



DIGITAL OPPORTUNITIES | 2023

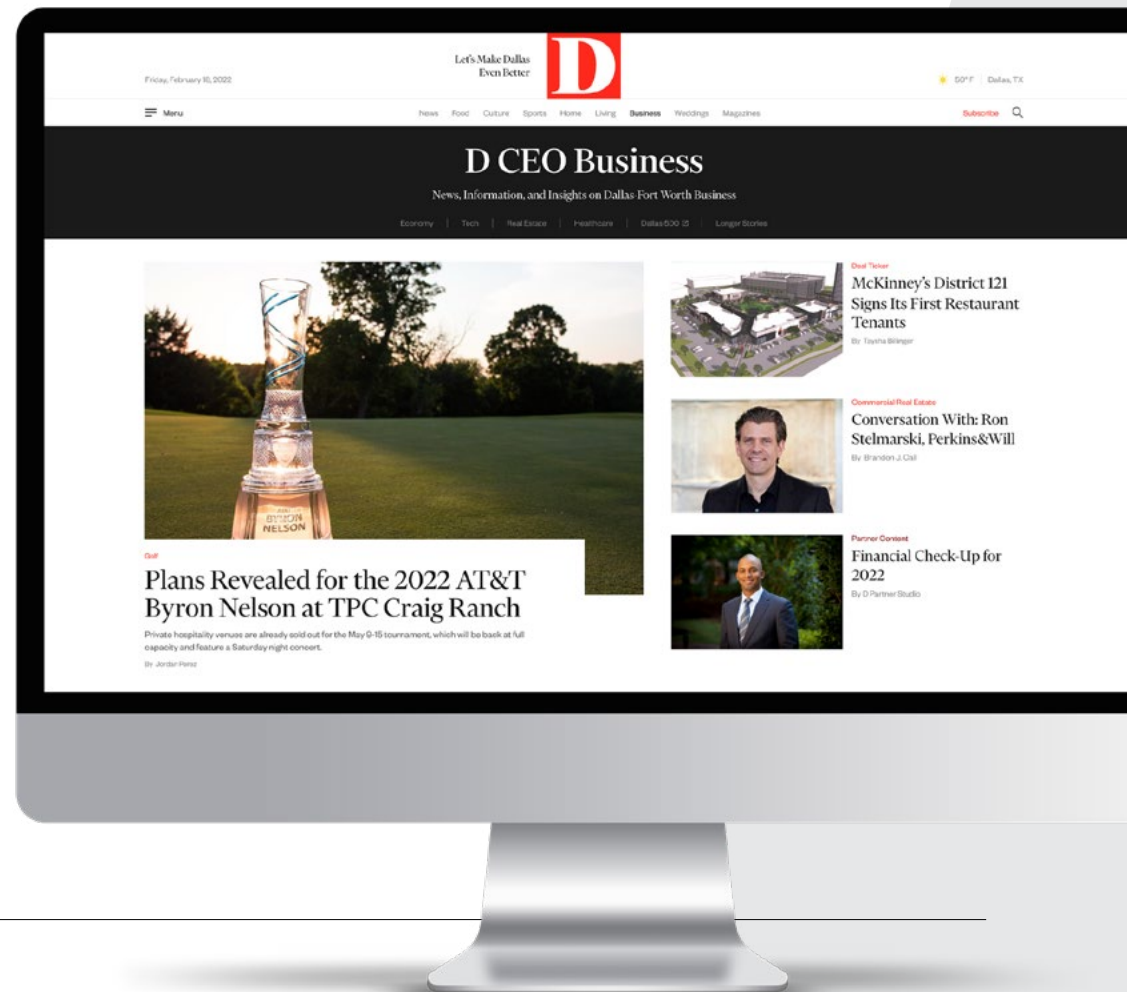
D CEO Online

Powerful. Affluent. Influential.

Monthly, more than **209,178+** **business-minded digital visitors** consult *D CEO* Business, Real Estate, and Healthcare pages to keep tabs on insider news, insightful stories, and industry insights. Users check in daily to stay informed on the people, stories, and companies that make North Texas a great place to do business.

Now, be sure they connect with you.

D CEO Online is where your business can interact with business decision makers and influencers daily.



All access, all the time.

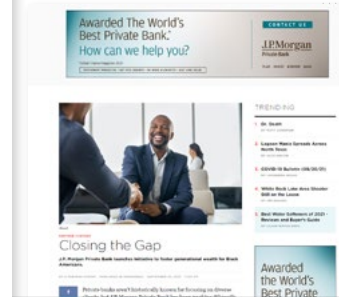
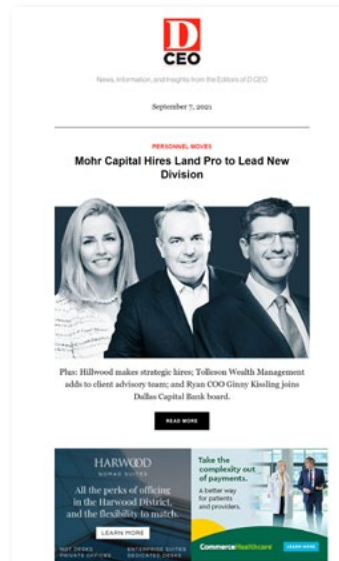
Dallas executives turn to *D CEO* Online for daily insights.

Position yourself with Dallas executives most trusted supplier of insights and updates for all things business. Our elite audience trusts *D CEO* to provide them with honest and informative coverage of the North Texas business community. You will have unparalleled access to our core audience and be given the opportunity to promote your brand among key decision-makers.

D CEO online is where your business can interact with our influential readers every day.

Opportunities Include:

- Digital Newsletters
- Targeted Custom Emails
- Display Ads
- Native Content
- Sponsored Posts
- Video
- Category Sponsorships
- Audience Extension (display ads and email)
- Social Media Posts (LinkedIn)



D CEO digital products receive
3,600,000+

page views a year

200,000+

average users per month



Align your brand with our core verticals.



D CEO Business

D CEO keeps business leaders updated with daily insider news, behind-the-scenes interviews, and contributor commentary. The D CEO Weekly newsletter reaches executive readers who seek meaningful journalism, news of the day, influential networking opportunities, and industry insights.

NEWSLETTER SUCCESS

13,756

Opt-in Email
Subscribers

53.2%

Open Rate

SITE TRAFFIC

62,073+

Average Monthly Unique Visitors



D CEO Healthcare

D CEO Healthcare serves as the daily content hub for the medical leadership community in Dallas. Through daily and weekly round-up newsletters, and quarterly content events, the D CEO Healthcare community is powerful—online and off.

