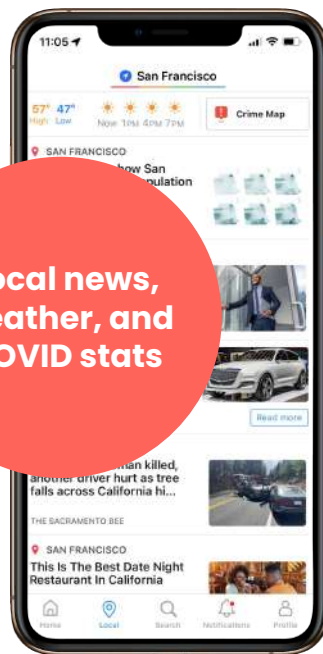
Breaking news, interest-based and local push notifications

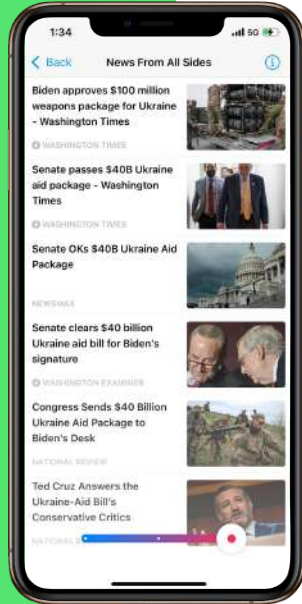
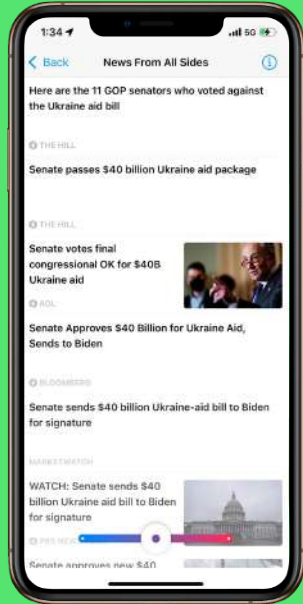


Personalized Feed



Local news, weather, and COVID stats

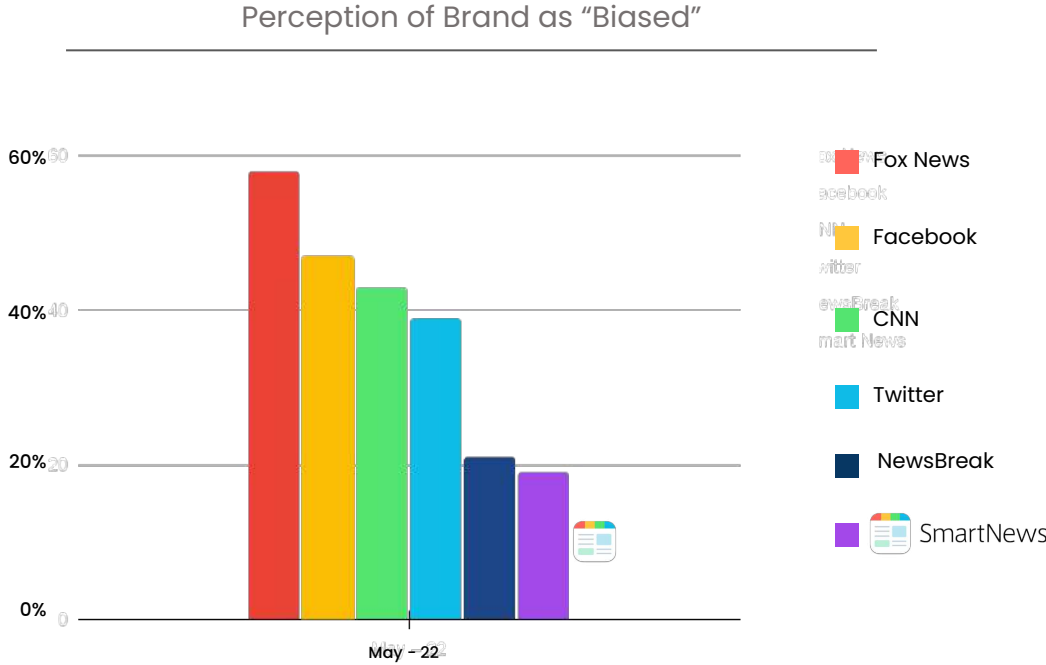




News from **all sides**

We believe in presenting news from every perspective: different political ideologies, breaking and in-depth coverage, national and local news.

