

# CUTTING EDGE

## 2008 Innovation #4: Surround Session

# TRIBUNE INTERACTIVE

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### Surround Users with Relevant Advertising

- A “Surround Session” is the ability to deliver the same advertising message to users by following them throughout the site
- The message is only sent to users who have demonstrated a specific key behavior\* in the last 30 days that is relevant to the ad
- You will have 100% SOV for the purchased ad unit

### How it works:

- 1) A segment is created based on a “key behavior” that is relevant to your campaign target audience
- 2) Your advertising message is fixed in the purchased ad unit
- 3) User is “surrounded” by your message throughout the entire site visit

### Requirements:

- 1) Advertiser must supply at least two pieces of creative, ideally three
- 2) Key behavior has to be performed at least three times in the last 30 days to ensure the ad is relevant to the segment

\* Ex: Auto enthusiasts who have visited the auto section at least three times in the last month

**PAGE VIEW #1 – HOME PAGE**

chicagotribune.com  
Chicago Tribune Web Edition February 6, 2008 33°F

Republican race now has clarity Democrats lack  
 • Local: Cook County state's attorney | Dennis worth nominee in race for highest seat  
 • Eric Zorn: Obama pulls second string  
 • Photos: Chicago-area votes | Super Tuesday | Video: Analysis, speeches  
 • Who won where? State by state | Votes by county | Candidates by candidate

Police revise shooter's description  
 • Suspect adds new details in shooting that left five women dead in Tinley Park  
 • Community mourns  
 • Details unfold

Tornadoes kill at least 48  
 Authorities are searching for victims of tornadoes that killed at least 48 people across four states.  
 • Alerts: Midwest storm detected, more since expected  
 • Forecast | Traffic | Flights | Closings

Hot Deals of the week  
**Office DEPOT** Roll over for a coupon & great deals

**Business**

Major project proposed over Metra tracks near McCormick  
 A developer who has helped rebuild the South Loop is planning a vast new project near Lake Michigan south of downtown that would include thousands of residences, a large office tower and a major hotel near McCormick Place at a cost of \$4 billion.

Metra's to eliminate Marshall Field's headquarters, consolidate regional offices  
 • Unleash '07 revenue war  
 • Time Warner to separate AOL  
 • Sara Lee aims to profit  
 • Stocks rebound after Tuesday's plunge  
 • ADM orders an Steven Mills named CEO  
 • Judge gives builder poetic justice, taking case from unions  
 • Unleash's first class there won't have to mingle with the rest of it, check in  
 • Worker productivity shows sharply  
 • U.S. stance on clearing coast next 18-20 days

**2008 Mazda Miata MX-5**

**United to open special check-in at O'Hare for first-class passengers**  
 By Julie Johnson | Tribune reporter  
 February 6, 2008

Passengers who pay top dollar to fly United Airlines overseas soon won't have to rub elbows at the check-in line with the folks who sit back in coach.

The month, the Chicago-based carrier plans to open a special lobby at Chicago's O'Hare International Airport for first-class and elite frequent fliers who are headed to international destinations.

It is part of a multipronged strategy to boost passenger revenue at the nation's second-largest carrier. United wants to offer luxurious service to passengers who pay hefty premiums to sit at the front of its cabins, while introducing a la carte charges for those flying coach on discounted tickets.

It's one of those things that separates folks who have to pay \$25 to check in second bags from everyone else," said aviation consultant Robert Mann of the new lobby.

Located near the United's Premier check-in counter at O'Hare, the new lobby will feature concierge-like staff who will greet passengers, process their bags and flight documents, then escort them to the front of security lines, United said.

In addition to first-class passengers, the lobby also will be open to Global Services members, an invitation-only class of frequent fliers who are among the carrier's top annual spenders.

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