NEWSLETTER SUCCESS

3,492

Daily Email
Subscribers

8,166

Weekly Roundup
Subscribers

45%

Daily Open Rate

48.6%

Weekly Roundup
Open Rate

SITE TRAFFIC

39,881+

Average Monthly Unique Visitors



D CEO Real Estate

The D CEO Real Estate digital portal keeps readers abreast of the latest deals, relocations, industry movers and shakers, and insights on all things commercial real estate. Office, retail, industrial, data centers, and multi family—we cover it all.

NEWSLETTER SUCCESS

4,710

Opt-in Email
Subscribers

58.3%

Open Rate

SITE TRAFFIC

22,882+

Average Monthly Unique Visitors

DIGITAL OPTIONS

How do you want
to connect with the
Dallas business
community?

Run-of-Site Ads

Make an impression.

Your display banner ad campaign supports your strategic marketing goals. Appeal to a broad audience by running your brand display ads throughout *D CEO* Business section. Or target your preferred niche, including *D CEO* Real Estate or *D CEO* Healthcare.

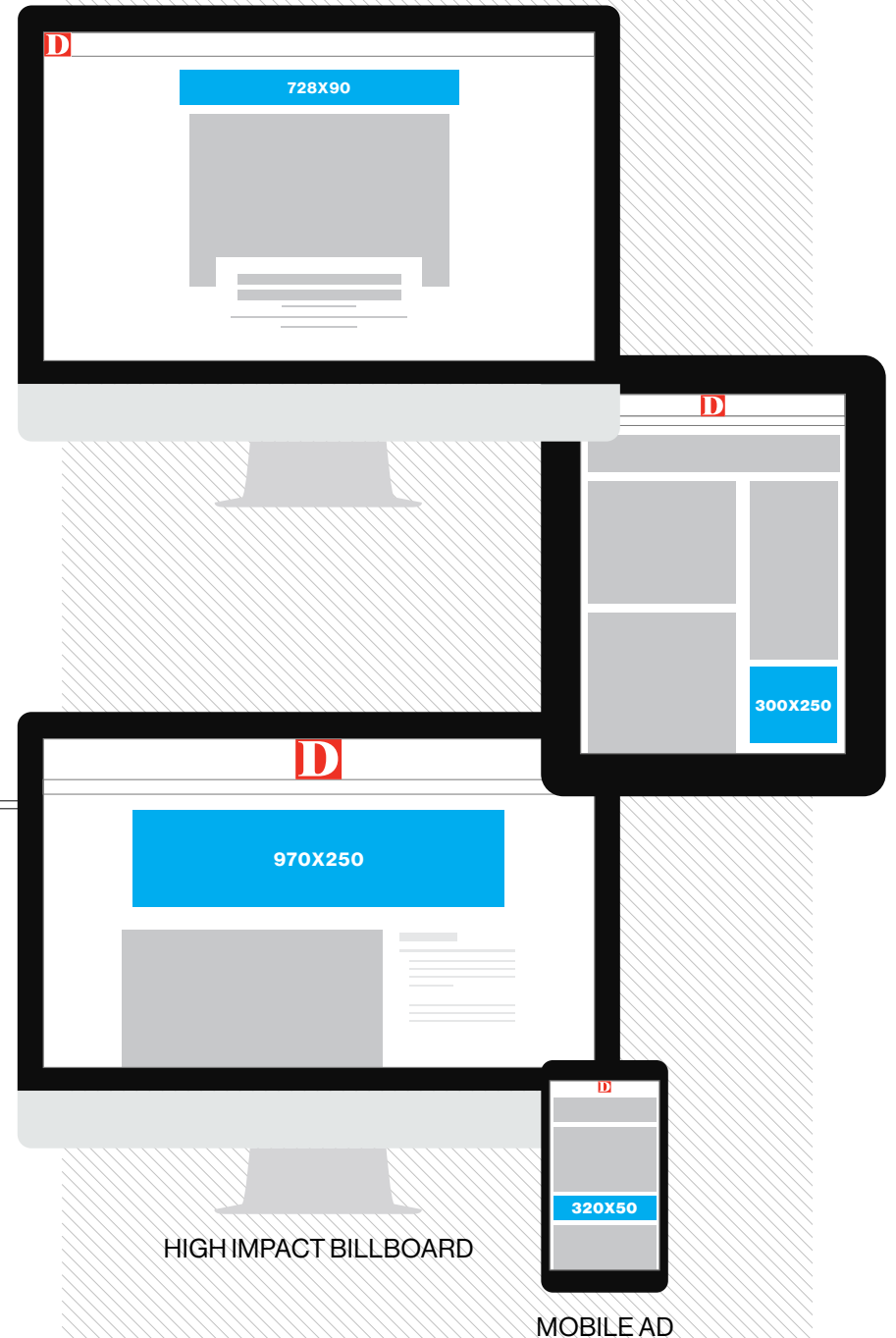
SPECIFICATIONS

- **Ad Sizes:** 970x250 or 728x90, 300x250, 320x50 (must run at least 2 sizes)
- **Max file size:** 1 MB
- **Accepted file types:** jpg, png, gif, 3rd party tag
- **Tracking links accepted**
- **Preferred click-through link**

INVESTMENT: \$25 CPM

| IMPRESSIONS | MONTHLY INVESTMENT |
|-------------|--------------------|
| 100,000 | \$2,500 |
| 50,000 | \$1,250 |
| 40,000 | \$1,000 |
| 30,000 | \$750 |
| 20,000 | \$500 |

AD SIZES INCLUDE:



Site Retargeting

Reach the *D CEO* audience anywhere online with our site retargeting solution. With retargeting, your brand's display ads follow visitors on websites across the internet, further saturating your message and brand wherever they are online.

Benefits

- Follow *D CEO* site visitors as they visit other websites
- Your brand ad will appear on targeted reputable websites
- Retargeting can be a part of a packaged solution of an effective campaign that includes print and website advertising

SPECIFICATIONS

- Ad sizes: 970x250 or 728x90, 300x250, 320x50 (must provide at least 2 banner sizes)
- Targeting specifications including age, gender, location, search behavior, job title, content interests, net worth, and more
- Preferred click-through link

COST DEPENDS ON TARGETING CRITERIA (\$15 CPM).