SmartNews is considered one of the **least biased news providers**



Source: SmartNews x YouGov Brand Health Monitor, Q2 2022
Base: Aware of each brand

Our User

SmartNews by the **Numbers**

1B⁺

Page Views / Month

42%

DAU / MAU

19 minutes

Daily Time Spent

10⁺

Million MAU

2.2⁺

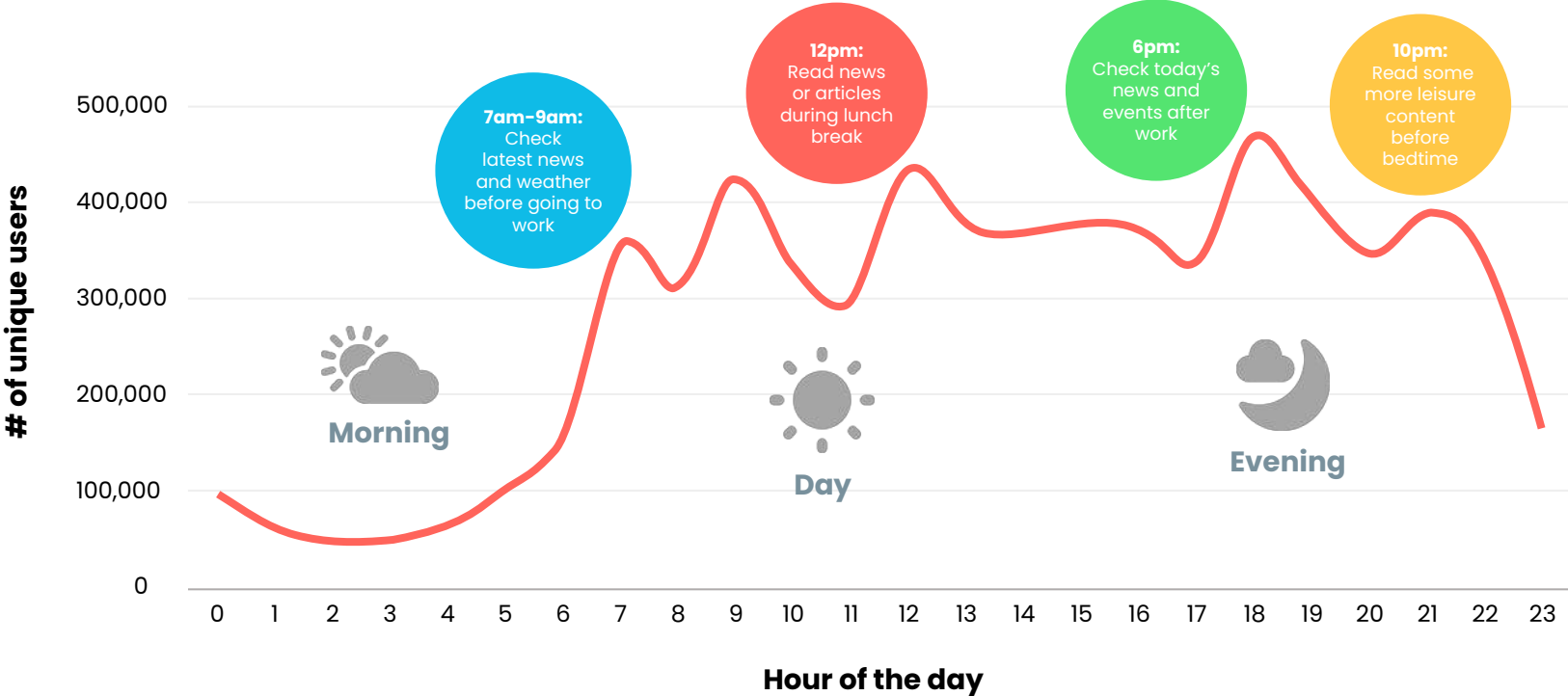
**Million Monthly
News Articles Served**

