



Return On Investment Marketing

World- Famous San Diego Zoo

Ted Molter

Director of Marketing

[Estimated Media Budget]

- Estimated Spot TV media inflation for Los Angeles and San Diego combined

8%

- Estimated Spot Radio media inflation for Los Angeles and San Diego combined

4%

General Profile of Online Newspaper Reader

- In 22 of the top 25 U.S. markets, newspaper Web pages reach more local Web users than any other local site
- Newspaper site users are at the top of the list of consumers—they spend more time online, are better educated and more ethnically diverse than online audiences in general. And they are more likely to make purchases online and use the Web to decide what to buy.
- Compared to Print Readers Online readers are:
 - Younger
 - More Affluent
 - Better Educated

[Print vs. Online - Example]

- What could we afford with \$50,000?

San Diego Union Tribune newspaper

4 insertions ¼ Page 4 color

OR

One full month exposure on each of the following newspaper websites

- LA Times
- SignOnSanDiego
- OCRegister
- LADailyNews
- PE
- Press Telegram of Long Beach
- Inland Valley Daily Bulletin
- Redland Daily Facts
- Pasadena Newspaper Group

[Print vs. Online - Example]

- How many people would have the opportunity to see our ad?

San Diego Union Tribune newspaper

369,140 Daily Circulation

4 insertions x 369,140 = 1,476,560 Total Circulation (including repeat readers)

OR

One full month exposure on each of the following newspaper websites

Total of 11,839,724 Unique Visitors per month

○	LA Times	5,500,000 unique visitors/month
○	SignOnSanDiego	3,355,102
○	OCRegister	974,000
○	LADailyNews	927,622
○	PE	450,000
○	Press Telegram of Long Beach	300,000
○	Inland Valley Daily Bulletin	200,000
○	Redland Daily Facts	30,000
○	Pasadena Newspaper Group	103,000

[Print vs. Online - Example]

- What areas would we reach?

San Diego Union Tribune newspaper

San Diego

OR

One full month exposure on each of the newspaper websites

San Diego

Orange County

Los Angeles

Inland Empire

Long Beach

Redlands

Pasadena

Online Ad Campaign

it's all about the Web



- Rich media online interactive Premium Product ad
- Rich media online Cheetah Run Safari ad

Online Ad Campaign

it's all about the Web

Impressions Planned/Delivered by Site								
	Week of 4/17/2006		Week of 4/24/2006		Imp. Total for both weeks			
	<i>Imp. Planned</i>	<i>Imp. Delivered</i>	<i>Imp. Planned</i>	<i>Imp. Delivered</i>	<i>Planned</i>	<i>Delivered</i>	<i>Difference</i>	
Cartoon Network	192,307	246,554	192,307	245,459	384,614	492,013	107,399	
Travelocity	205,128	159,439	205,128	215,618	410,256	375,057	-35,199	
Yahoo!	417,077	444,797	417,077	501,363	834,154	946,160	112,006	
LaTimes.com	169,230	290,107	169,230	327,201	338,460	617,308	278,848	
SignOnSanDiego	126,923	70,932	126,923	152,092	253,846	223,024	-30,822	
OCRegister	117,216	242,039	117,216	116,423	234,432	358,462	124,030	
PE.com	56,615	47,219	56,615	75,306	113,230	122,525	9,295	
TOTAL	1,284,496	1,501,087	1,284,496	1,633,462	2,568,992	3,134,549	565,557	

Over-delivered	565,557
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- Plan has delivered 3,134,549 ad impressions in the first 2 weeks of the schedule which represents over-delivery of 565,557 total impressions.
- The plan is being monitored and delivery will be adjusted accordingly by week.

Online Ad Campaign

it's all about the Web

The campaign delivered 16,043 clicks, with an overall 0.51% CTR.

Of the 16,043 clicks, 11,200 clicks (70%) are from CartoonNetwork.com.

Yahoo has delivered 1,486 clicks or 9% followed by LATimes.com with 1,241 clicks (7%).

On all sites the Rich Media is out-performing the Flash banners in terms of CTR.

CartoonNetwork has the highest CTR overall of all sites with a 2.28%; of that Rich Media represents 4.18% CTR. The site has the lowest CPC, \$0.44.

Travelocity.com has the lowest CTR (0.12%) and highest CPC of all sites (\$9.75), followed by Yahoo with 0.12% CTR and \$5.04 CPC.

The local newspaper sites are all delivering about the same in terms of CTR and CPC.



Questions?