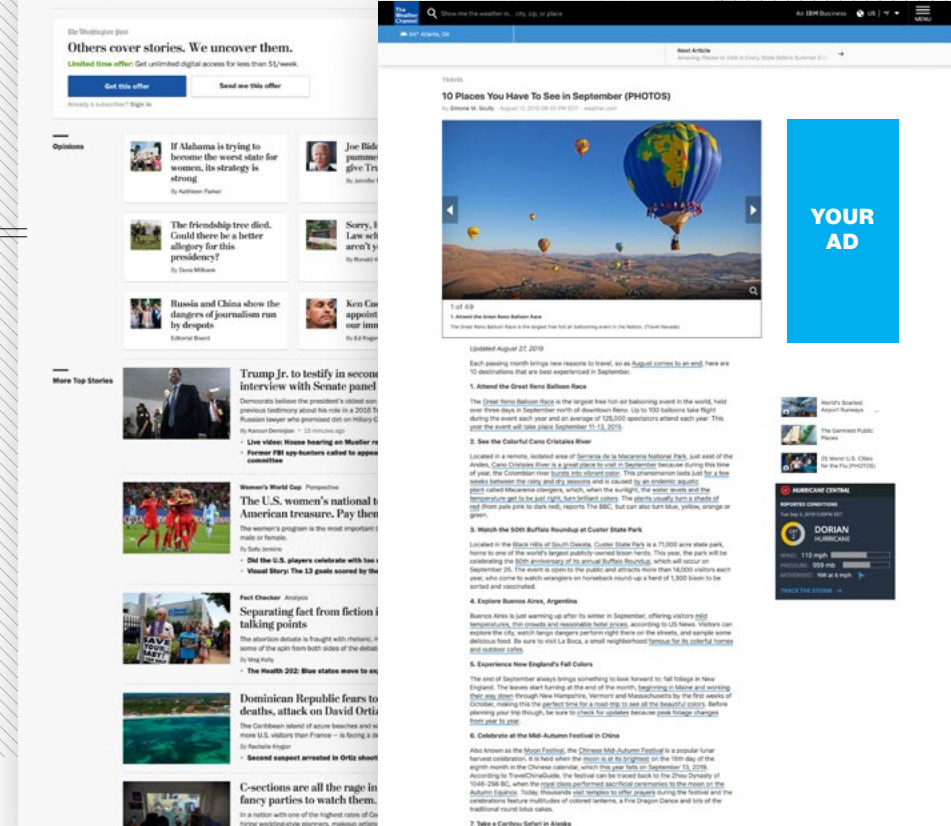
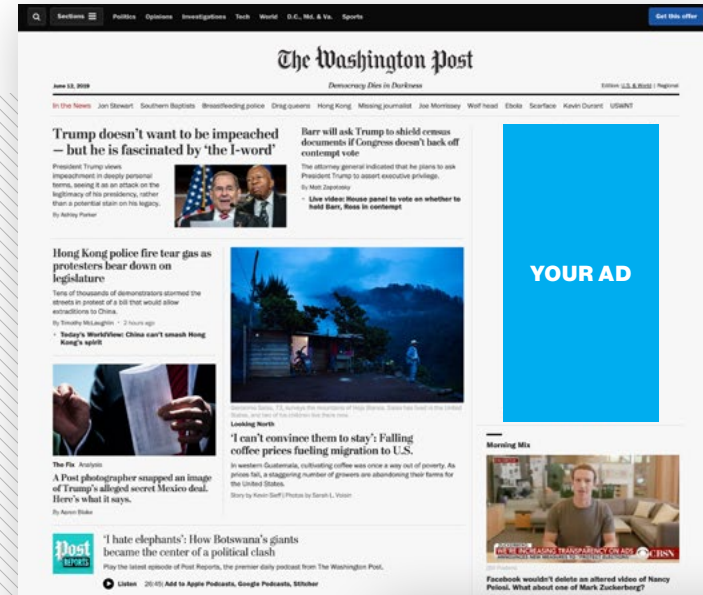
BASIC PACKAGE EXAMPLE:

| IMPRESSIONS | MONTHLY INVESTMENT |
|-------------|--------------------|
| 100,000 | \$1,500 |
| 250,000 | \$3,750 |
| 500,000 | \$7,500 |

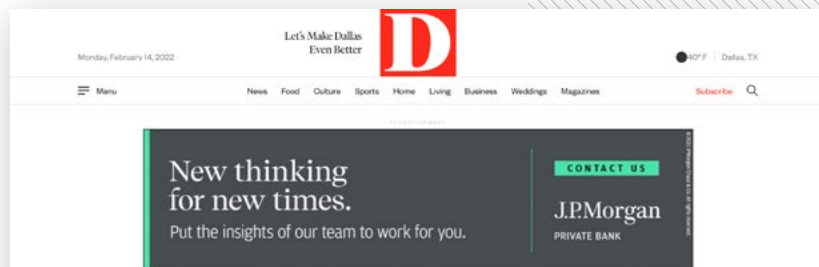
Retargeting strategies work. A recent study found that retargeting ads led to a 1,046% increase in branded search and 726% lift in site visits.

ADCELLERANT 2022

YOUR BRANDED ADS WILL "FOLLOW" D CEO SITE VISITORS ON OTHER WEBSITES AFTER VISITING DMAGAZINE.COM.



FOR PREVIEW ONLY



Looking Ahead

2022 banking outlook with J.P. Morgan Private Bank.
By D Partner Studio | January 13, 2022 | 10:53 am

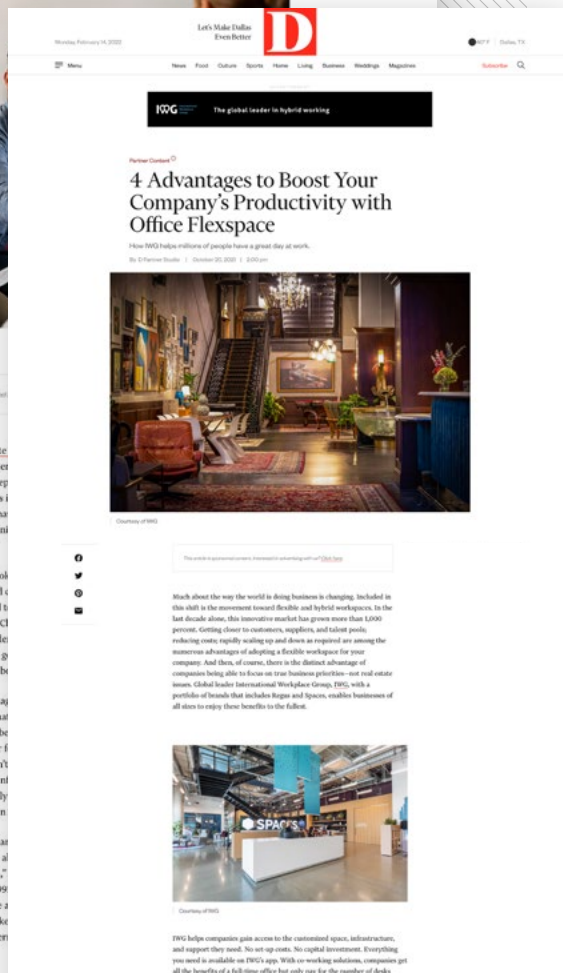


The release of J.P. Morgan Private Bank's 2022 outlook report is a reminder that it's time to consider New Year. The report's title, "Prep for 2022," is encouraging, but to get there, it's critical to work with your financial advisor to ensure you have a plan in place to take advantage of promising opportunities that inevitably bring.