(Avg. of last 3 months)

720⁺

Global Employees

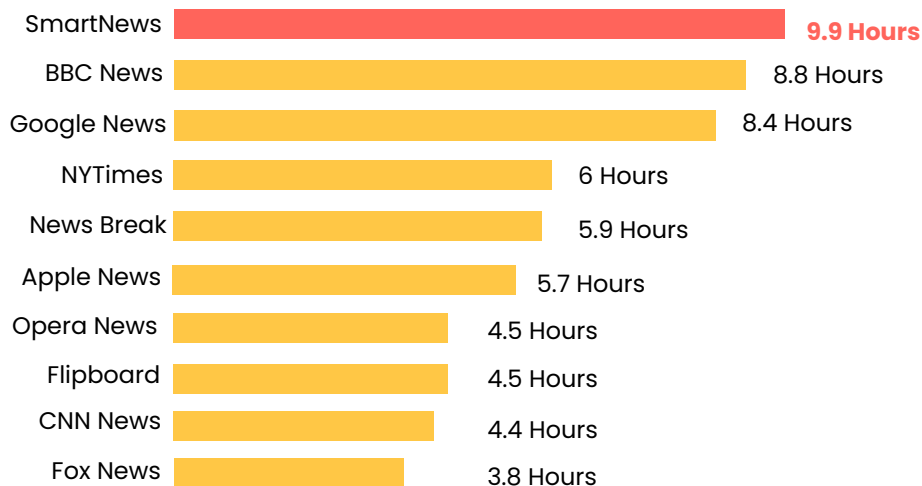
SmartNews is embedded in users' daily routines



Source: Internal user data, January 2022

SmartNews has the **highest engagement** of any News App in the US

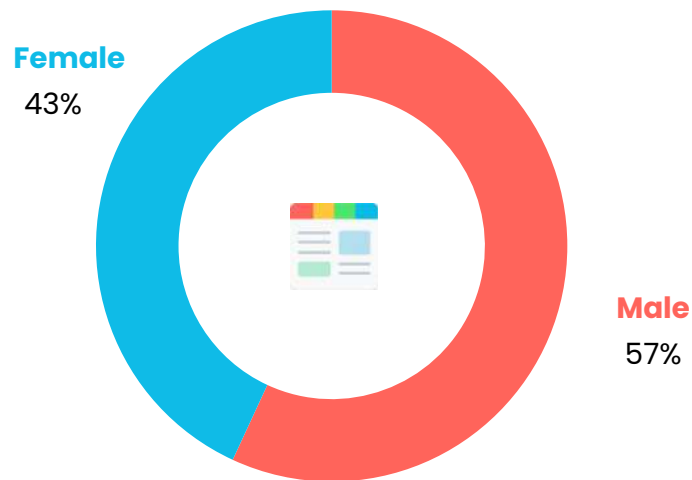
Average Time Spent per User per Month



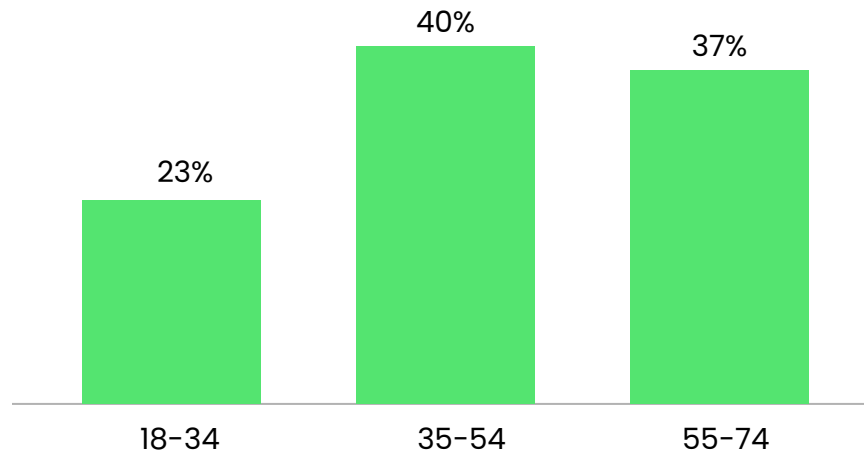
The average user spends **19 minutes** per day on SmartNews

