



STORIES OF HONOR

“True heroism is remarkably sober, very undramatic. It is not the urge to surpass all others at whatever cost, but the urge to serve others at whatever cost.”

— Arthur Ashe

Only one day of the year is exclusively dedicated to honoring our veterans. **Stories of Honor** is a year long program with the objective of highlighting and ultimately honoring veterans of the armed forces. The program consists of video interviews, stories and articles, personal recognition and more. It gives everyone the opportunity to learn from their experiences and wisdom and celebrate their service and sacrifices. It is important to appreciate their distinction as heroes.

**Join us in making this a meaningful journey
in providing positive encouragement to the
men and women who served in our armed services.**

*Their courage and dedication to our country
continues to make it a better place.*

Omaha World-Herald
Omaha.com ^{THE} AIR PULSE



STORIES OF HONOR

PROGRAM OVERVIEW AND TIMELINE

JAN - MAR: Nomination Period

The program begins as readers are asked to nominate military heroes on our website together with photographs sharing stories of allegiance, heroism and determination from the nominee's time of service.

Promotion of the nomination phase include:

- A sponsored article will publish in the Omaha World-Herald, The Air Pulse and on Omaha.com about this new annual program.
- Weekly print ads in The World-Herald and The Air Pulse: a combination of quarter, half and full page ads will encourage nominations.
- 100,000 reveal impressions per month on Omaha.com.
- Monthly email campaign to our market list.
- Social distribution with \$750 paid boost.
- A maximum of 100 nominees will be accepted per year.

APR: Front Door Salutes and Pre-voting

The Omaha World-Herald's Celebration Team will furnish a "Front Door Salute" by visiting every nominee's home to personally thank these heroes for their service.

A care package will be delivered, photographs taken (if applicable), and a "Vote For Me" sign will be placed in their yard (or door), directing people to the voting website.

- The care package will include a "Stories of Honor" quality, formatted printout of their nomination along with other gift items TBD.
- The yard sign will have a QR code directing everyone to the voting web page.
- Once the "Front Door Salutes" are complete, voting will begin in May.

MAY: Voting Website is Live

During the voting phase, the public will be lead to read about the nominees and vote. The top six receiving the most votes will be the featured in an article and video interview.

Promotion of voting phase include:

- Weekly print ads in the Omaha World-Herald and The Air Pulse: a combination of quarter, half and full page ads.
- 100,000 reveal impressions per month on Omaha.com.
- Two email campaigns to our market list.
- Social distribution with a \$750 paid boost.
- A sponsored article will publish in the Omaha World-Herald and The Air Pulse and on Omaha.com about the nominees encouraging votes.

JUNE: Production Period

Production of the stories and video interviews of the top six receiving the most votes begins.

JULY - DEC: Articles and Video Interviews Publish

July 4th is the targeted week of announcing the first honoree. One feature article and video interview will publish on Omaha.com each month, July through December, 2024 - six total.

Promotion of the articles and video interviews include:

- Social distribution with a \$500 paid boost (per mo.).
- 100,000 native impressions per month on Omaha.com.
- Videos will publish on The world-Herald's "Stories of Honor" YouTube Channel with a \$500 paid boost (per mo.).
- Monthly print ads in the Omaha World-Herald and The Air Pulse will direct readers to the articles and video interviews online, includes half or full page ads depending on content.

STORIES OF HONOR

PARTICIPATION and SPONSORSHIP OPPORTUNITIES

Title Sponsor:

Exclusive - one available

\$3,750/mo.

\$45K annually

The title sponsor has the opportunity to take ownership of a powerful, year-long program that is already organized and poised to be an annual series. The title sponsor's logo/name will always be included and used everywhere in all promotions of "Stories of Honor." In addition to this exclusive inclusion, the title sponsor will receive dedicated branded content and ad space to promote his or her business or organization.

JAN - MAR: Nomination Campaign Benefits Include:

- Logo inclusion on entry platform, all print (OWH & AP) and digital ads, email campaigns and social posts promoting nominations.
- After entry, the nominator will receive a bounce-back message with an offer from your business. This will also appear on-screen after an entry is submitted.

APRIL: Front Door Salute Benefits Include:

- Logo/name inclusion on Stories of Honor "Front Door Salute" event materials (yard signs, door posters, fliers, gifts, etc.).
- Opportunity to provide a personal gift to each nominee, delivered by the Celebration Team to all of the nominees' homes.

MAY: Voting Campaign Benefits Include:

- Logo/name inclusion on all "go vote" promotions.

JULY - DEC: Stories of Honor Content Series Benefits Include:

Six winning Stories of Honor will be produced. One will publish each month. Each includes an article in print, online accompanied with a video interview.

