

Tribune Publishing

Tribune strives to bring quality journalism and content to its consumers, while providing marketing opportunities for its advertising partners.

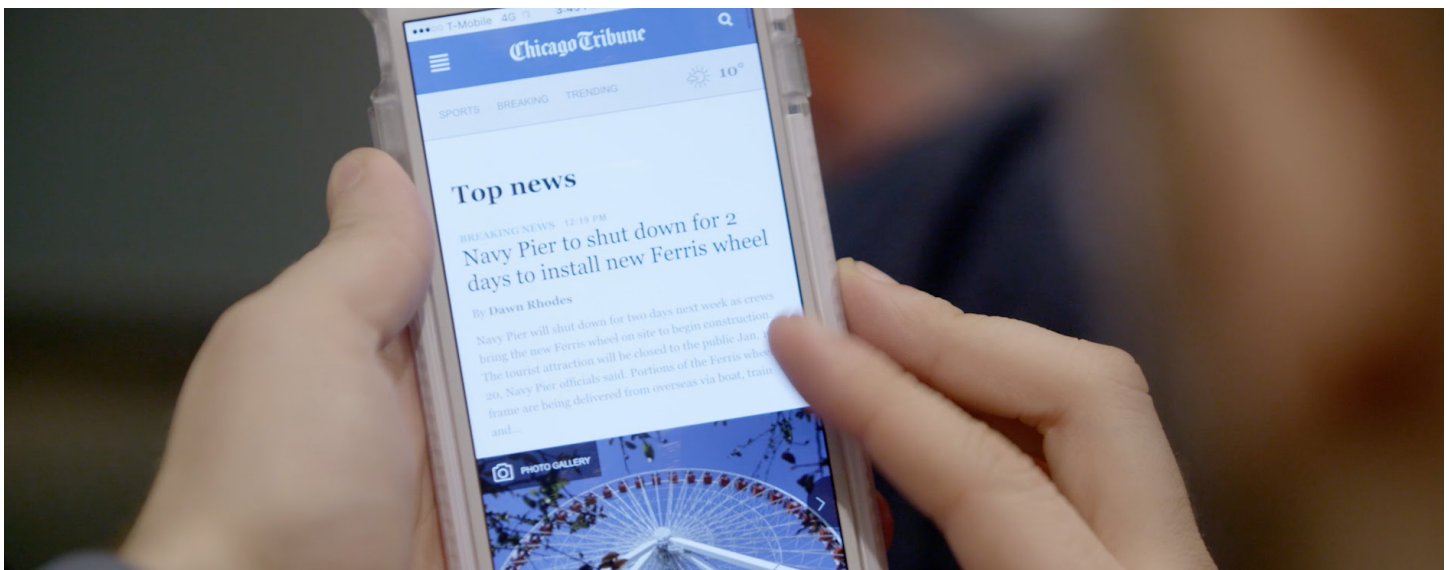
Publishers have a responsibility to put out the best product and give consumers what they're looking for, said Lori Tavoularis, Vice President of Programmatic and Platforms. And for Tribune Publishing, whose individual properties have been nominated for or won the top prize in journalism, that means both bringing quality reporting and content to consumers across multiple platforms and providing innovative marketing opportunities for the publishing group's advertisers.

How Rubicon Project helps

Tribune is particularly fond of Rubicon Project's consultative approach, said Tavoularis. "It's easy to be a tech partner with a platform that's plug-and-play," she explained. "It's special to care about a platform enough to make sure they're using it to the best of their ability."

"It's very special to be someone that actually spends the time to make sure that you're using [their platform]...for the good of your business."

— LORI TAVOULARIS, VP, PROGRAMMATIC & PLATFORMS, TRIBUNE PUBLISHING



Watch the full video about our partnership with Tribune Publishing at rubiconproject.com/customer-videos