SmartNews audience **leans male**, and recent growth is driven by the **35-54 age cohort**

User Demographic 1/3

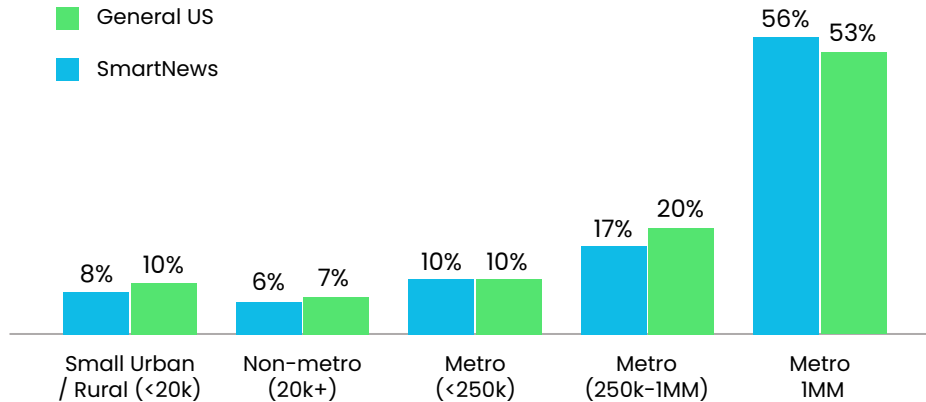


Users by Age Cohort



The geographic makeup of SmartNews users mirrors the US population

Users by Population Density



Active User Density by State

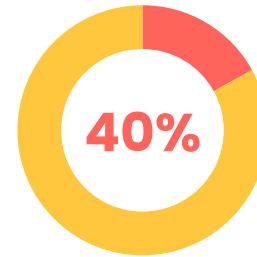
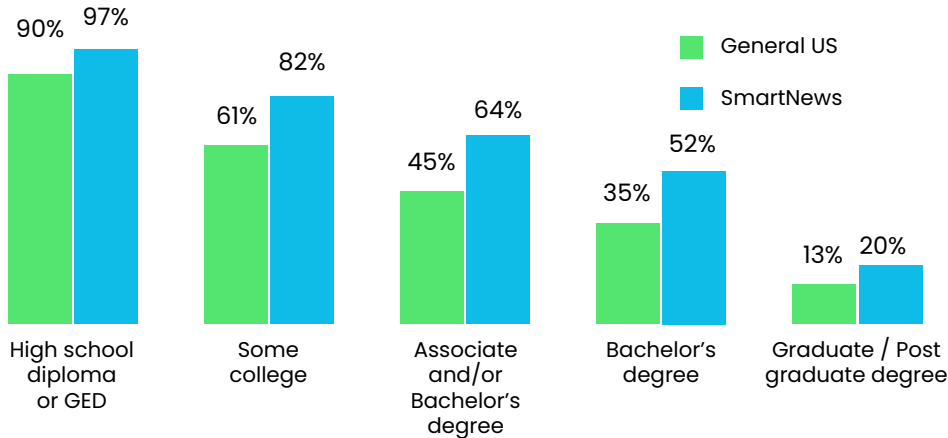


US Population Density by state

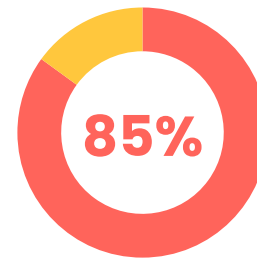


Compared to the general population, SmartNews users have **higher educational attainment, earning potential, and news consumption**

Education Attainment (NET)



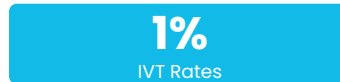
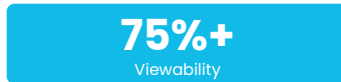
Nearly 40% of SmartNews users have **\$100k+ annual household income**