- Logo/name inclusion on all promotions surrounding the six (6) monthly content series announcements.
- Social media promotion with \$500 targeted paid boost (6x).
- Video promotion with \$500 targeted paid boost (6x).
- 100,000 Native Impressions on Omaha.com (6x).
- Inclusion in the Daily Headlines newsletter (6x).
- Premium logo placement on Stories of Honor dedicated section on Omaha.com.
- Logo inclusion on all 6 features published in the Omaha World-Herald and The Air Pulse, video and online.
- Optional: one to two sentences about your veterans program or initiatives can be included within each digital and print article.

Also receive branded content and dedicated ad space to use as you wish. This includes up to 4 branded content articles that can publish anytime during 2024. Each article will include the following distribution and promotions:

- Published sponsored article on Omaha.com (4x).
- \$750 paid social post on OWH Facebook page (4x).
- 100,000 Native Impressions on Omaha.com (4x).
- Published half page in the Sunday Omaha World-Herald (4x) and The Air Pulse (4x).

Dedicated ad space includes the following:

- Up to six (6) full page ads worth of print ad space in both the Omaha World-Herald and The Air Pulse to use anytime in 2024.
- 1,000,000 ROS digital ad impressions on Omaha.com to use anytime during 2024.

Charitable Contribution:

Also receive dedicated branded content and ad space gifted to a veteran charity of your choice. This can publish anytime during 2024. The article will include the following distribution and promotions:

- Published sponsored article on Omaha.com.
- \$750 paid social post on OWH Facebook page.
- 100,000 Native Impressions on Omaha.com.
- Published half page in the Sunday World-Herald and The Air Pulse.
- One full page worth of print ad space that will publish in both the Omaha World-Herald and The Air Pulse to use anytime during 2024.
- 100,000 ROS digital ad impressions on Omaha.com to use anytime during 2024.



Video Sponsor Add-On:

One available: July - December

\$1,000/mo.

\$6K annually

This is a great opportunity to include a video message about your business at the end of each of the 6 featured "Stories of Honor" videos.

- Videos will be embedded in each story on Omaha.com.
- Videos will publish on the Omaha.com "Stories of Honor" YouTube channel with a \$500 targeted paid boost (6x).
- Videos will publish on the Omaha.com Facebook account with a \$500 targeted paid boost (6x).

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PARTICIPATION and SPONSORSHIP OPPORTUNITIES

Patron Sponsor:

Three available

\$1,000/mo.

[§]12K annually

A patron sponsor has the opportunity to say more than thank you by participating and being affiliated with a year-long program that brands his or her business or organization as a supporter of veterans and contribute to their all-important recognition.

JAN - MAR: Nomination Campaign Benefits Include:

- Logo inclusion on the entry platform, all print (OWH & AP) and email campaigns promoting nominations through March.

APRIL: Front Door Salute Benefits Include:

- Logo/name inclusion on Stories of Honor "Front Door Salute" event materials: yard signs, door posters, fliers, and gifts.
- Opportunity to provide a personal gift to each nominee, delivered by the Celebration Team to all of the nominees' homes.

JULY - DEC: Stories of Honor Content Series Benefits Include:

Six winning "Stories of Honor" will be produced. One will publish each month. Each includes an article in print, online accompanied with a video interview.

- Logo/name inclusion on the six (6) featured articles published in print (OWH & AP) and online.

Branded Content and Dedicated Ad Space:

Also receive branded content and dedicated ad space to use as you wish. This includes up to 2 branded content articles that can publish anytime during 2024. Each article will include the following distribution and promotions:

- Published sponsored article on Omaha.com (2x).
- \$750 paid social post on OWH Facebook page (2x).
- 100,000 Native Impressions on Omaha.com (2x).
- Published half page in the Sunday Omaha World-Herald (2x) and the Air Pulse (2x).

Dedicated ad space includes the following:

- Up to two (2) full page ads worth of print ad space in the Omaha World-Herald and The Air Pulse to use anytime in 2024.

Salute Sponsor:

Four available

\$500/mo.

[§]6K annually

JAN - MAR: Nomination Campaign Benefits Include:

- Logo inclusion on the entry platform.
- Click through link on entry platform.

APRIL: Front Door Salute Benefits Include:

- Logo/name inclusion on Stories of Honor "Front Door Salute" event materials: yard signs, door posters, fliers, and gifts.
- Opportunity to provide a personal gift to each nominee, delivered by the Celebration Team to all of the nominees' homes.

Branded Content and Dedicated Ad Space:

Also receive branded content and dedicated ad space to use as you wish. This includes one branded content article that can publish anytime during 2024. The article will include the following distribution and promotions:

- Published sponsored article on Omaha.com.
- \$750 paid social post on OWH Facebook page.
- Published half page in Sunday Omaha World-Herald and The Air Pulse.

PLEASE CHECK ALL THAT APPLY:

☐ TITLE SPONSOR ☐ PATRON SPONSOR ☐ SALUTE SPONSOR

CONTACT NAME

BUSINESS NAME

BILLING ADDRESS

CITY

STATE

ZIP

DAYTIME PHONE NO.

EMAIL ADDRESS

AGREEMENT DATE

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