



EVERYWHERE LOCAL by onomagic

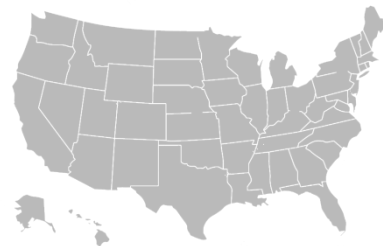


EVERYWHERE LOCAL

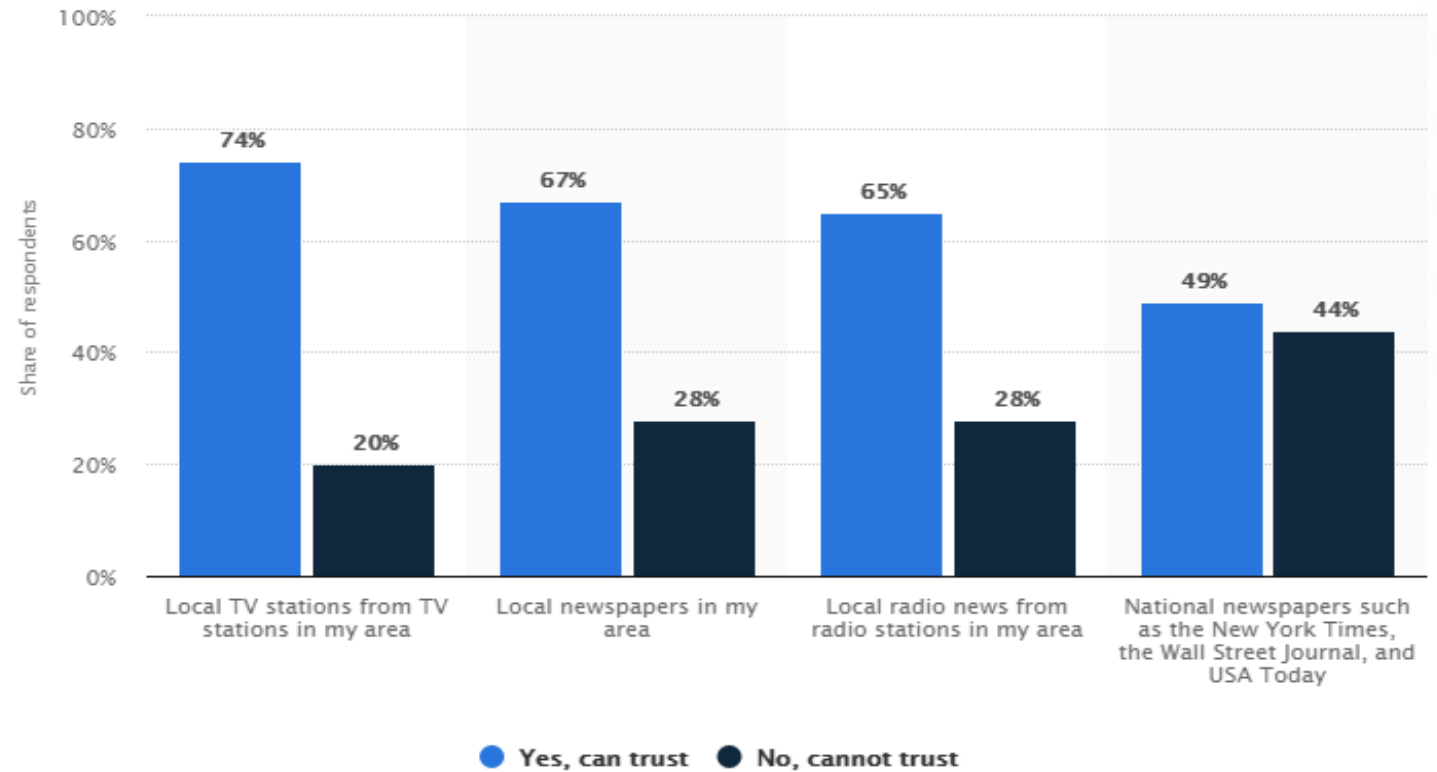
by onomagic

Onomagic's everywhere-local is a local news audience exchange which provides demand partners with direct access to people's everyday lives.

With Onomagic's extensive industry experience, and a robust optimization platform at its heart, our local news audience exchange offers advertisers an alternative to programmatic's "faceless masses" approach by re-incorporating brands into a community.