Over 85% check the news on their smartphone **everyday**

Rigorous third party verification to further ensure **brand safety**

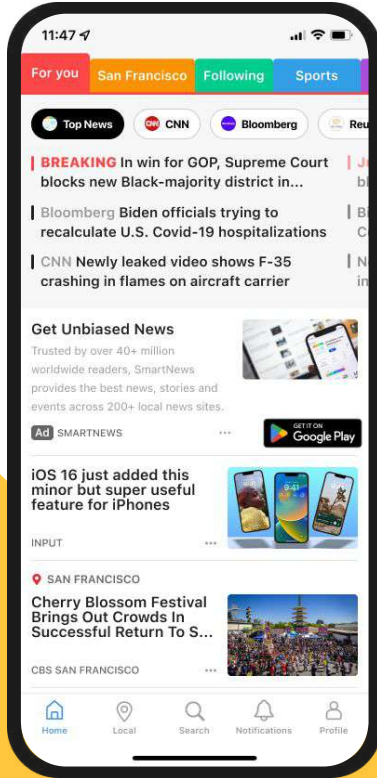
SmartNews partners with MOAT to provide always on brand safety, fraud, and viewability across all SmartNews inventory.



Ad Menu

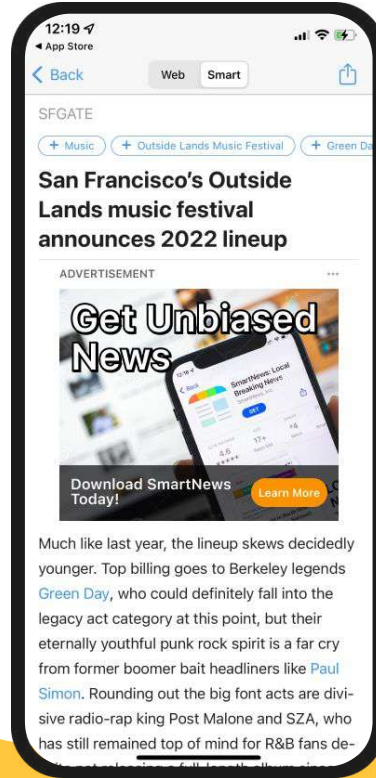
Native

In-feed Native



Display

300 x 250



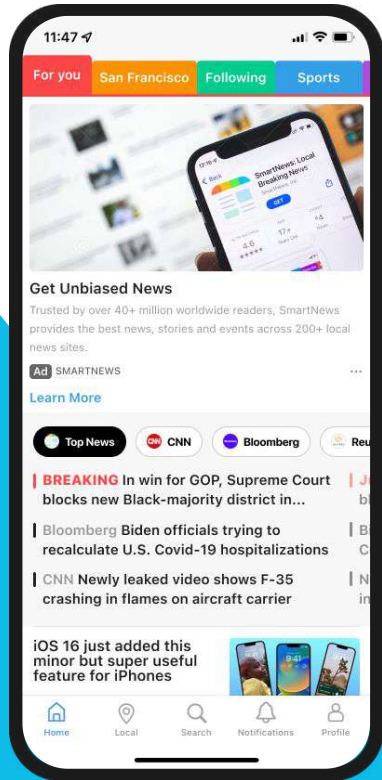
Interstitial

480 x 640



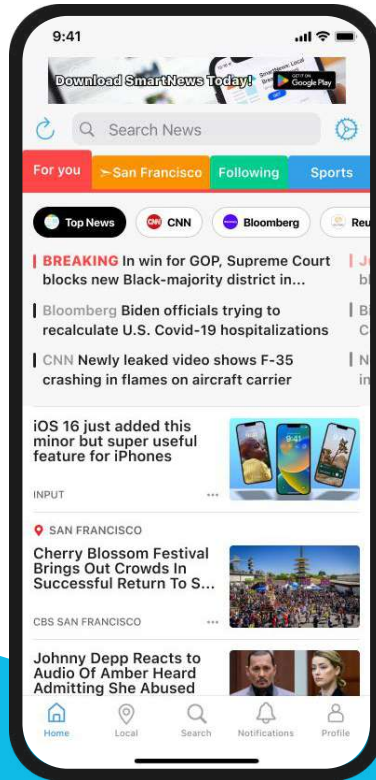
Premium Native

1200 x 630 Image
16:9 Video



Premium Banner

320 x 50



Full Screen Native



COMING
SOON!