J.P. Morgan Private Bank's outlook report highlights the bank's priorities, healthy consumer and market conditions, and innovation. However, it's critical to work with your financial advisor to ensure you have a plan in place to take advantage of promising opportunities that inevitably bring.

Pete Chillian, Dallas Market Manager, says, "In times of uncertainty, one thing that is clear is that focusing on inflation. 'We have to be realistic,' Chillian says. 'Investor focus is on seeing numbers we haven't seen in a long time. Here to stay? If you dig into the data and forecast, the Fed has quickly indicated there are going to be rate hikes in the near future.'

With this in mind, how are Chillian's clients to guide clients? "If you think a lot of this is already priced in, it's 4.9 percent—the highest since 1998 or three rate hikes next year. We're seeing sell-offs and the market manage portfolios for the long term."



Native Content

Your message. Our voice.

With the look and feel of an editorial piece, native universal content is written by D Partner Studio copywriters to engage our audience on your behalf.

Relevant and timely, native posts frequently become “trending” content on our site, proving that advertising is effective when it addresses the genuine needs and interests of a specific group.

Your native content is complemented by native ad units that promote your content on our site and display banner ads that drive visits to your website.

SPECIFICATIONS

- Up to 500 words of custom copy, provided by D Magazine Partners
- Header image (1800x1200) and up to 3 additional images, provided by client
- ROS branded display ads surrounding your content. Ad sizes include 970x250 or 728x90, 300x250, and 320x50.
- Click-through link
- You own the rights to this content to repurpose and reuse

INVESTMENT PER POST:

1x \$3,500 | 3x \$3,000
2x \$3,250 | 4x \$2,750

ENHANCE YOUR POST WITH VIDEO! +\$1,000

Sponsored Content

Our platform. Your story.

Sponsored content allows your brand to address *D CEO's* executive audience in your own voice. Promote your services, share a company announcement, or educate users on a subject of expertise.

Your sponsored content is complemented by native ad units that promote your native universal content on our site and display banner ads that drive visits to your website.

SPECIFICATIONS

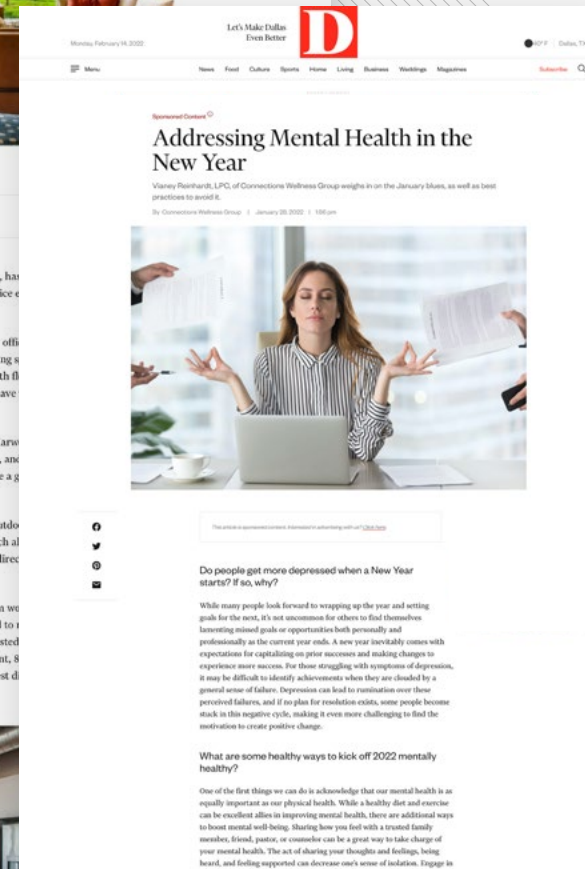
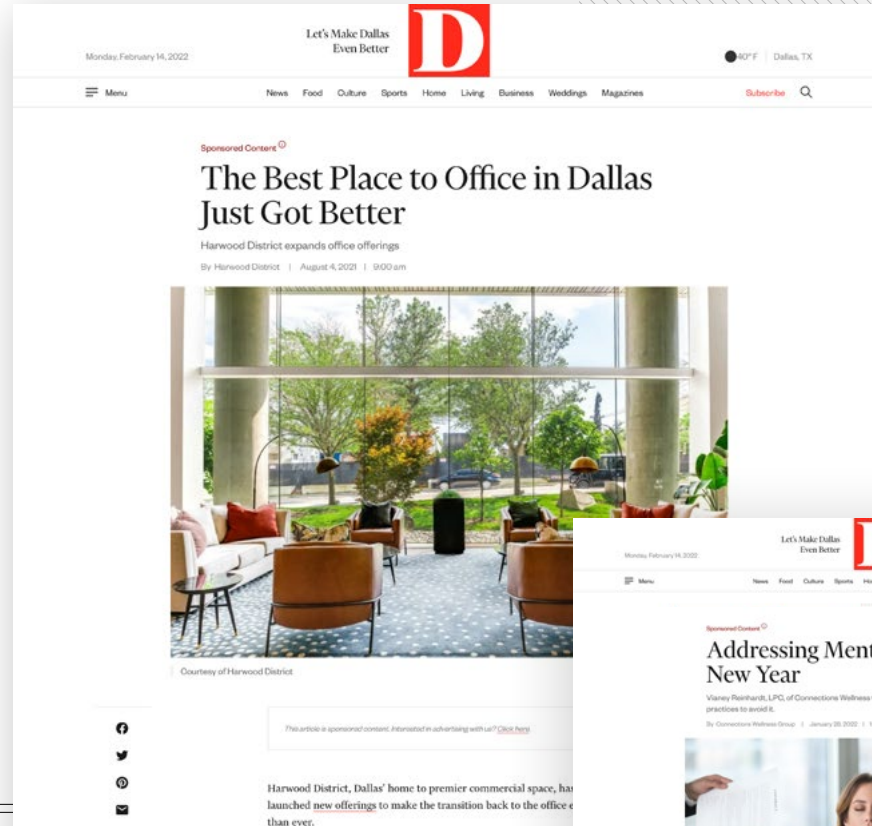
- Header image (1800x1200)
- Up to 3 additional images (optional)
- Up to 250 words of body copy, headline, and sub-head
- Click-through link
- ROS branded display ads
 - Ad Sizes: 970x250 or 728x90, 300x250, 320x650

All deliverables must be provided by client.

