



Alliance for  
Audited Media

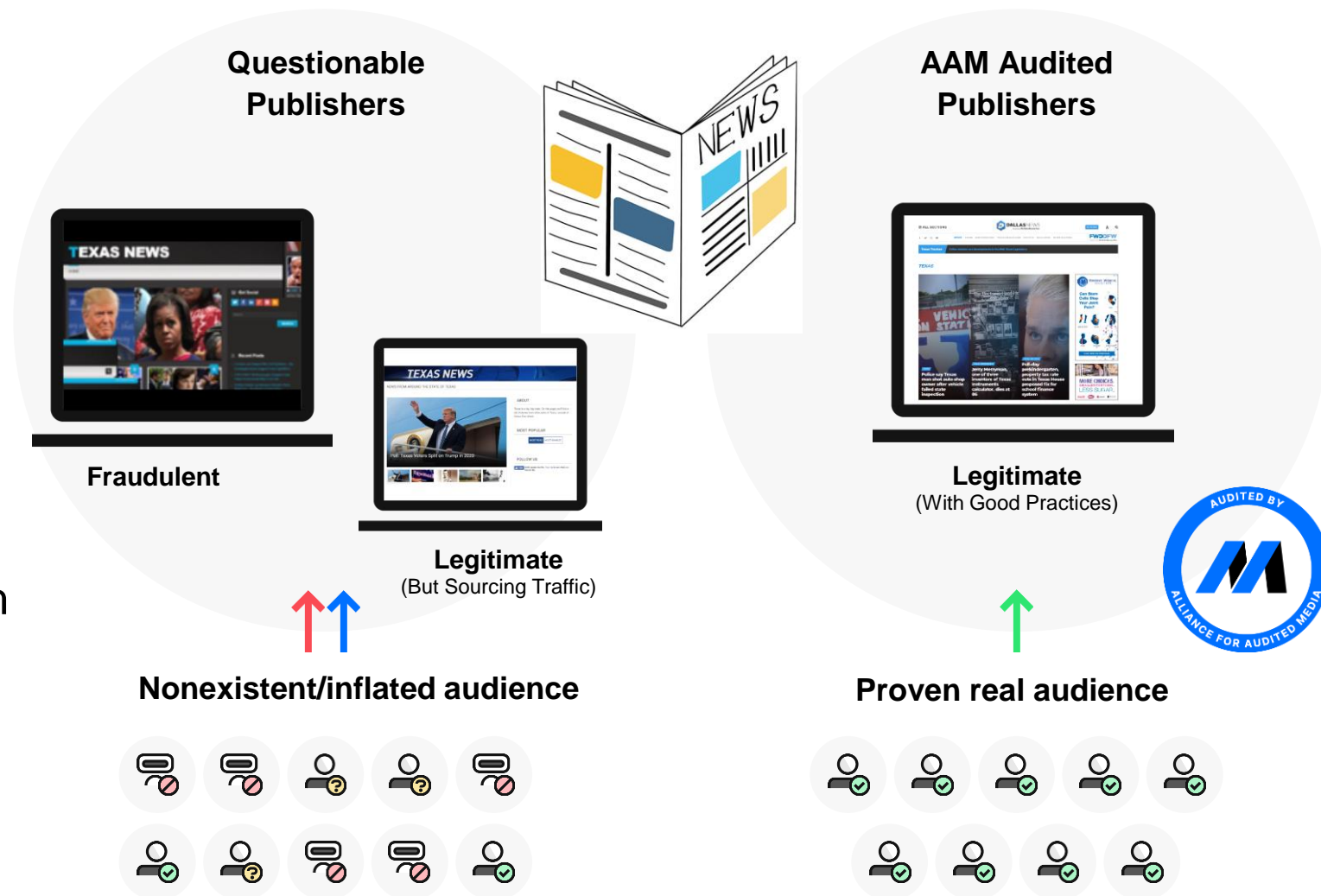
# Quality Content & the Value of Proof to Advertisers

December 2021



# What is a quality publisher?

- Quality is subjective
- Spectrum from fraudulent to high quality



# What is the incentive to cheat?

HOME > BUSINESS > BUSINESS NEWS

## Global, U.S. Ad Spending to Hit Records on COVID Rebound: Forecast

Worldwide spending will reach \$657 billion thanks to a record gain of 14 percent, while the U.S. will record its strongest growth rate in 40 years, according to Magna.

BY GEORG SZALAI

JUNE 13, 2021 8:00AM

## Retail Predicted To Again Dominate Digital Ad Spend In 2021, With Second-Largest Growth.

Sep 21, 2021 Updated Sep 21, 2021

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DIGITAL AD

Spending Expected to Rebound Faster Than Previously Forecast  
2021 is expected to jump 19%, pushed by a 26% jolt in digital ads, according to a GroupM report. And roughly half of all will be concentrated at a handful of online behemoths

# State of Advertising

## Ozy Media Shutting Down Amid Major Media Scandal

**COLOSSAL WRECK |**

Andrew Kirell Senior Editor  
Updated Oct. 01, 2021 5:48PM ET / Published Oct. 01, 2021 5:38PM ET

The global digital advertising industry loses about \$51 million per day to ad fraud, says Manatt Phelps & Phillips partner Farnaz M. Alemi. She lays out techniques used by cybercriminals and strategies businesses can use to protect their brands.



**Farnaz M. Alemi**  
Manatt, Phelps & Phillips LLP

## Asian 'King of Fraud' Is Found Guilty of Ad Scam

Bloomberg

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## Navigating the new frontier of CTV ad fraud

By **Tony Marlow** - June 3, 2021



# State of Advertising



- 2.3 Trillion Zlotych – Global advertising spend in 2020
- 400 Million Zlotych a day (140 billion) lost to digital ad fraud
- Higher than what is lost to credit card fraud

# Why is ad fraud still a problem?

Fake sites with fake users attract paid advertising.

