

# MEGA-CONFERENCE

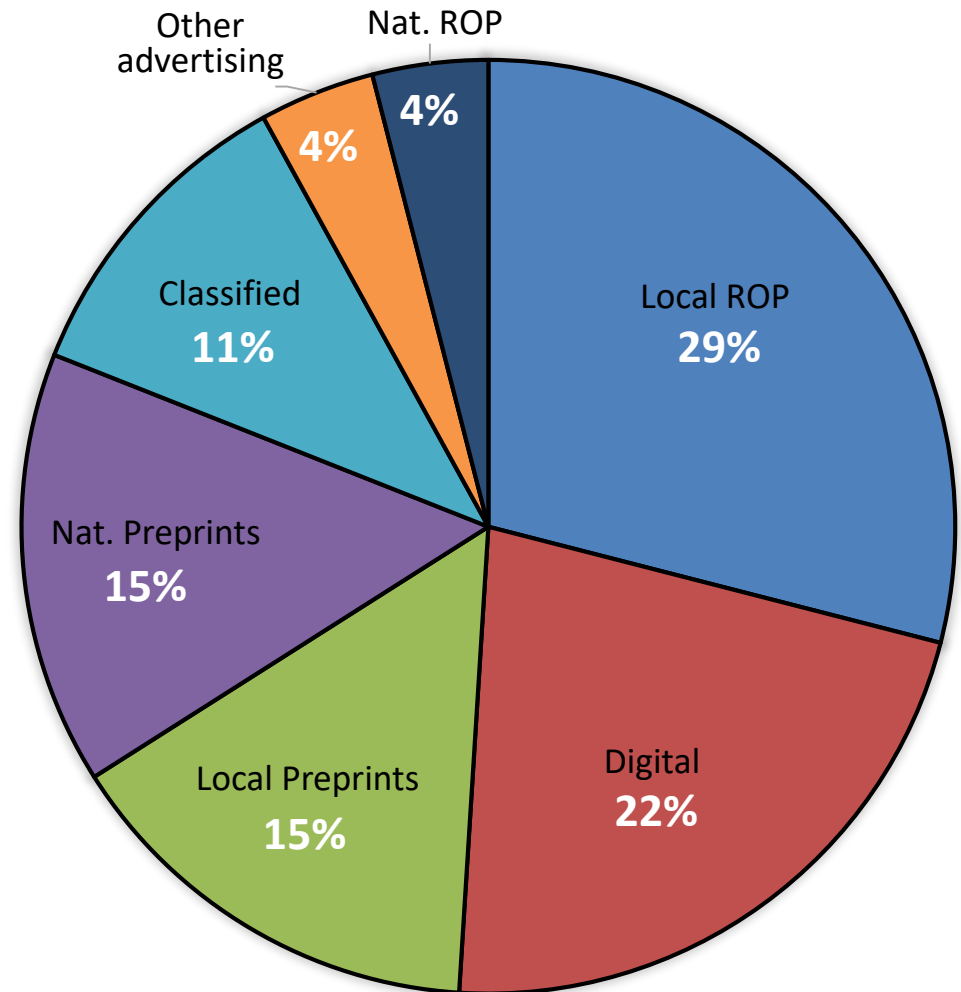


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## ADVERTISING SALES

# 2017 Product Mix

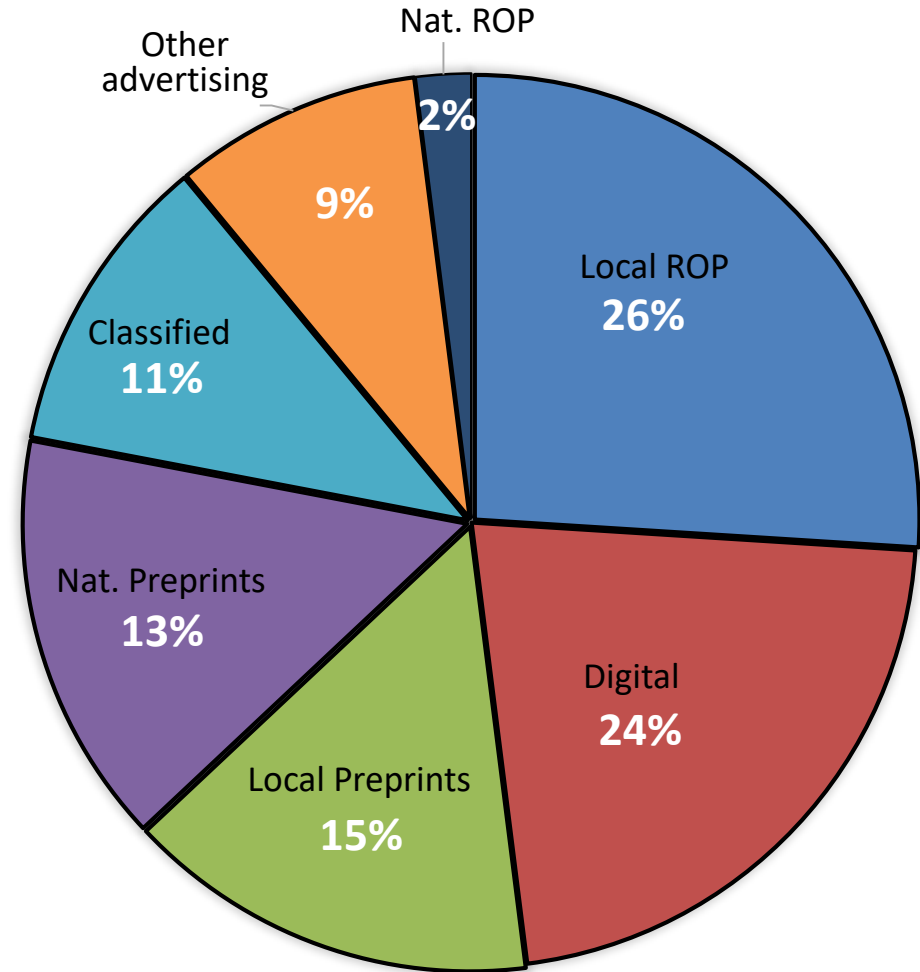
- Core
- Digital
- Third revenue stream
  - Statesman **STUDIO**
  - Experiential Events