INVESTMENT: \$2,000 per post

ENHANCE YOUR POST WITH VIDEO! +\$1,000

FOR PREVIEW ONLY



Enhanced Video Promotion

No one knows how to captivate *D CEO* audience better than we do. Now, put our team to work on your behalf. We can craft a relevant and shareable video reel that resonates with your target audience and pair it with high quality sponsored or advertorial content.

Benefits

- D Magazine Partners turns your still photos or video clips into a video reel that can complement your custom content
- Video header differentiates your content and instantly engages online users
- You own the rights to your content; re-use it on your site and promote it through your social channels
- Promotion on the *D CEO* LinkedIn page

SPECIFICATIONS

- Provide up to 10 photos/video clips
- Search engine optimization (SEO) included to maximize reach

INVESTMENT \$1,000 per video
(video views/impressions not guaranteed)

LIVE ACTION VIDEO OPTIONS ARE ALSO AVAILABLE.
PRICING AVAILABLE UPON REQUEST.



Content Ideas

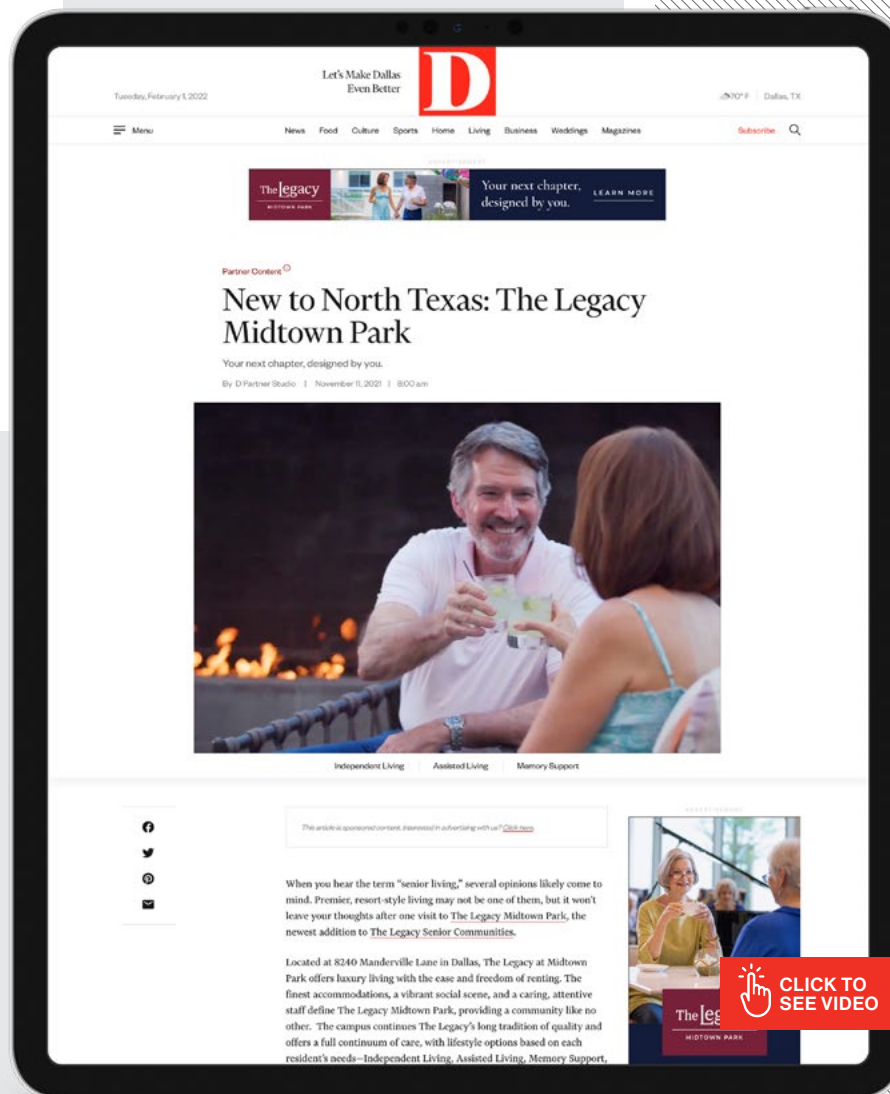
Provide valuable guidance in an area of expertise: debunk common myths or list do's and don'ts

Share fun or little-known facts about your company or industry

Introduce a new product through a "how to" video or demo

Provide a behind-the-scenes look at some aspect of your business

96% OF CONSUMERS HAVE INCREASED THEIR ONLINE VIDEO CONSUMPTION, AND 90% WANT TO SEE MORE VIDEOS FROM BRANDS AND BUSINESSES. (invideo 2021)



D CEO Weekly

EVERY TUESDAY

Readers stay up to speed on Dallas-Fort Worth's fast-moving business scene with news reports directly from our editors.

SPECIFICATIONS

- Banner ad (480x150) in x4 newsletters
- Click-through link

INVESTMENT \$3,000

FOR PREVIEW ONLY



COSMETICS AND SKINCARE
The Business of Beauty in North Texas



One of the best-kept secrets in the industry, North Texas cosmetics and skincare brands are giving major players in New York and Los Angeles a run for their money.

READ MORE

YOUR AD



EXECUTIVE BOOK CLUB

What Local Leaders Are Reading
Literary recommendations from the C-suites of Yum! Brands, Zirtue, Dallas College, Dallas Economic Development, and Think Three Media.

READ MORE



SPORTS
Meet the DFW Company That Rules College Football



Chris Calandro and his Farmers Branch-based Big Game USA have an 85 percent market share among FBS teams. And he has his eye on an even bigger prize.

READ MORE

YOUR AD



COMMERCIAL REAL ESTATE

How Gensler Architect Steven Upchurch Will Approach Dallas' Landmark Gold Campbell Centre Towers

Don't worry, it will still be gold, but renovations will bring a lot of light into the 30+ year old structure.

READ MORE



VACCINES

Dallas Businesses Shrug at Abbott's Latest Vaccine Order

The new mandate seems intended to be more of a political gesture than a rule, and businesses are treating it that way.

READ MORE



AWARDS

Meet D CEO's 2021 Corporate Counsel Award Winners

Unique personal experiences make North Texas' top attorneys better at their jobs.

READ MORE



PERSONNEL MOVES

Plano-based Tyler Technologies Welcomes New CIO

Plus, Trademark Property hires two new VPs, Paladin Partners welcomes new executive managing director, and more.