In May 2020, a CNBC reporter ran an experiment:

- 1** Create site and copy content
- 2** Purchase traffic
- 3** Plug into SSPs
- 4** Run ads

<https://www.cnbc.com/2020/05/17/broken-internet-ad-system-makes-it-easy-to-earn-money-with-plagiarism.html>

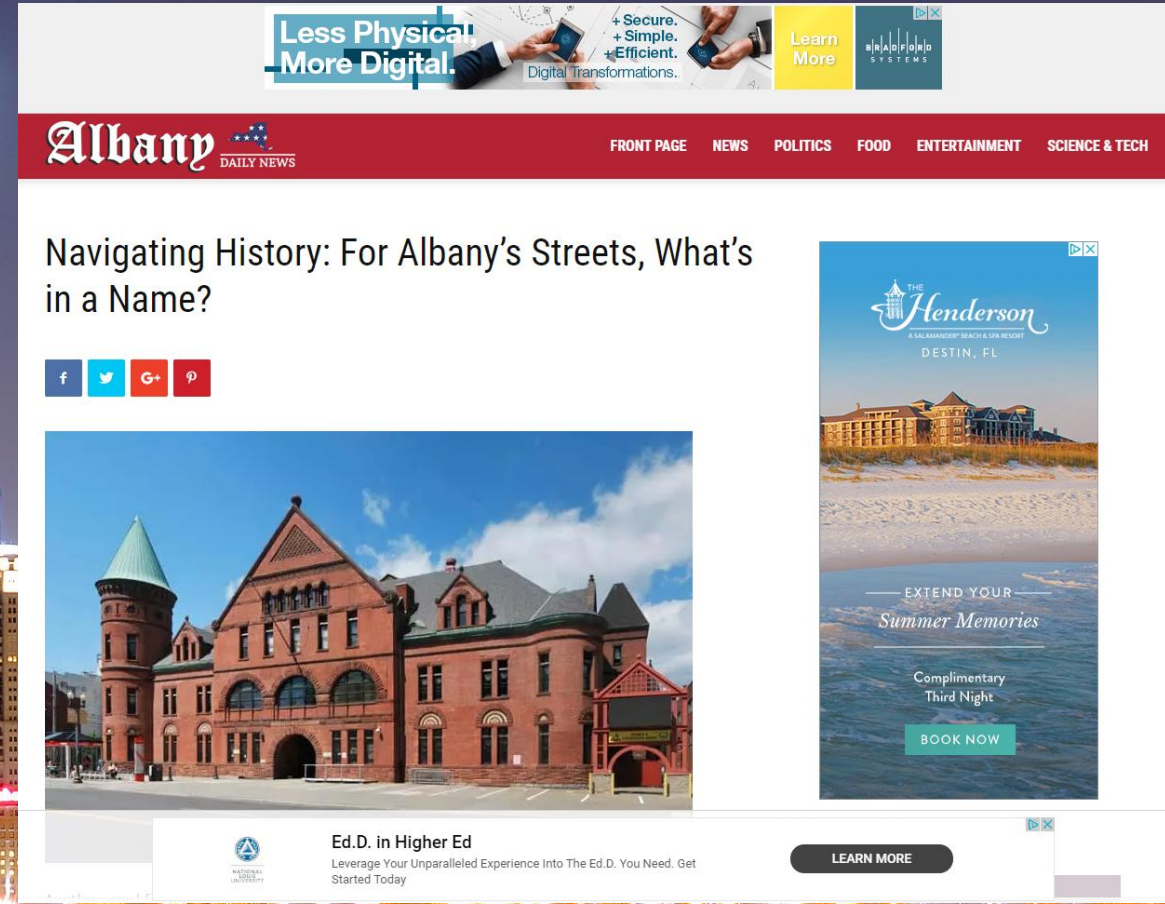
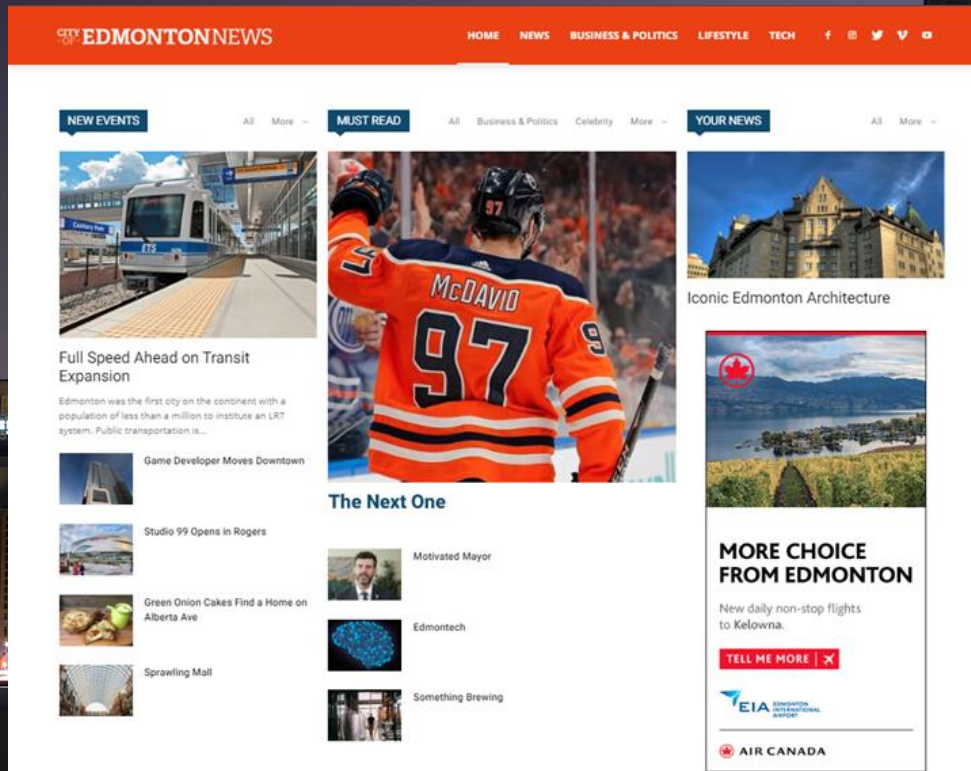


Even with current solutions, these sites still operate. Marketers waste their digital ad spend. Quality publishers lose out on revenue.