## ADVERTISING SALES

# 2018 Product Mix

- Core
- Digital
- Third revenue stream
  - Statesman **STUDIO**
  - Experiential Events





Statesman **STUDIO**



## **VIDEO: Austin360 Studio Sessions**



## VIDEO: Austin360 Studio Sessions



# Services

## Research & Data

Creative Branding

Content & Copywriting

Digital Design

Media Placement



# Everything we do starts with research.

## Secondary Research:

### Market Information

- Demographics
- Consumer spending
- ZIP rankings

### Audience Profiles

- Print & digital audiences
- Target audiences

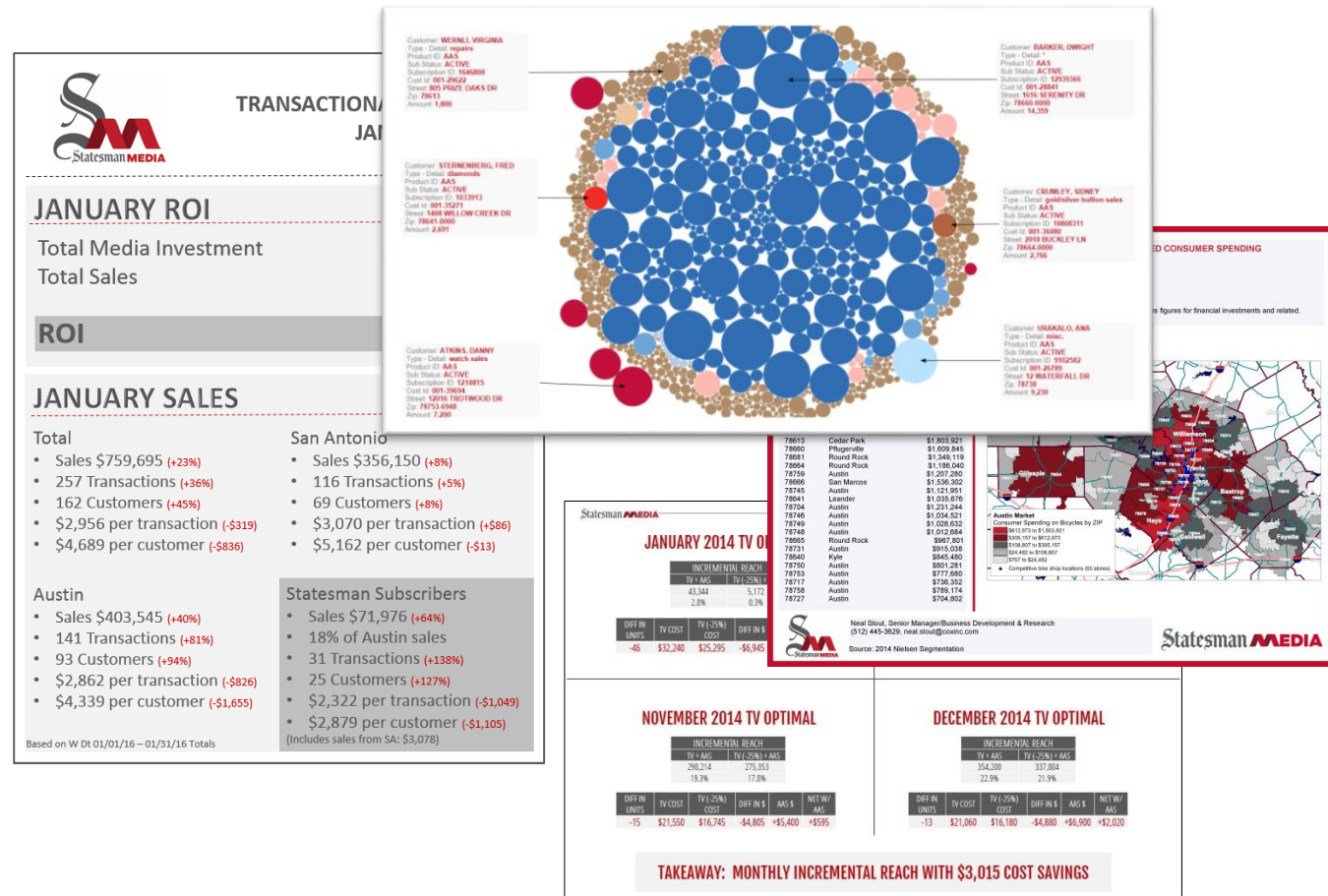
### Competitive Media

- Reach & frequency reports

## Transactional Analysis:

### ROI Results

### Customer Analysis



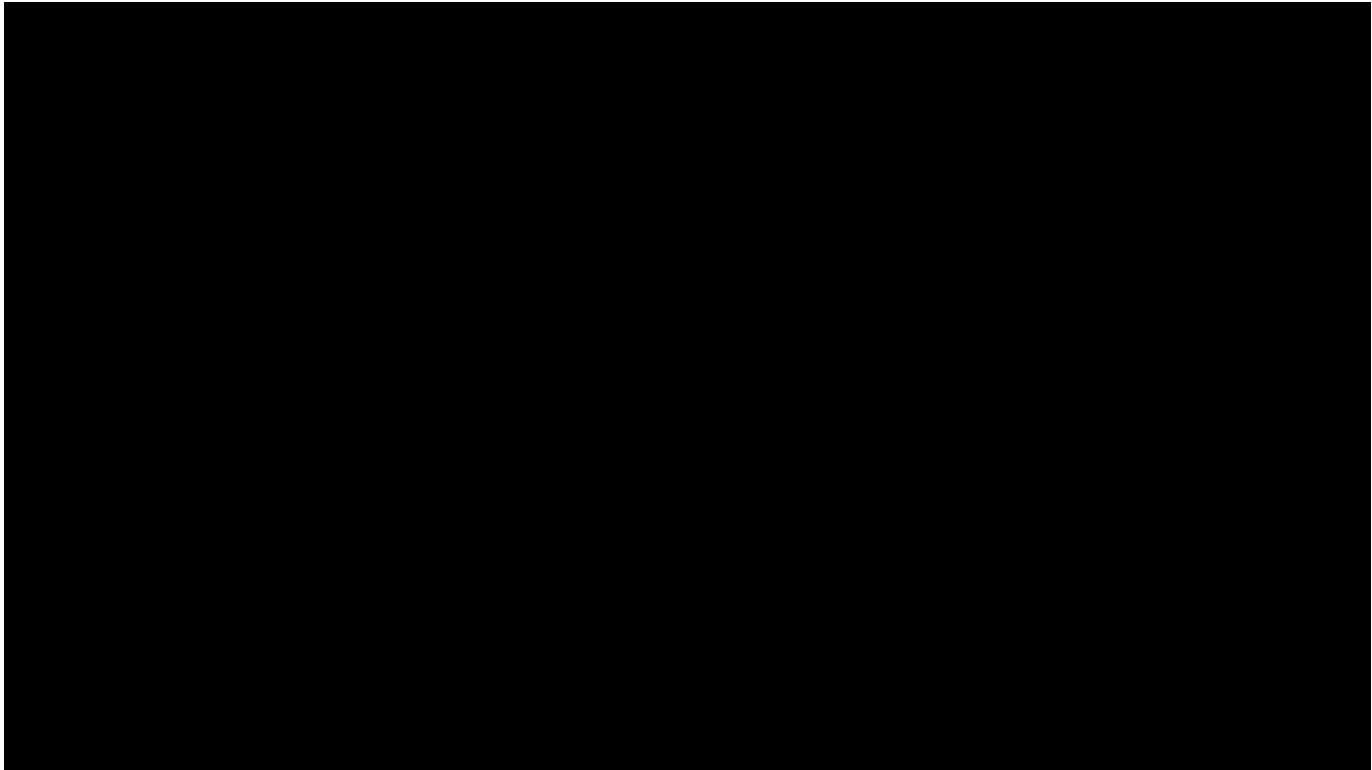




**VIDEO: Howdy Honda, Melat**



## VIDEO: Howdy Honda, Melat



## Signature Events



## Experiential/Influencer Events

- Print
- Digital
- Social
- Live Sponsored Events



## Customized Events





## **VIDEO: Recognizing Nurses**



## VIDEO: Recognizing Nurses





## **VIDEO: Bud Light Summer Series**



## VIDEO: Bud Light Summer Series

