

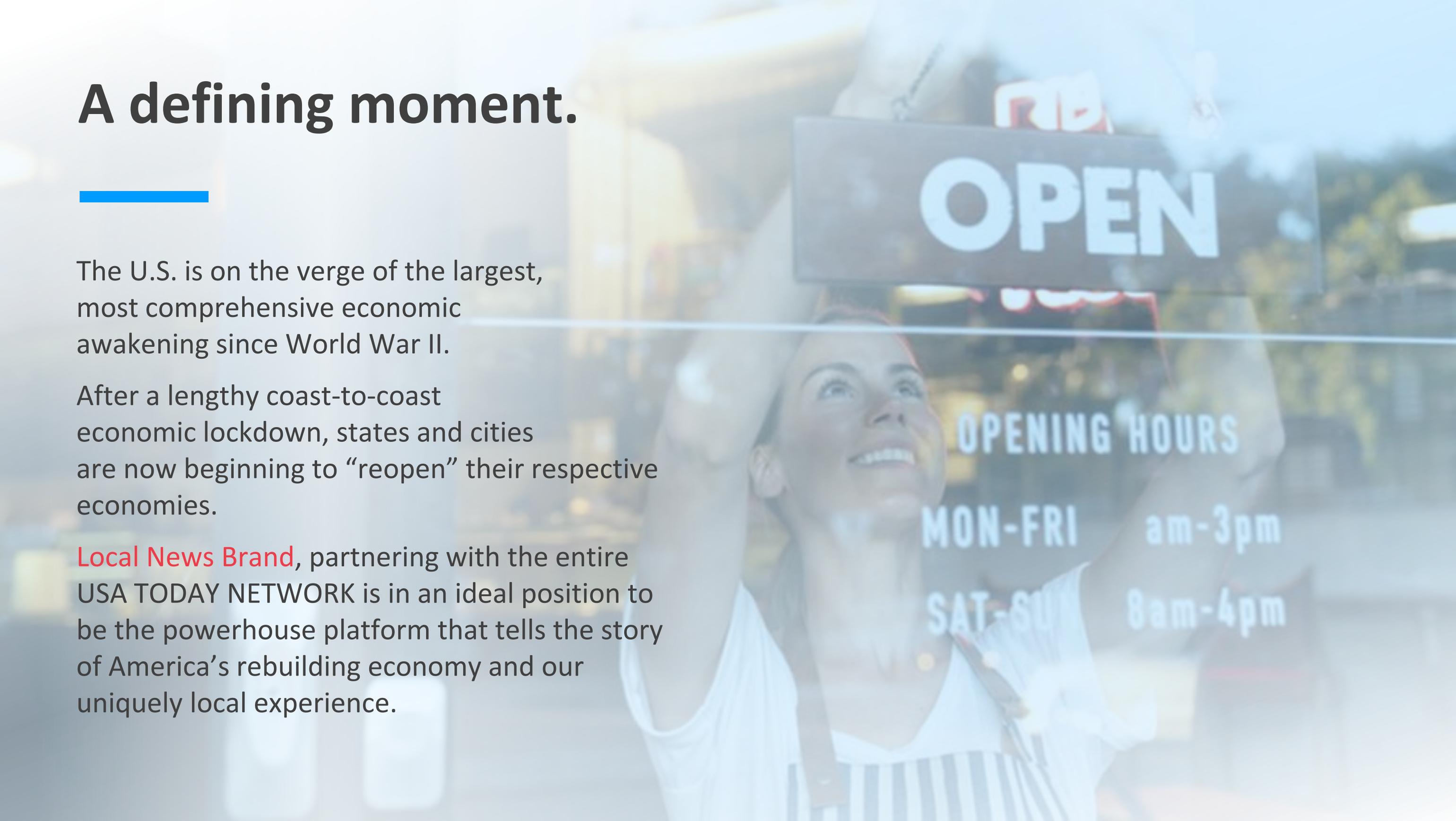
REBUILDING AMERICA



A woman with dark hair and large hoop earrings is shown in profile, looking out a window. She is wearing a white, textured sweater. The scene is dimly lit, with light coming from the window. The text "AMERICANS ARE LOOKING FOR A PATH FORWARD" is overlaid on the bottom half of the image.

AMERICANS ARE LOOKING FOR
A PATH FORWARD

A defining moment.

A woman in a white shirt and striped apron is holding up a sign that says "OPEN" and another sign that says "OPENING HOURS" with details for Monday-Friday and Saturday-Sunday. The background is a blurred street scene with buildings and trees.