# Examples of Fraudulent Publishers

## These Hugely Popular Local News Sites In The US And Canada Are Fake

A network of fake local news sites in Albany, Edmonton and elsewhere generated millions of pageviews as part of an ad fraud scheme, researchers say.



# How Easy Is It To Buy A Fake Audience?

Refine Results

All Categories (636)

- Web Traffic (578)
- SEO (12)
- Influencer Marketing (11)
- Social Media Marketing (11)
- Other (9)
- Web Analytics (3)
- Your Message On (2)
- E-Commerce Marketing (2)
- Other (1)

Delivery Time

- Up to 24 hours
- Up to 3 days
- Up to 7 days
- Any

Price Range

\$  to \$  >

### COUNTRY BASED VISITORS

USA, CANADA, UK, AUSTRALIA, BRAZIL, GERMANY, FRANCE, ITALY, EGYPT, RUSSIA, JAPAN, INDIA, SAUDI ARABIA, UAE, INDONESIA, VIETNAM, THAILAND

90 SEC. LONGER VISIT DURATION  
60066 ORGANIC VISITORS | LOW BOUNCE RATE

trafficocial3  
Level 2 Seller

I will bring unlimited web traffic targeted from...

★ 5.0 (1k+)

STARTING AT \$5

### TOP GRADE WEB TRAFFIC PROVIDER - since 2012

## AMAZESOLUTIONS

200+ DAILY VISITORS for 30 days

TARGETED BY NICHE REAL INTERESTED PEOPLE  
LOW BOUNCE RATE

40,000+ positive ratings

amazesolutions  
Top Rated Seller

I will bring real visitors, targeted web traffic

★ 5.0 (1k+)

STARTING AT \$5

Exclusively on FIVERR

### 100% Real Humans Views

## 1000 to 1200 DAILY TRAFFIC for 20 days

both Google and Yahoo

traffic\_killer  
Level 2 Seller

I will drive real web traffic

★ 4.9 (357)

STARTING AT \$5

### LOW BOUNCE Traffic For 30 Days

MULTIPLE KEYWORDS | SUB PAGE VISITORS  
LONGER VISIT DURATION | MULTIPLE TRAFFIC SOURCES

smddealer  
Level 1 Seller

I will bring targeted web traffic, visitors from usa, europe

★ 4.9 (159)

STARTING AT \$20

### USA, EUROPE, AUSTRALIA TRAFFIC

## 20000

LOWER BOUNCE RATE | SUB PAGE VISITORS  
LONGER VISIT DURATION | MULTIPLE TRAFFIC SOURCES  
for 20 Days

parina124  
Level 2 Seller

I will bring real usa, uk, aus targeted web traffic

★ 5.0 (448)

### Boost Your Website

100 000+ Unique REAL Visitors

- High Quality Traffic
- SEO Friendly
- Entirely trackable
- Low Bounce Rate
- Best Packages

warhim  
Level 1 Seller

I will drive real web traffic to your website for 30 days

★ 4.8 (132)

### LOW BOUNCE RATE TRAFFIC

USA, Europe Visitors | Lower bounce rate  
Sub page visitors | Longer visit duration  
Multiple traffic sources  
FOR 30 DAYS

trafficocial3  
Level 2 Seller

I will drive real organic targeted web traffic

★ 4.9 (231)

### UNLIMITED TRAFFIC 25,000 within 30 Days

- 100% SATISFACTION
- 100% ADSENSE SAFE
- MONEY BACK GUARANTEE

traffic\_killer  
Level 2 Seller

I will provide real web traffic

★ 4.9 (109)

# Stealing Content From Quality Publishers



BREAKING NEWS ILLINOIS US & WORLD BUSINESS TECH ENTERTAINMENT HEALTH LIFESTYLE LOCAL Search for

Home / Sports / Cards have fallen to .500 again this year, always losing to the Twins 8 to 1 in the Interleague.Sports

## Cards have fallen to .500 again this year, always losing to the Twins 8 to 1 in the Interleague.Sports

By jlhendley August 1, 2021

**CENTENE Corporation**

\$119	\$99	\$11	\$49.50	\$120	\$50.99	\$54.75

Starbucks \$79.50, Old Navy \$27.80, Old Navy \$23.70, Old Navy \$129, Old Navy \$59.50, Old Navy \$79, Old Navy \$39.50

Recent News

- Review: Empathizing, Chastain plays Tammy Faye Messer | Entertainment 10 mins ago
- Raiders D does enough to help Carr lead the comeback win | WGN Radio 720 16 mins ago
- America Strong: A professor at Lincoln University was talked about holding a baby student during class. 17 mins ago
- "Saturday Night Live" alum and veteran comics were 51 years old - deadline 25 mins ago

Advertisement

best egg PERSONAL LOANS

“The loan process was super easy and seamless!” -Marcus G.