READ MORE



DEI THOUGHT LEADERSHIP

Join Us to Continue the Diversity, Equity, and Inclusion Conversation

Learn about the pitfalls companies make and how they can be avoided or redeemed.

READ MORE

D CEO WEEKLY NEWSLETTER



SUBSCRIBERS
13,756

2022 Average

D CEO Commercial Real Estate

EVERY THURSDAY

A must-read for anyone interested in the growth and development of our city.

SPECIFICATIONS

- Banner ad (480x150) in x4 newsletters
- Click-through link

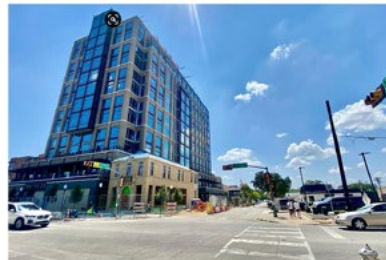
INVESTMENT: \$2,400

FOR PREVIEW ONLY



September 09, 2021

MIXED-USE
The Long-Awaited Knox Street District Tower Nears Completion



Exclusive: Developers behind the \$155 million project have released a new chapter in a four-part documentary about the historic project. You can watch it here.

READ MORE

YOUR AD

Top Stories



TEXAS RANCHES

Pine Mountain Lakes is the Epitome of Luxe Hillside Living Forget a second home in Colorado, this one-of-a-kind East Texas property has 600-foot elevations with pine forests trails.

READ MORE



DALLAS 00

Office Optimism: Outlook Strong for



2021 OUTLOOK
5 Trends To Watch in Commercial Real Estate



North Texas is expected to be a big winner in the post-coronavirus recovery. Here are some projects and trends to keep an eye on.

READ MORE

YOUR AD

Latest News



OFFICE

Experience "Superchargers" Frame New Office Model As employees start to head back into the office, Gensler Design Director Ian Zapata explains what to look for in a post-COVID building.

READ MORE



CRE OPINION

Investing During Chaotic Times: Where Are The Distressed Opportunities? Velocis Partner David Seifert says they are closer than you think.

READ MORE



TECHNOLOGY

Dallas Residential Real Estate Startup Raises \$1.07 Million on Republic—The Max Funding Amount The company is looking to change the game: Sell a home online and pay absolutely nothing.

READ MORE



DEVELOPMENT

CRF Brief: VLK Architects To Anchor Mixed-Use Development in the Near Southside of Fort Worth Plus get a first-look at multifamily projects including a new downtown high rise and Vidrian's newest luxury dwelling.

READ MORE



Deal Ticker

HOUSTON 01

The \$1 billion master-planned Sapphire Bay development will welcome Hyatt to operate its resort and conference center. Set to be located on the Sapphire Bay Peninsula and expected to open in fall 2023, the resort will join Hyatt's Destination Hotels brand and showcase more than 500 guest rooms, suites, and villas, each with waterfront views overlooking Lake Ray Hubbard and the seven-acre man-made Sapphire Bay Lagoon.

D CEO REAL ESTATE NEWSLETTER



SUBSCRIBERS
4,710

2022 Average

FOR PREVIEW ONLY



Healthcare

The Business of Healthcare in North Texas

PRESENTED BY YOUR LOGO

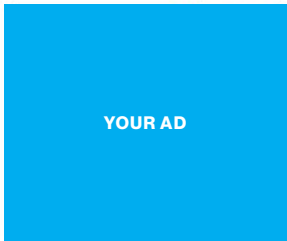
HOSPITALS

Texas Health Flower Mound Found Negligent in \$10.1 Million Verdict for Delay Case



The patient was left as a paraplegic after a pain injection and communication errors delayed her care.

READ MORE



Healthcare News

PEDIATRICS

Expert: Addressing North Texas' Pediatric Shortage For strategies health systems can use to recruit and retain pediatric

READ MORE

HEALTH SYSTEMS

North Texas' High Performing Maternity Hospitals Ma



Healthcare

The Business of Healthcare in North Texas

PRESENTED BY YOUR LOGO

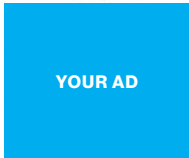
HEALTH SYSTEMS

How Healthcare Is Fighting the Burnout Battle in North Texas



Worker shortages are forcing local employers to get creative. Healthcare provider solutions may serve as a model for all industries.

READ MORE



The Week in Review

PHARMACEUTICALS

Mark Cuban's Drug Company Has Entered the Employer Market Cost Plus is partnering with a pharmacy benefit manager emphasizing transparency.

READ MORE

EDUCATION

Dr. Stephen Mansfield's Journey From Hospital CEO to DBU Business Dean The former CEO of Methodist Health System sees many parallels between healthcare and higher education.

READ MORE

BEHAVIORAL HEALTH

First Look: Dallas' State Behavioral Health Hospital UTSW, Children's Health, and state officials kicked off the construction of the Texas Behavioral Health Center at UT Southwestern this week with a groundbreaking ceremony.

READ MORE

POLICY

Steve Love: Is Expanding Medicaid Wishful Thinking? As additional states consider expanding insurance to the working poor, DFW hospitals want Texas to do so.

READ MORE

D CEO Healthcare Daily

MONDAY-THURSDAY

Daily news reports and features from the *D CEO* healthcare editor, including insights from leading industry experts.

SPECIFICATIONS

- "Presented by" logo featured in header
- Top banner ad (480x150)
- Click-through link
- Newsletter sponsorship exclusive to you
- Includes x4 newsletters on the weekday of your choice (Monday–Thursday based on availability)

INVESTMENT: \$2,150 per month

HEALTHCARE DAILY



SUBSCRIBERS

3,492

HEALTHCARE WEEKLY



SUBSCRIBERS

8,166

2022 Average

D CEO HEALTHCARE NEWSLETTERS

D CEO Custom Email

Exclusive to you.

Target your ideal audience at the time that works best for you. Share a company announcement, upcoming event, or promote custom content to all D CEO email subscribers, or to a specific group.