The U.S. is on the verge of the largest, most comprehensive economic awakening since World War II.

After a lengthy coast-to-coast economic lockdown, states and cities are now beginning to “reopen” their respective economies.

Local News Brand, partnering with the entire USA TODAY NETWORK is in an ideal position to be the powerhouse platform that tells the story of America’s rebuilding economy and our uniquely local experience.

Local Trust. National Scale.

During this time, more Americans than ever are relying on us for the latest updates and impact on local services and businesses. In fact, **58% say they are seeking out more local news than they did before the crisis.**



81%

INCREASE

**UNIQUE
VISITORS**



51%

INCREASE

**PAGE
VIEWS**



104%

INCREASE

ENGAGED MINUTES



79%

INCREASE

**SOCIAL
INTERACTION**



84%

INCREASE

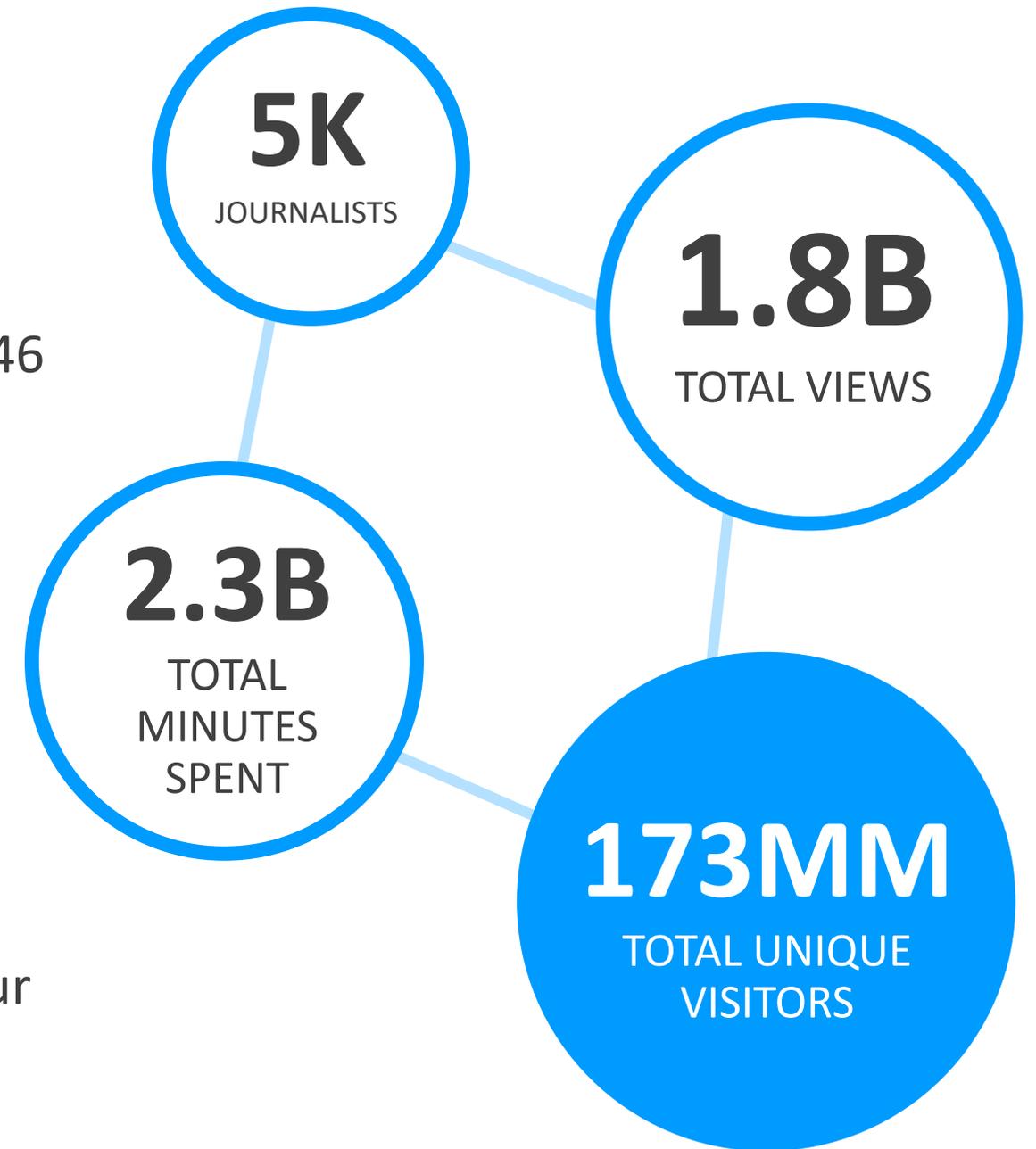
**NEW
VISITORS**

Our NETWORK is our superpower.