APPLY NOW

Advertisement

jtv jewelry live

The Cardinals, who lost 8 to 1 to the Minnesota Twins at Busch Stadium on Saturday night, knocked back to the .500 mark (52-52) for the fifth time in 13 days. It also evened out their best-ever Interleague mark in 202-202. However, there is no single statistic on Cardinals and Interleague play, including the Interleague record at Bush III

jtv jewelry live

CBS SPORTS ASIAN QUALIFIERS NATIONAL TEAM GLORY ON SOCCER'S BIGGEST STAGE STREAMING ON Paramount+ TRY IT FREE

LAST CHANCE! Get a 6-month digital subscription for \$1

## Cards fall to .500 again this year and for interleague play all time in 8-1 loss to Twins

Rick Hummel Jul 31, 2021 97

Labor Day special: \$1/6 month subscription

St. Louis Cardinals starting pitcher Jake Woodford (40) looks up after a fielding error by St. Louis Cardinals third baseman Nolan Arenado (28) allowed Minnesota Twins left fielder Brent Rooker (50) to be safe at first off a single during the first inning of a MLB game against the Twins at Busch Stadium on Saturday, July 31, 2021. The Cardinals are trying to win their second game in a three game series against the Minnesota Twins at home. Photo by Daniel Shular, [dshular@post-dispatch.com](mailto:dshular@post-dispatch.com)

Daniel Shular

BOURBON HERITAGE MONTH

THREE NEW LEGACIES. THREE SIGNATURE BOTTLES. WHICH WILL YOU TRY?

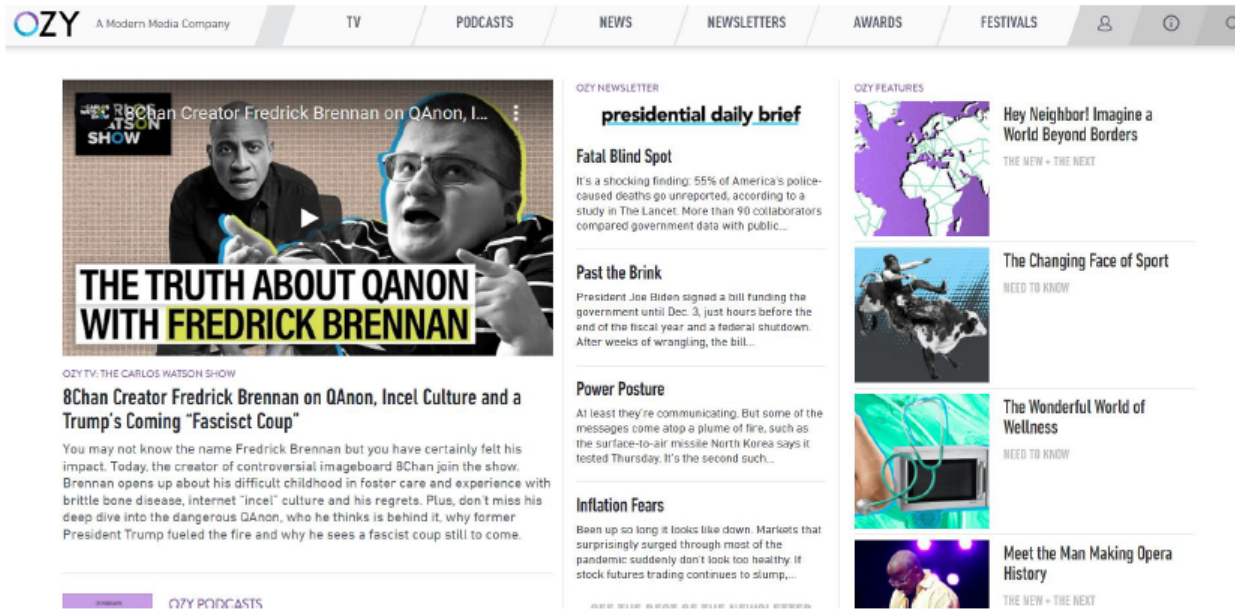
BUY NOW

ROSS Fall looks for less at Ross

# Legitimate Publishers Allegedly Overstating Engagement

## EXAMPLE: PUBLISHER WITH QUALITY CONTENT BUYING TRAFFIC

### Ozy Media Admits to Sourcing Traffic, Undetected by Fraud Detection



- 2017: BuzzFeed reports that Ozy bought cheap fraudulent traffic
- 2021: New York Times reports on issues across the company, including inflating audience size and buying traffic
- Hundreds of advertisers with fraud detection continued investing in Ozy

**Comscore**  
2018: 2.5MM monthly uniques



**Ozy's Claims**  
2019: 50MM monthly uniques



**Ozy claims 20X unique audience that Comscore measures**

## Chase: 99% reach had no impact

*“99% reduction in ‘reach’ ... Same Results.”*



“JPMorgan had already decided last year to oversee its own programmatic buying operation.

Advertisements for JPMorgan Chase were appearing on about 400,000 websites a month. [But] only 12,000, or 3 percent, led to activity beyond an impression.

[Then, Chase] limited its display ads to about 5,000 websites. We haven’t seen any deterioration on our performance metrics,” Ms. Lemkau said.”

# When Procter & Gamble Cut \$200 Million in Digital Ad Spend, It Increased Its Reach 10%

Unilever is also reevaluating its budget



# What is a quality publisher?

- Quality is subjective
- Spectrum from fraudulent to high quality



WHY AN AAM AUDIT?

**Audits allow the media marketplace to transact with trust.**



**News Media**

Audit Solutions for Your Diverse Community Products



**Magazine Media**

Verification for Your Multimedia Brands



**Business Media**

Credibility for Your Targeted Audiences

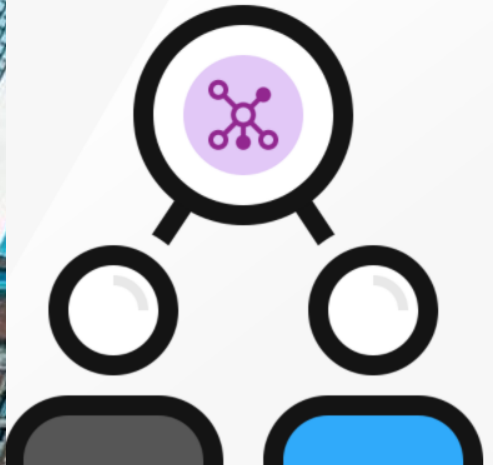




1

## Understanding

Each AAM audit begins with a conversation between the auditor and the client to better understand the products undergoing audit, the circulation mix and any promotions used to generate readers.