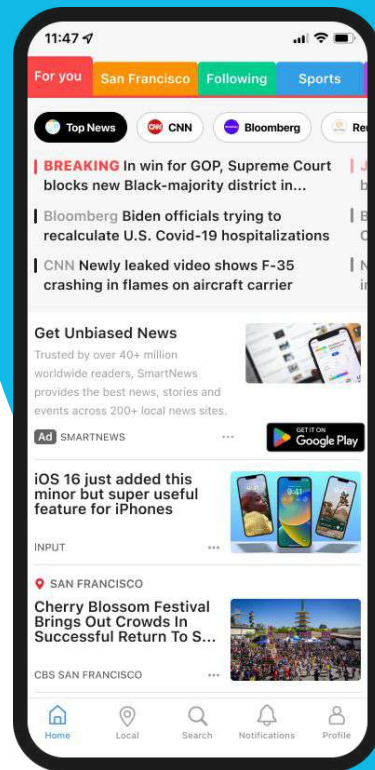
2022 Programmatic & Direct Buying Options

Inventory Package	Open Exchange	Private Auction	Preferred Deal	Programmatic Guaranteed	Direct
Premium Banner	✗	✗	✓	✓	✓
Premium Native	✗	✗	✓	✓	✓
Display RON	✓	✓	✓	✓	✓
Display High Viewability	✗	✓	✓	✓	✓
Native RON	✓	✓	✓	✓	✓
Native High Viewability	✗	✓	✓	✓	✓
Interstitial	✗	✗	✗	✓	✓

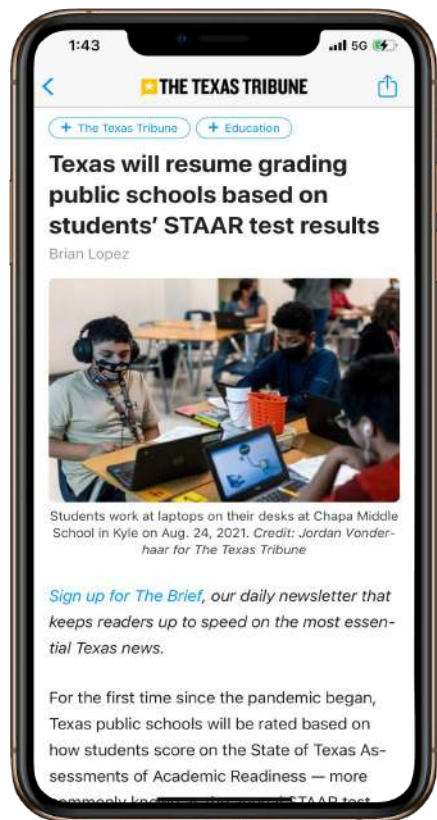
SmartNews Targeting Capabilities

We offer a variety of targeting options that enhance the overall effectiveness of any campaign

- **Keyword Targeting**
 - Align your campaign with selected keywords throughout our vetted content
 - Tap into our preselected keyword categories or create custom segments
- **Lifestyle and Demographic Audience Segmentation**
 - Access a wide variety of demographic, psychographic, and lifestyle profiles via our 3rd party data partners
- **Contextual Package**
 - Target enthusiastic users during tentpole events
 - Exclusive packages for the Midterm Election, Holiday shopping, and more
- **Tactical Campaign Qualifiers**
 - Segment by: iOS vs Android OS, region, daypart, frequency cap



Keyword Targeting



Capability

Able to target articles which contain selected keywords in its headline.

Packages

Standard, custom contextual, and tentpole packages available. Exclusive packages for the Midterms, the Holidays, and more are available.

Available deals

Private Auction

Preferred Deal

Programmatic Guaranteed

Direct



Price

Additional CPM + \$0.50

Lifestyle and Demographic Audience Segmentation

	Audience Segments	Private Auction	Preferred Deal	Programmatic Guaranteed	Direct
Available deals	Basic demographics such as age and gender				
	Household Income	✗	✓	✓	✓
	Job Seekers				
	Enthusiasts of various interests: nature, technology, sports, cooking, travel, etc.				
	Users of specific technologies: apps, laptops, OTT devices, etc.				
	Professions: doctors by specialty or expertise				

Price

Upon request as price varies by target segment.