Unlike any other media organization, we combine the national exposure of USA TODAY with 260 local digital properties across 46 states. Our journalists live, work and thrive in these communities, providing coverage of the entire nation across every platform.

No one else can tell this story. And no one else has the multi-channel platform or distribution network that reached 6 in 10 Americans in March, 2020. We did.

Our local brands are the fabric of our communities. We are at our best when our communities need us most.



Coming May 31



REBUILDING AMERICA

Rebuilding American life and business.

Inspiring, informative and immersive enterprise content, coordinated across **260 media organizations** and our **expansive digital network**.

As America rebuilds its economy, we examine the changes, the progress and what consumers can expect. Simultaneously, we navigate readers and consumers through the “New Normal” of our American marketplace and recalibrated personal lives. All designed to help communities navigate the reopening with confidence.

Capturing national and local angles of the most pertinent aspects across our economic landscape:

- Healthcare
- Home Services
- Education
- Food & Grocery
- Retail Shopping
- Real Estate
- Restaurants
- Financial
- Travel/Tourism
- Arts & Entertainment
- Sports
- Auto/Transportation



SUNDAY, MAY 31, 2020



SIMILAR
FRONT PAGES
AND STORIES ACROSS
260 MARKETS



EDITORIAL
ENDORSEMENT
IN SUPPORT OF
LOCAL BUSINESS



HEAR FROM
LOCAL VOICES
SHARING LOCAL
EXPERIENCES

A young woman with long dark hair, wearing a light blue denim jacket over a white shirt, is looking down at a smartphone in her hands. She is in a clothing store, with a rack of clothes visible in the background. The image has a light blue tint.

Stronger together. A united business community.

There's a growing desire to recharge America's economy. Now is the time to welcome your customers back.

- **A premium content environment** attracting engaged consumers, designed to spur local business.
- **Deliver your message** in the most affordable, efficient and effective way possible.
- **Tell your story.** Open your doors and position your business as a safe place to come. Lead your community and your industry. How you speak during this time defines you.

Stronger together. A united business community.

Lead the way as we welcome the community back to the marketplace.

- **Take the lead.** Position yourself as the **clear and visible market leader in your industry** helping guide and recharge our local community.
- **Tell your story.** How you speak during this time defines you and creates long-term positive social capital.
- **A premium content environment** attracting engaged consumers, designed to mobilize the community and confidently re-enter the marketplace.

AUTOMOTIVE CONTENT

What to expect from business



Content overview

National focus: What can consumers expect from the nation's largest automakers? Rebates? Bargains? What about new models? Inventory levels?

Local: We'll talk to area car dealers about pent-up demand, deals, inventory and financing options.

Format

Digital: Special "Rebuilding America" landing page

- National trend stories published on USATODAY.com
- Local-specific stories published across 260 local media sites

Print: Special "Rebuilding America" premium edition

- National trend stories published in USA TODAY newspaper
- Local-specific stories published across 260 local newspapers



REBUILDING AMERICA

DEALER VOICE IN THE COMMUNITY

Join us as we welcome the community back to the marketplace. Ad Ideas:

- What will you be doing to make it safe for car shoppers?
- What have you done or are you doing to help your local community and small businesses?
- How have you made it easy to buy a car or service a car?
- Possible Gift Certificate to small business with each car purchased?
- Tell your story.



AUTO Sponsorship Opportunity

Join us as we welcome the community back to the marketplace.

\$2,573.75

Full Page
\$723.75

High-Impact
100% SOV
\$750

In-Article
100% SOV
\$750

50k
impressions
\$350

- Sponsorship recognition of business category within you local edition.
- Full Page Print Ad with content adjacency with your category.
- High Impact/Rich Media within local Rebuilding America digital package. 100% share-of-voice on online category pages.
- Targeted run-of-site impressions.
- 2,573.75



May 31, is not a one day event. It's day one.

At LOCALiQ, we are committed to helping local businesses thrive. We continue to support local organizations amidst great uncertainty; working side-by-side on your journey to full recovery.

Local trust. National scale. And the tech to put these to work for you.

REBUILDING AMERICA

**Moving forward,
together.**