2

## Collaboration

Together, the AAM auditor and client work to obtain the data and records needed to complete the audit. Most audits are conducted digitally to minimize disruption to your daily operations, and AAM works with you to schedule audit testing at a convenient time.



3

## Review

Auditors review the data and records submitted, confer with the client for any clarification and develop an opinion.



4

## Report

The results of the audit are released in a report detailing any significant adjustments in circulation.



5

## Data Submission

AAM clients regularly submit claims to supply updated circulation data to media buyers. This is the data that is verified at subsequent audits.



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For Support:  
micenter@auditedmedia.com  
877-222-0932

# Media Intelligence Center

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Search by:

SAVE SEARCH | SHOW FILTERS

**FILTER BY:**

# of Results: **1623** Page 1 of 33

1 Next Results Per Page 50

- Media (-)**
  - News Media (1166)
  - Magazine Media (255)
  - B2B Media (152)
  - Farm Media (20)
  - Religious (0)
  - Interactive (30)
- Status (-)**
  - Active (1623)
  - Inactive (0)
- Digital Publisher Audit (+)**
- Cross Media (+)**
- Periodicals CMR (+)**
- Country (+)**
- Digital Editions (+)**
- Circulation (+)**
- News Media Frequency (+)**
- City**
- Parent Company**
- SRDS Classification**
- CARD Classification**
- Market Search (+)**

<input type="checkbox"/>	Media Property ▼	Parent Company	City	State	Type	Report Date	Sun/Sat	Wkdy	MagCirc
<input type="checkbox"/>	(201) Magazine	Gannett Co., Inc.	Ridgewood	NJ	MAG	06/2021			50,254
<input type="checkbox"/>	7 Jours	TVA Publications Inc.	Montreal	QC	MAG	06/2021			24,032
<input type="checkbox"/>	AARP Bulletin	AARP	Washington	DC	MAG	06/2021			22,559,696
<input type="checkbox"/>	AARP The Magazine	AARP	Washington	DC	MAG	06/2021			22,837,928
<input type="checkbox"/>	Abbotsford News	Black Press Group, Ltd.	Abbotsford	BC	WKL	12/2019		44,145	
<input type="checkbox"/>	Abilene Reporter-News	Gannett Co., Inc.	Abilene	TX	CND	09/2021	6,443	5,226	
<input type="checkbox"/>	ACBJ-American City Bus. Jrnls. Group	American City Business Journals Inc.	Charlotte	NC	BUSGRP	06/2021			512,677
<input type="checkbox"/>	Addison Suburban Life	Shaw Media	Downers Grove	IL	WKL	03/2021		90	
<input type="checkbox"/>	Adelante Valle	Imperial Valley Press, Inc.	Ei Centro	CA	CNW	03/2021		7,832	
<input type="checkbox"/>	Advertiser Times	C&G Publishing	Warren	MI	WKL	09/2020		21,632	
<input type="checkbox"/>	Advisor's Edge	Newcom Media Inc.	Toronto	ON	BUS	06/2021			30,679
<input type="checkbox"/>	Advocate	Capital City Press LLC	Baton Rouge	LA	DLY	03/2021	50,747	45,803	
<input type="checkbox"/>	Advocate	Gannett Co., Inc.	Newark	OH	CND	09/2021	5,483	4,942	
<input type="checkbox"/>	Advocate, The Sunday Advocate	Hearst Communications Inc.	Norwalk	CT	CND	09/2021	8,458	7,623	
<input type="checkbox"/>	Advocate-Times-Picayune The New Orleans Advocate	Capital City Press LLC	Baton Rouge	LA	AP	03/2021	98,833	96,216	
<input type="checkbox"/>	ADWEEK	Adweek LLC.	New York	NY	BUS	06/2021			70,880
<input type="checkbox"/>	Aegis	Tribune Publishing Company	Baltimore	MD	CNW	09/2021		9,677	
<input type="checkbox"/>	Afar	AFAR Media	San Francisco	CA	MAG	06/2021			285,987

# Dallas Morning News



- Overview
- Audience
- Print Distribution
- Affiliated Publications
- Distribution Map
- Digital
- Learn More
- News Media Statements
- Reports Library

## The Dallas Morning News

Leaders and readers in North Texas look to the nine-time Pulitzer Prize winning newspaper in DFW to keep informed. Our newsroom takes great pride in quality reporting with breadth and depth. That's one reason why our subscribers pay for our content, and it's why they trust what they see in The Dallas Morning News.

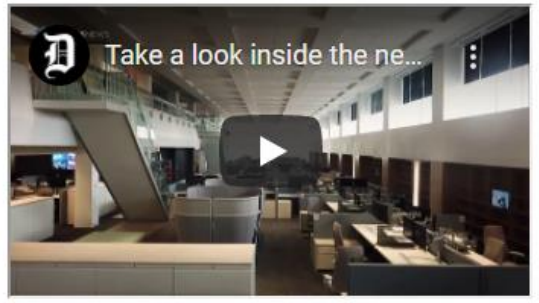
As a part of the largest media company in Dallas-Fort Worth, A.H. Belo Corporation, our name and our core is deeply-rooted in North Texas history and spans more than 175 years.

Belo + Company delivers the biggest and most targeted audiences in North Texas. From print to digital, Belo + Company provides access to more North Texans than any other media outlet.

For more information, please visit us at <http://www.dallasnews.com> or call us at (800) 925-1500.