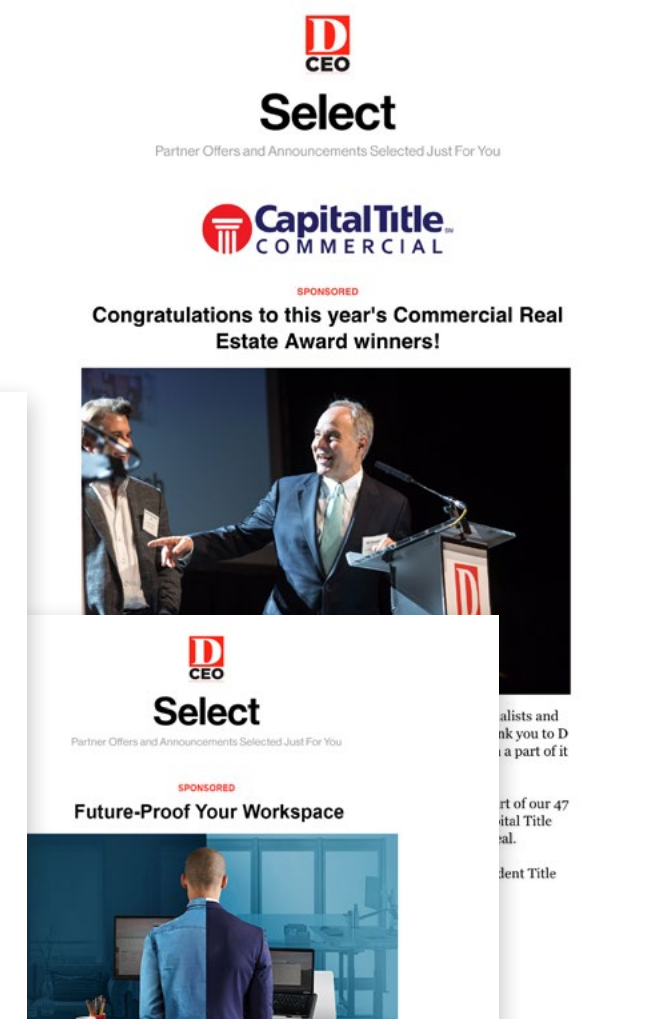
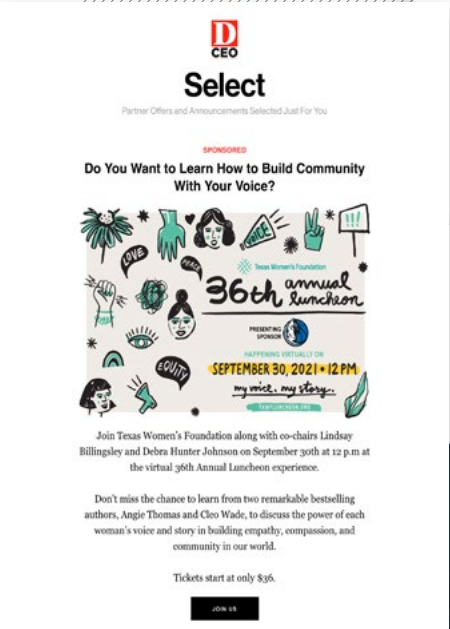
LIMITED AVAILABILITY PER MONTH.

SPECIFICATIONS

- Header image (600x400)
- Click-through link
- Headline, subject line, call-to-action
- Company logo
- 100-200 words of copy
- Exclusive to you (100% share of voice)

INVESTMENT PER TARGETING:

- D CEO database(25,000+ users): \$5,000
- Business audience(13,000+ users): \$4,000
- Commercial real estate audience (4,700+ users): \$2,500
- Healthcare audience (10,000+ users): \$4,000
- Women's leadership audience (6,000+ users): \$3,000



FOR PREVIEW ONLY

Email Extended Audience

Extend reach beyond *D CEO*.

Customize your audience using our comprehensive list of targeting criteria, and directly email 25,000 or more of your top prospects. Our entire B2B database includes **millions of double opt-in and verified users**.

Benefits

- Send at your preferred time
- In-depth reporting for measurable and trackable results

SPECIFICATIONS

- Header image (600x400)
- Click-through link
- Headline, subject line, call-to-action
- Company logo
- 100-200 words of copy
- Exclusive to you (100% share of voice)

EACH NEWSLETTER TARGETS A MINIMUM OF 25,000 USERS.

25,000 users: \$1,500
35,000 users: \$2,100
50,000 users: \$3,000

Register Now for Texas Mutual's First-Ever Work Safe, Texas Online Summit

On September 2, Texas Mutual Insurance Company invites you to join us for a new and exciting event — [The 2020 State Of Workplace Safety](#). It's a one-hour conference featuring a panel of experts discussing tools and techniques for protecting your employees during the COVID-19 crisis.

At Texas Mutual, we're committed to helping you keep your workers safe. In 2016, we created the Work Safe, Texas Summit in order to bring workplace safety resources to communities across the state. With the launch of our online summit, we're streamlining the process and making it easily accessible to businesses right here in the DFW area and all over Texas. This **free**, information-filled event is an opportunity to get advice and valuable guidance that can help you keep your people safe and healthy on the job.

So make plans to join us on September 2 for **The 2020 State Of Workplace Safety**.

How are you advancing women in leadership?

With nearly 3 million women leaving the workforce, supporting women in leadership is more important now than ever.

[Texas Women's Foundation's Women's Leadership Institute](#)

Designed by women for women.

A personalized talent development program that develops women leaders to create a high-performing team culture that fosters an environment that is inclusive and celebrates diversity to generate equity.

Be part of the solution.

REGISTER NOW

B2B Targeting Criteria Includes:

- Location
- Age
- Gender
- Education
- Company Size
- Fortune 500 Company
- Industry
- Sales Volume
- Title/Department and More!

NEW Luxury Office Space Available in Frisco, TX for Medical Professionals

The [Frisco Medical Research Center](#) is the only high-rise, Class A medical office space available in the area that gives Health Care Professionals the unique opportunity to own their own office space at rates that are less than the cost of renting.

Luxury ownership includes: views, structured parking, onsite-tending, grocery shopping, cutting edge safety, and UV lighting to flash clean all areas.

The Frisco Medical Research Center allows investors to buy medical office space at pre-construction pricing substantially under current market lease rates. This high-tech facility supports and encourages an innovative environment for all members of the medical community.

Space Is Limited! Contact Tesina S. Painter at 817-204-8142 or tesina@stratacommercial.com to reserve your spot today!

LEARN MORE

Reach a volume of email users any day and time!

Above-the-Fold Ads

Premier positioning.

Leverage a high-impact ad with premium positioning on the section of your choice. This top billboard ad is customizable and can rotate creative(s) with every impression.