CPC (Cost per Click) Performance Package

In addition to CPM deals, we offer a competitive CPC package for campaigns optimized towards CTR (click-through rate)

CPC Package

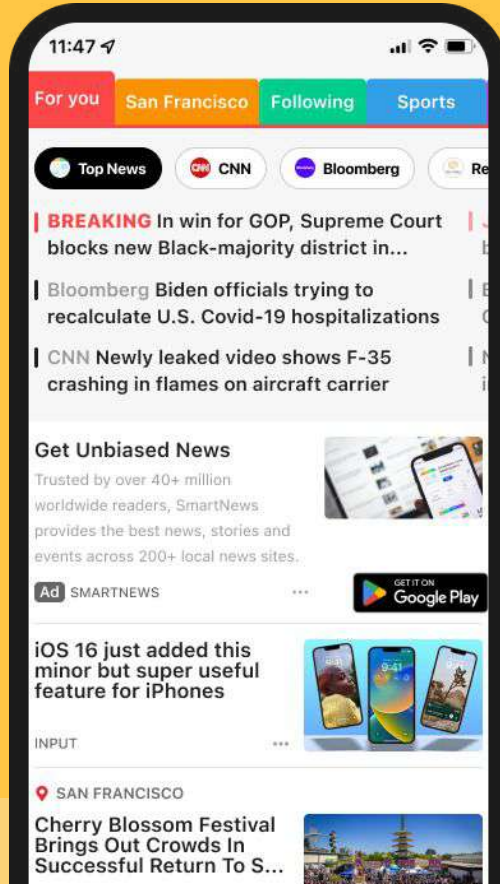
Placement*		Historical CTR*
Run of App	SmartView and/or ChannelView across Android and iOS	0.45 ~ 1.20%