Media Kit

## BELO + COMPANY



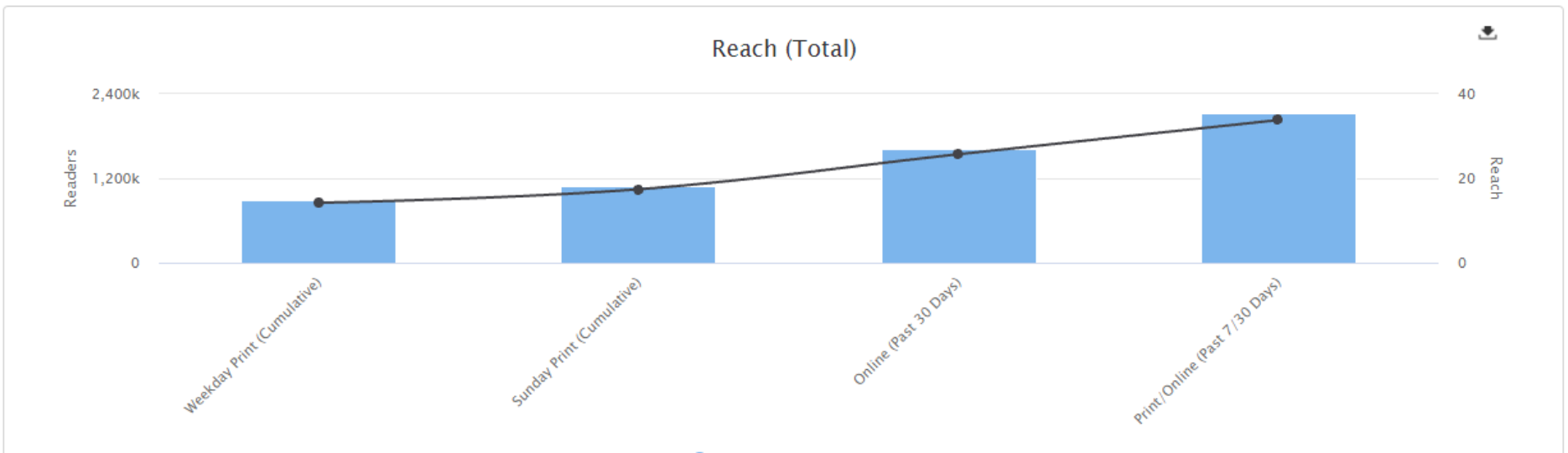
# Dallas Morning News

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## The Dallas Morning News

Through our portfolio of trusted and award winning print and digital brands, we leverage first-party subscriber and targeted audience data to drive substantial ROI for our clients.

For more information, please visit us at <http://www.dallasnews.com> or call us at (800) 925-1500.



# Dallas Morning News



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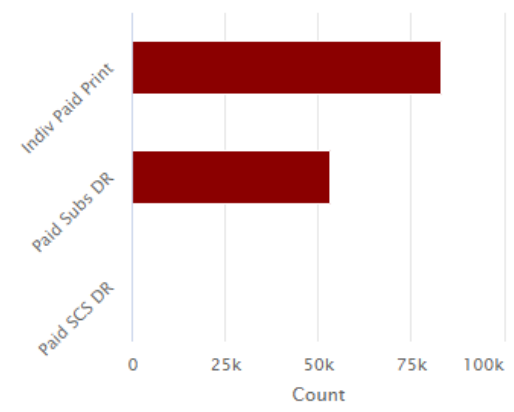
For more information, please visit us at <http://www.dallasnews.com> or call us at (800) 925-1500.

Total Circulation – Weekday



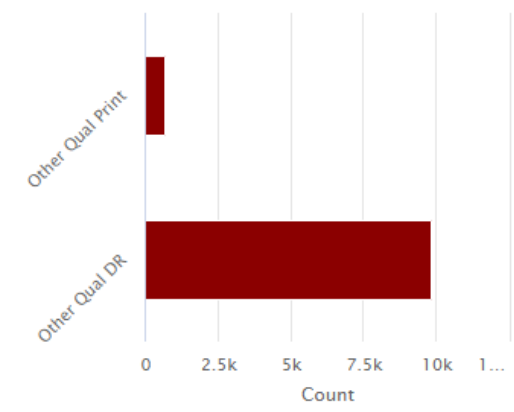
Source: Alliance for Audited Media. As of Date: September 30, 2021

Paid Circulation – Weekday



Source: Alliance for Audited Media. As of Date: September 30, 2021

Qualified Circulation – Weekday



Source: Alliance for Audited Media. As of Date: September 30, 2021



# BELO + COMPANY

## Dallas Morning News-Al Dia

Weekday Circulation:  
99,775

At al día, we have a special relationship with our readers and after more than 11 years, we work every day to fulfill our mission of providing the Hispanic segment with relevant news and content that is practical, engaging and entertaining. We're constantly improving and adapting to the informational needs of the hundreds of thousands of people that read the print version of al día every week and follow us daily on [aldiatx.com](http://aldiatx.com).



## Dallas Morning

Sun/Sat Circulation :