SPECIFICATIONS

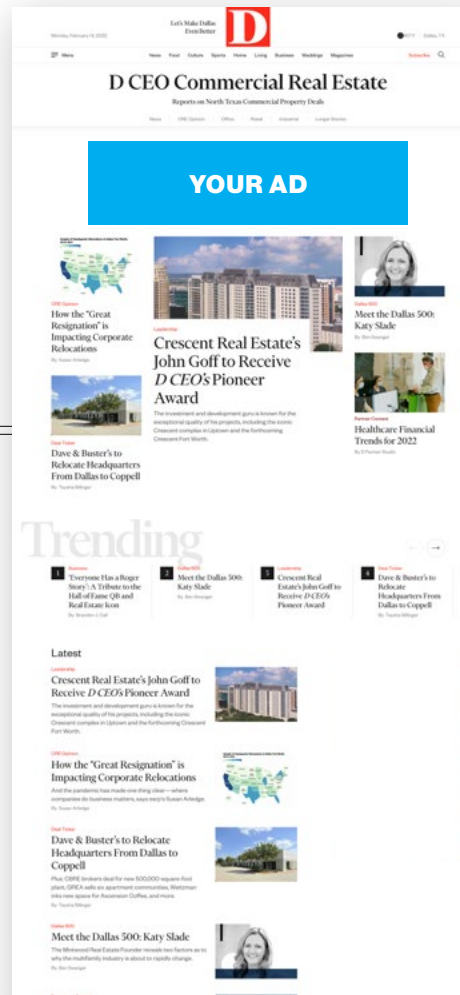
- 970x250 or 728x90 billboard and 320x50 mobile ad.
- Preferred click-through link

INVESTMENT PER SECTION:

BUSINESS:
\$4,800 per month

REAL ESTATE: \$4,800 per month

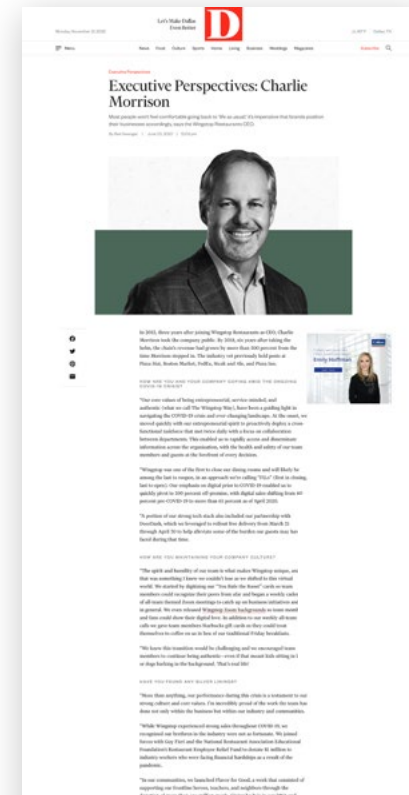
HEALTHCARE: premium position package available upon request.



Content Sponsor

Reinforce your brand with total coverage.

Target your preferred niche by aligning with the editorial content they crave. Trending, evergreen content includes featured series like “My Roots” and “Executive Perspectives.”



SPECIFICATIONS

- Presenting logo placement
- Roadblock ads on targeted content
- Ad sizes include 970x250 or 728x90, 300x250 and 320x50 (must run at least 2 sizes)

PRICING AND AVAILABILITY UPON REQUEST

The screenshot displays the LinkedIn profile for 'D CEO'. The profile header includes the company name 'D CEO', a description 'D CEO, the business title of D Magazine, connects the people who make Dallas grow.', and a follower count of 7,496. The main feed shows several posts:

- A post for 'THE FUTURE OF WORK' event, dated Feb 22, 9:00 AM - 11:30 AM CST, with 31 attendees. The event title is 'D CEO DEI Leadership Series: The Future of Work' in Dallas, US.
- A photo post from a 'Women Leading STEM' event, showing a large audience seated at a conference.
- A text post stating: 'The global pandemic has made one thing clear—where companies do business matters, says esrp's Susan Arledge, SIOR.'
- A post titled 'Sample of Headquarter Relocations to Dallas-Fort Worth, 2010-2021' with a map of the United States highlighting relocations in various states.

LinkedIn

Nearly 10,000 executives rely on the *D CEO* LinkedIn community to engage with Dallas businesses and business leaders. Announce your company's upcoming events, showcase news and thought leadership, or identify prospective employees. Put the power of *D CEO* behind your brand to reach key decision makers who are making Dallas grow.

The screenshot shows a LinkedIn post from 'D CEO' (7,583 followers) dated Thursday, February 17. The post text reads:

Spread Kindness on Thursday, February 17.

Your act of kindness can be big or small: holding the door for someone, checking on an elderly neighbor, or working at a food bank.

Businesses, organizations, schools, and individuals can all participate in spreading kindness.

Join us by visiting <https://lnkd.in/grKbpv4r> to learn more.

#ad #sponsored #UnitedActsOfKindness #FirstUnitedBank #spendlifewisely

The post includes an image for 'United Acts of Kindness' featuring a heart graphic and a group photo of participants. Below the image is the text: 'First United Bank Encourages the Dallas Community to Be Extra Kind on United Acts of Kindness Day - D Magazine' and 'dmagazine.com · 2 min read'.

SPECIFICATIONS

- 30–50 word post including link to your website
- Tag to your preferred LinkedIn page
- Provide an image to accompany your post

INVESTMENT: \$1,500 per post

D CEO Digital Solutions

\$3,500
30-day campaign

\$5,000
30-day campaign

\$7,500
30-day campaign

| | | | |
|---|--|--|---|
| <p>DISPLAY 970X250 320X50 728X90 300X250</p> | <p>dmagazine.com + dceomagazine.com 40,000 brand impressions (D CEO targeted) \$25 CPM</p> | <p>dmagazine.com + dceomagazine.com 50,000 impressions (D CEO targeted) \$25 CPM</p> | <p>dmagazine.com + dceomagazine.com 100,000 impressions (D CEO targeted) \$25 CPM</p> |
| <p>SOCIAL LINKEDIN</p> | <p>Not included <i>A la carte available +\$1,500</i></p> | <p>LinkedIn @DCEO + @DMAGAZINE 1 post</p> | <p>LinkedIn @DCEO + @DMAGAZINE 1 post</p> |
| <p>CUSTOM CONTENT SPONSORED CONTENT, EMAIL SPONSORSHIP</p> | <p><u>D CEO WEEKLY</u> <u>EMAIL SPONSORSHIP</u> Banner ad (480x150) in x4 newsletters Click-through link</p> | <p><u>D CEO WEEKLY</u> <u>EMAIL SPONSORSHIP</u> Banner ad (480x150) in x4 newsletters Click-through link</p> | <p>Includes each of the following: <u>1 SPONSORED POST</u> (client-provided) -AND- <u>D CEO WEEKLY</u> <u>EMAIL SPONSORSHIP</u> Banner ad (480x150) in x4 newsletters Click-through link</p> |

(Extended Audiences + Retargeting available – request rates)

10% discount on packages when paired with print insertion



Let's talk business.

For advertising or sponsorship information,
contact your account representative.