

2008 Innovation #2: Environmental News You Can Use

TRIBUNE INTERACTIVE

Reach consumers interested in the environment through the new green section of all Tribune newspaper Web sites! Reaching environmentally-minded consumers is a top priority for brands in 2008. More than 129 million U.S. online users are environmentally active.* 94% of TI unique visitors fit this green profile.



About the Section

- Launched in February, 2008, this network-wide section is dedicated to helping consumers lead a greener life by providing environmental stories, tips, video, photos and applications that help make greener living a part of daily life
- Green topics include: environmental living at home and in the office, hybrids and energy-efficient autos, shopping, energy, cleaning supplies, remodeling
- TECH: RSS feeds, social networking applications, UGC, blogs, user polls, quizzes & calculators

Advertising

Advertising on our green section gives brands an opportunity to align products and services with environmentally-conscious consumers. Advertisers can benefit from buzz created from the launch of this section as well as pre and post-Earth Day attention.

- Weekly and monthly section front roadblocks
- Story-level ads
- Story-level sponsorship of article tools

Audience

- 45% of green adults visit the Web site or online version of a newspaper (vs. 36% of overall online users)**
- 51% of green adults bought more from companies that are environmentally friendly (vs. 31% overall)**
- 66% of green adults made home more energy efficient (vs. 42% overall)**
- 53 million online users purchase eco-friendly products*
- Nearly 12 million TI users take environmental actions*

chicagotribune.com
March 11, 2008

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GREEN

Green Words: What do they mean?
Every day, new "green" words pop up. We take you to "Green School" to find out their meanings.
Green words and their meaning video
Buying green products?
Going green: What does it mean?

Green Tips & Facts
Pay your bills online
For every 38,000 bills paid online, 5,058 pounds of greenhouse gases are avoided and two tons of trees are preserved.
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WHAT'S YOUR EARTH

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GREEN LIVING
CyberGuy - Tech friendly environment 01:52

Designers of Ewell Center
Standard or CFL bulb?

*Nielsen @Plan, Winter, 2007

**JupiterResearch, 2007, "Green Adults"

Ad Sizes:

- Section Front Roadblock:
728x90 leaderboard & 300x250 medium rectangle or 300x600 half page (above the fold)
- Story-level Display Ad #1:
728x90 leaderboard (above the fold)
- Story-level Display Ad #2:
300x250 medium rectangle or 300x600 half page (above the fold)
- Story-level Article Tools Sponsorship: 88x31
- Quick Stream Video Pre-roll

Please contact a sales representative in your area for more information about Tribune Interactive online advertising opportunities.