# Dallas Morning News



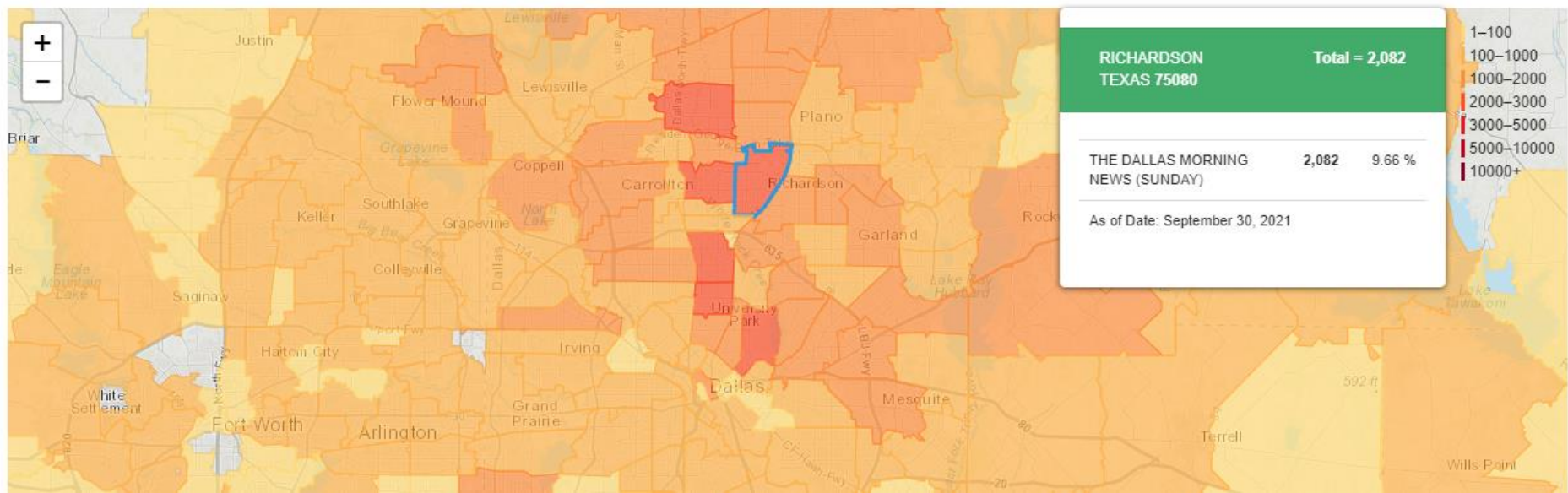
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## The Dallas Morning News

[Filters](#) [Reset Map](#) [Export](#)  [Save](#)

[Show Saved Maps](#)

**Circulation Type:**Total Circulation  
**Frequency:**SUNDAY  
**Publication(s):**THE DALLAS MORNING NEWS



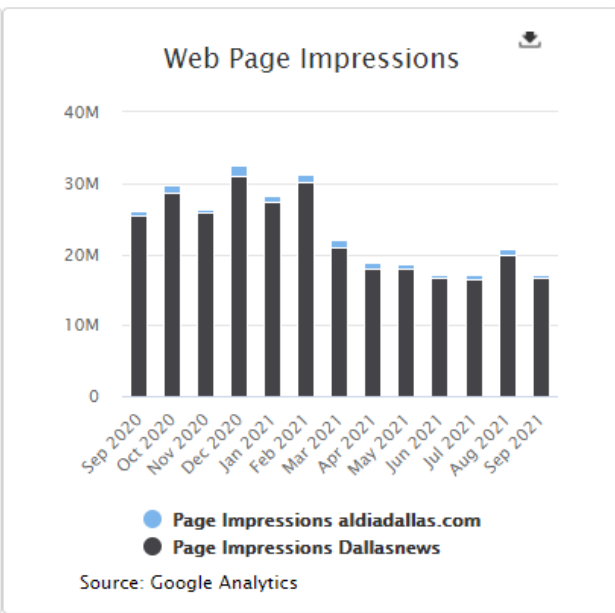
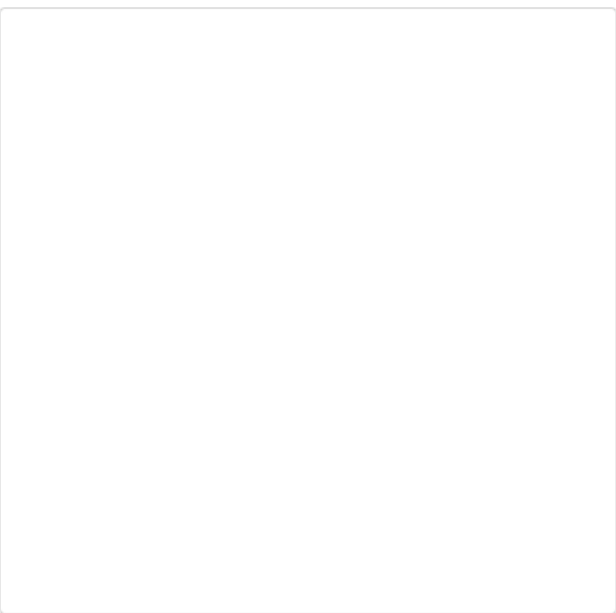
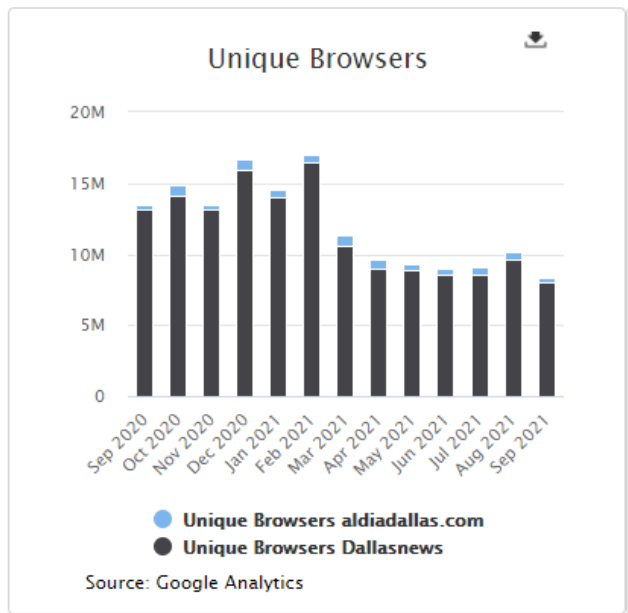
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## The Dallas Morning News

dallasnews.com, the leading local media website, leads in local reach media. With the highest local reach and the highest average visits, dallasnews.com connects advertisers to a desirable audience every day.