Price

Pricing upon request

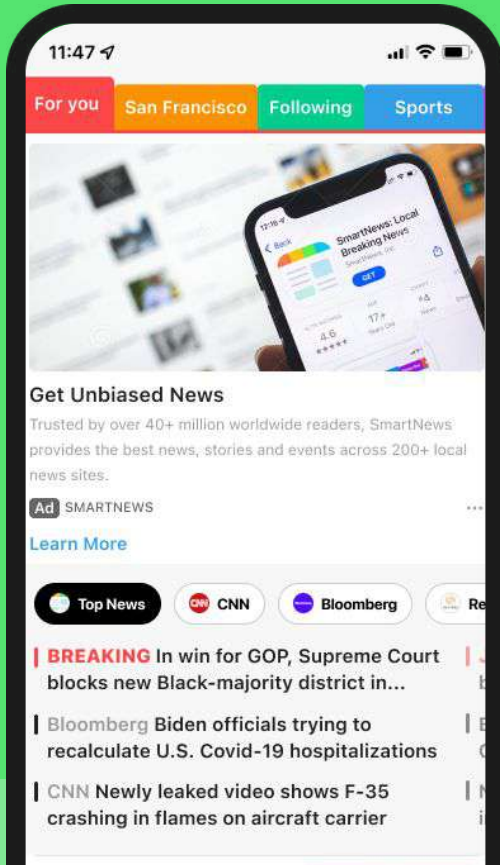
Specs

Native

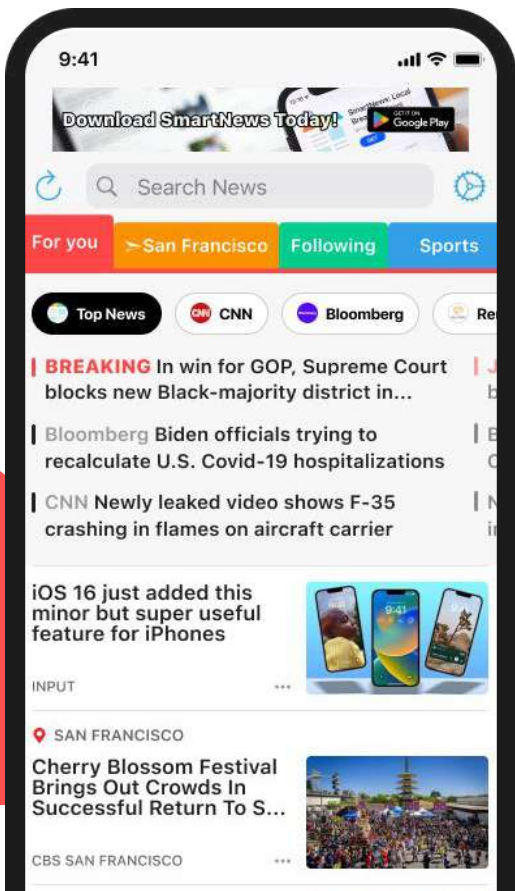


Term	Detail
URL	[Web]: One website URL for each set of materials [App]: One website URL per-app OS-type
Text	[Title]: Primary headline text <25 characters [Body]: Secondary body text <90 characters [Advertiser Name]: Advertiser name <25 characters [Call to action]: Button or text field that encourages the user to take action <15 characters
Image	[Image]: No limitation but follow the google guideline [Size]: <500KB [File format]: JPG, PNG
Video	[Video]: No limitation but follow the google guideline [File format]: MP4 [Pixel]: More than 256x144 [Length]: 3s – 60s [Size]: Less than 512MB [Frame rate]: 30fps (recommended) [Recommended video codec]: H.264 [Recommended audio codec]: MP3/AAC [Image]: Thumbnails show before the video is clicked or while it is loading. The size should align with your video size for example 1280x70 for 16:9 video, 640x480 for 4:3 video

Premium Native

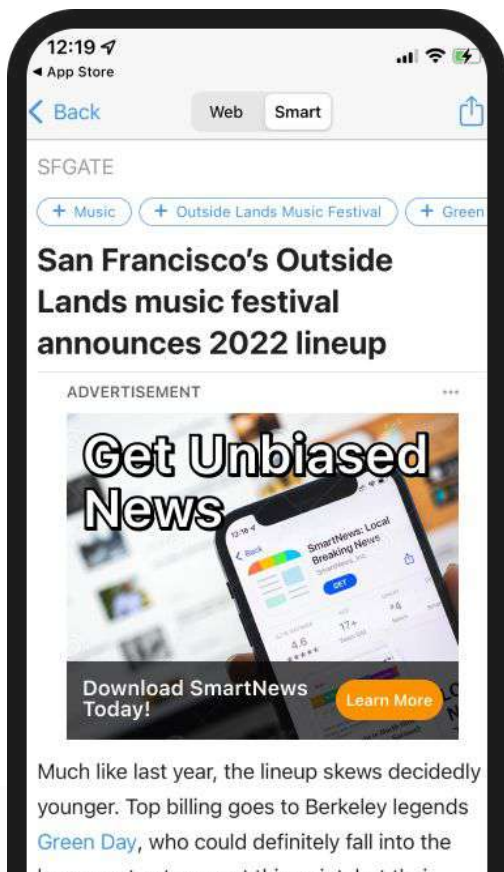


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Image	[Image]: Only support 1200x630 (1.91:1) but not accept 1200x1200 (1:1) [Size]: <500KB [File format]: JPG, PNG
Video	[Video]: Only support 16:9 but not accept 4:3, 1:1, 9:16 [File format]: MP4 [Pixel]: More than 256x144 [Length]: 3s – 60s [Size]: Less than 512MB [Frame rate]: 30fps (recommended) [Recommended video codec]: H.264 [Recommended audio codec]: MP3/AAC [Image]: Thumbnails show before the video is clicked or while it is loading. The size should align with your video size for example 1280x70 for 16:9 video, 640x480 for 4:3 video



Premium Banner

Term	Detail
URL	[Web]: One website URL for each set of materials [App]: One website URL per-app OS-type
Image	[Image]: W320xH50 pixel [Size]: <500KB [File format]: JPG, PNG



Much like last year, the lineup skews decidedly younger. Top billing goes to Berkeley legends [Green Day](#), who could definitely fall into the

Display

Term	Detail
URL	[Web]: One website URL for each set of materials [App]: One website URL per-app OS-type
Image	[Image]: W320xH50 pixel [Size]: <500KB [File format]: JPG, PNG

Contact Info:

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Direct IO/Sponsorship inquiries