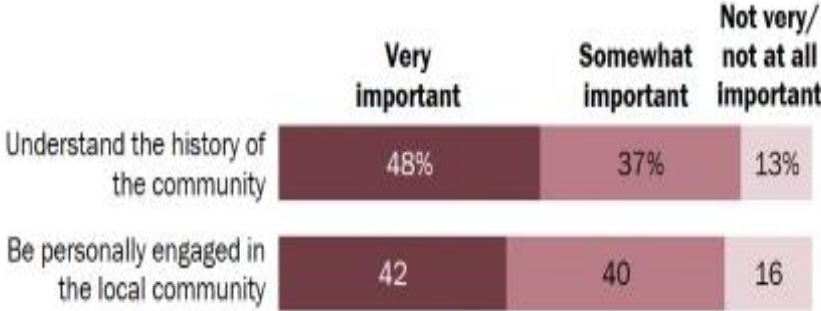
Americans trust local news sources much more than they do national news sources. This creates a context of TRUST in which brand messages are viewed and considered.



Local news is considered and expected to be part of the COMMUNITY. Americans place a high value on maintaining a close connection to their community, and value their local businesses.

Vast majority of Americans value journalists' community connection

% of U.S. adults who say it is ___ for local journalists to ...



<https://www.journalism.org/2019/03/26/the-public-places-high-value-on-journalists-connection-to-the-community-fewer-say-they-experience-it/>

Local news' inherent
TRUST + SENSE OF COMMUNITY
are about to become even more sought after

ELECTION YEAR

As more events take place, more consumers want to consume details about all of the goings-on. Especially they want to know how big politics affects them and their community.

THE COVID-19 CRISIS

will only further strengthen the trend of trust in local news outlets

**“IN THE CURRENT EPIDEMIC 4x MORE PEOPLE TRUST ADS ON
NEWS SITES, MORE THAN ON SOCIAL MEDIA”**

source : <https://www.linkedin.com/feed/update/urn:li:activity:6650842510643998720/>





Premium inventory

Some of our publishers:

 **CBS LOCAL**

 **ST. LOUIS POST-DISPATCH**

The Boston Globe

The Salt Lake Tribune

The Seattle Times

Deseret News

boston.com

TimeOut
Chicago

TimeOut
Los Angeles

TimeOut
New York

metro

CNN

RealClear Politics

(national pubs – segmented locally)

Protecting your safety.

Our ad and traffic quality tools:

 **picalate**

adloox

 **ge*edge**
Add Integrity

 **CONFIANT**

 **THE MEDIA TRUST**

 **tag**
TRUSTWORTHY ACCOUNTABILITY GROUP

 **PROTECTOR**

Our in house safety tool, designed to safeguard compass



ADVANTAGES FOR DEMAND PARTNERS

WORKING WITH ONOMAGIC'S EVERYWHERE LOCAL

PREMIUM INVENTORY

of local news publishers (US and globally)

PLUG AND PLAY

simple integrations

DEDICATED

account manager will help you meet your KPIs

PRIVACY-CONSCIOUSNESS

thanks to smart context inherent to the category

HIGH VIEWABILITY

high engagement ad-units

SAFTEY

leading inventory-quality tools already in place

EASILY ACCESSED

direct and programmatic integration through the industry's leading platforms



THE TECHNOLOGY EDGE

Compass 2.0

Onomagic's Machine Learning platform providing **Real-Time Bidding, Tag integration, Header Bidding, and other advanced Hybrid solutions.** It offers advanced safety, speed, and heightened monetization opportunities.



"I have been using the Compass UI for the last few months, and I have to say it is a very intuitive system to use. It makes it easy to quickly review the active campaigns and see how they are performing. Pulling reports is simple, and all the options allow me to get granular."

MIKE LLOYD. MANAGEMENT CLIENT SERVICES, NAF DIGITAL

VARIOUS TARGETING OPTIONS across local news pubs

age, gender, geo, viewability, hyper-local, interest and high-performance content packages



ABOVE-THE-FOLD



NEWS



TRAVEL



OUTSTREAM



ENTERTAINMENT



TECHNOLOGY



HOME & FAMILY



FINANCE



GAMING



HEALTH



LOVE YOUR
NEIGHBOUR

onomagic

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