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Previous News Media Statement: ▾

NewspaperPDFTemplate 1 / 2 100% [Zoom controls]



1



2



## The Dallas Morning News

### News Media Statement

6 months ended September 30, 2021  
Subject to Audit

Dallas (Dallas County), Texas  
www.dallasnews.com

[Learn more about this media property at auditedmedia.com](#)

AUDIENCE SUMMARY									
Readership	Print Readership: in Market				Online Readership: in Market			Net Combined Audience: in Market (Unduplicated)	
	Sun	Weekday	Saturday	Past 7 Days	Past 7 Days	Past 30 Days	DMA Audience	Past 7 Days	Past 30 Days Online
DMA Readers	657,282	481,341		1,035,203	1,184,238	1,614,285		1,798,929	2,124,085
Reach	10.5%	7.7%		16.5%	18.9%	25.7%	Reach	28.7%	33.8%
NDM Readers	628,429	454,292		962,711	1,142,204	1,549,563	NDM Audience	1,693,347	1,997,064
Reach	11.3%	8.2%		17.4%	20.6%	27.9%	Reach	30.5%	36.0%

Source: 2021 Release 1, Nielsen Scarborough Report. Copyright 2021, The Nielsen Company. All rights reserved.

CROSS-MEDIA METRICS			
WEBSITE ACTIVITY			Period
Dallasnews (Combined)	Unique Browsers	8,037,288	September 2021
	Page Impressions	16,619,897	
Source: Google Analytics			
aldiadallas.com (Combined)	Unique Browsers	318,319	September 2021
	Page Impressions	512,799	
Source: Google Analytics			

CIRCULATION SUMMARY									
	Sun	Avg Mon-Fri	Mon	Tue	Wed	Thu	Fri	Sat	
<b>TOTAL COMBINED AVERAGE CIRCULATION</b>	<b>393,453</b>	<b>192,987</b>	<b>122,365</b>	<b>121,685</b>	<b>469,694</b>	<b>123,303</b>	<b>130,558</b>	<b>119,764</b>	
<b>THE DALLAS MORNING NEWS</b>									
Print	117,709	66,651	59,425	59,276	83,839	62,635	68,229	67,244	
Digital Replica	52,574	62,249	62,940	62,409	62,958	60,668	62,329	52,520	
<b>Total Circulation Excluding Other Affiliated Publications</b>	<b>170,283</b>	<b>128,900</b>	<b>122,365</b>	<b>121,685</b>	<b>146,797</b>	<b>123,303</b>	<b>130,558</b>	<b>119,764</b>	
<b>AFFILIATED PUBLICATIONS</b>									
Briefing	223,170	44,284			223,122				
Al Dia		19,803			99,775				
<b>Total Combined Average Circulation</b>	<b>393,453</b>	<b>192,987</b>	<b>122,365</b>	<b>121,685</b>	<b>469,694</b>	<b>123,303</b>	<b>130,558</b>	<b>119,764</b>	



1



2



## NEWS MEDIA AUDIT

# THE DALLAS MORNING NEWS

Dallas (Dallas County), Texas

12 months ended March 31, 2021

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation shown below and all other related data shown in the Media Intelligence Center for the reporting period are fairly stated in all respects material to average circulation.

*Alliance for Audited Media*

### AUDIT STATEMENT

	Sun			Avg Mon-Fri			Mon			Tue		
	Audit	Claims	Diff	Audit	Claims	Diff	Audit	Claims	Diff	Audit	Claims	Diff
The Dallas Morning News												
Print	129,402	129,402		74,310	74,310		65,631	65,631		65,386	65,386	
Digital Replica	46,724	46,724		61,341	61,341		61,439	61,439		61,756	61,756	
<b>Total Circulation Excluding Affiliated Publications</b>	<b>176,126</b>	<b>176,126</b>		<b>135,651</b>	<b>135,651</b>		<b>127,070</b>	<b>127,070</b>		<b>127,142</b>	<b>127,142</b>	
AFFILIATED PUBLICATIONS												
Briefing	224,584	224,584		45,603	45,603							
Al Dia				20,428	20,428							
<b>Total Combined Average Circulation</b>	<b>400,710</b>	<b>400,710</b>		<b>201,682</b>	<b>201,682</b>		<b>127,070</b>	<b>127,070</b>		<b>127,142</b>	<b>127,142</b>	

	Wed			Thu			Fri			Sat		
	Audit	Claims	Diff	Audit	Claims	Diff	Audit	Claims	Diff	Audit	Claims	Diff
The Dallas Morning News												
Print	92,383	92,383		70,843	70,843		76,961	76,961		75,118	75,118	
Digital Replica	60,615	60,615		61,088	61,088		61,821	61,821		46,712	46,712	
<b>Total Circulation Excluding Affiliated Publications</b>	<b>152,998</b>	<b>152,998</b>		<b>131,931</b>	<b>131,931</b>		<b>138,782</b>	<b>138,782</b>		<b>121,830</b>	<b>121,830</b>	
AFFILIATED PUBLICATIONS												
Briefing	224,572	224,572										
Al Dia	100,599	100,599										
<b>Total Combined Average Circulation</b>	<b>478,169</b>	<b>478,169</b>		<b>131,931</b>	<b>131,931</b>		<b>138,782</b>	<b>138,782</b>		<b>121,830</b>	<b>121,830</b>	

# Publishers can stand out as quality media.

Increase revenue through increased assurance.



## Internal Check

Audits serve as a layer of internal trust and assurance



## Quality Proof

Be prepared when a buyer asks what safeguards you have in place



## Increase Revenue

AAM-audited domains stand out in direct and programmatic buys

“Fraud and safety are top of mind right now. The AAM (Digital Publisher) Audit can put you ahead. You may even land more campaigns with it.”

– Lisa Pezzuto, senior project manager,  meredith



**Thank You**