

January Spring

Digital Revenue Diversity

America's Newspapers

PROGRAMMATIC DIGITAL DISPLAY

REACH YOUR TARGET AUDIENCE AT THEIR CONVENIENCE ON THEIR MOBILE AND AT THEIR HOME!

- ✓ The **RIGHT** message
- ✓ To the **RIGHT** person
- ✓ At the **RIGHT** time

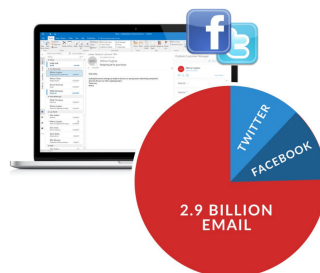


Track Impressions, Click Engagement and foot traffic!

TARGETED eBLASTS

THE POWER OF EMAIL MARKETING WITH DIGITAL MARKETING STRATEGIES:

- ✓ Sophisticated mailing systems
- ✓ Real-time counts
- ✓ Same day deployments
- ✓ Real-time tracking
- ✓ Bot-free guarantee
- ✓ Demographic & behavioral targeting
 - ✓ 750 variables to build your custom list:
 - ✓ Location, Age, Gender, Martial Status, Income, Interest



PAID SOCIAL MEDIA

AVAILABLE MEDIA BUYING TACTICS:

- ✓ Brand awareness
- ✓ Lead generation to website
- ✓ Event response
- ✓ Website traffic
- ✓ Video view
- ✓ Dynamic product ads with carousel



87% of U.S. marketers will use Facebook marketing in 2020!

DIGITAL EXPERTISE, CREATIVE THINKING AND STRATIGIZING:

- ✓ We are familiar with your business and brand
- ✓ Frequently and proactively optimize active digital campaigns
- ✓ Monthly strategy review of campaign performance
- ✓ 24/7 Reporting access
- ✓ Custom programs to reach your target customers

WHITE GLOVE SERVICES

