

A rustic interior space featuring a brick wall. In the foreground, a long wooden table is surrounded by several yellow chairs with metal frames. To the left, a tall wooden stool with a yellow seat stands near a white tiled wall. On the brick wall, two vintage wooden skis with blue and white graphics are leaning vertically. A wooden shelf on the left holds various items, including a glass dome and boxes. Two pendant lights hang from the ceiling, casting a warm glow. The overall atmosphere is cozy and vintage.

LOCAL NICHE GUIDES

WHAT

HAPPENED

HERE?



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PRINT ADVERTISING



LESS SPENDING



ROI?



“More than **half** of SMBs that use digital marketing do not have specific goals attached”

Borrell Associates, 2016 Survey

TARGET

LOCAL

DIFFERENTLY

EXPOSURE

INFLUENCE
CONSIDERATION

DRIVE
ACTION

GROW
LOYALTY

TN

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IDENTIFY



PACKAGE



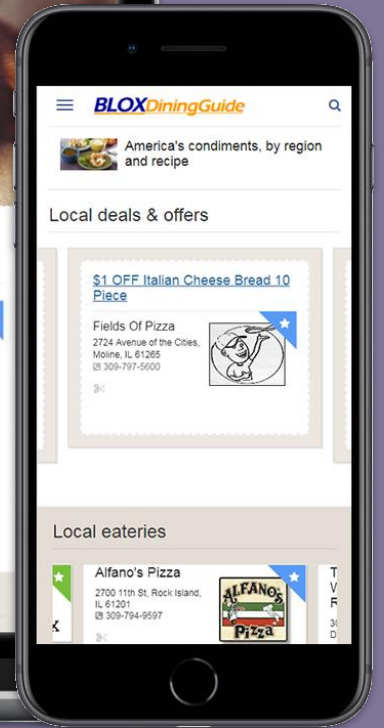
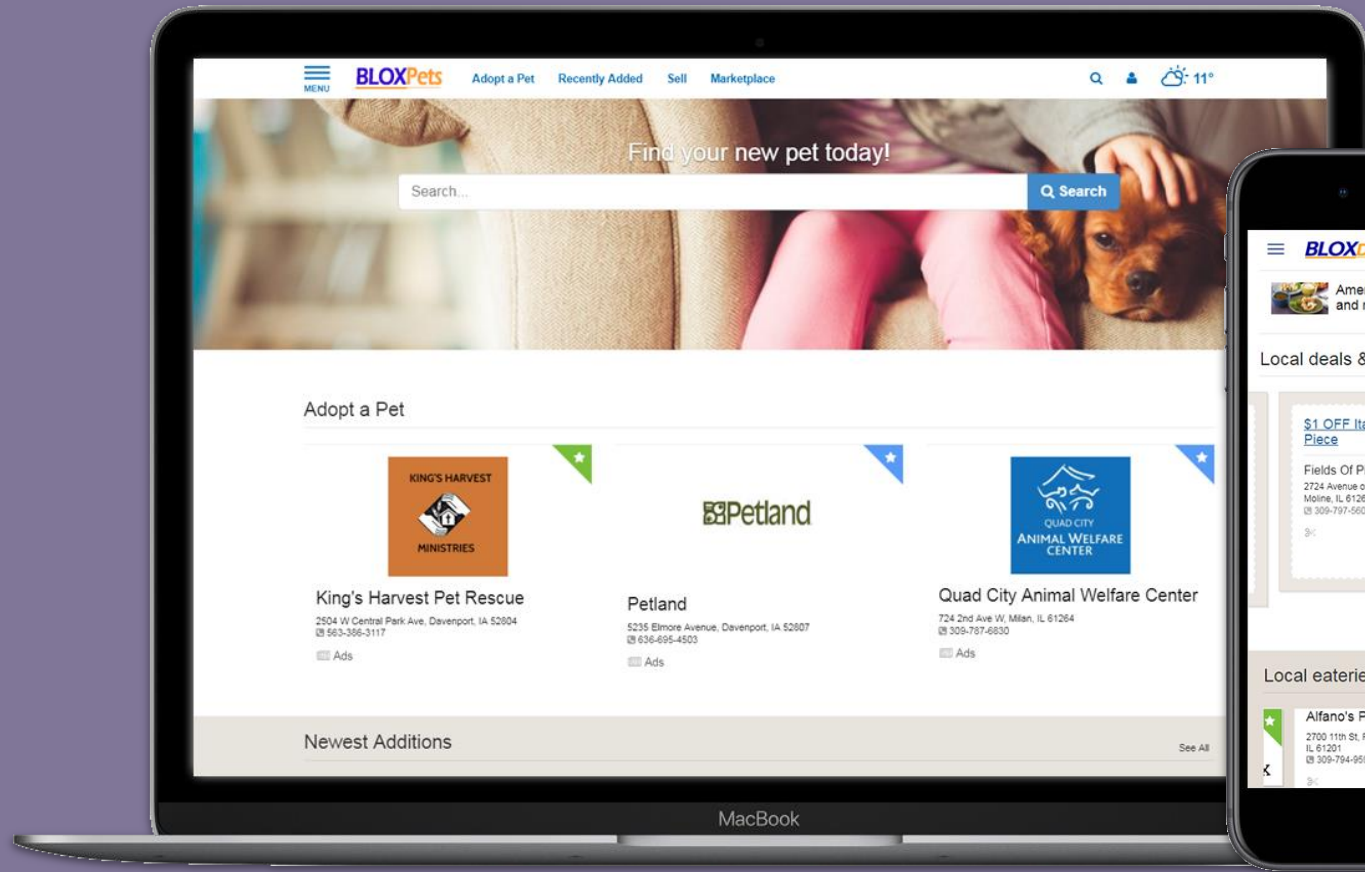
LOCAL

NICHE

GUIDES

CUSTOM





TARGETED



SUSTAINABLE



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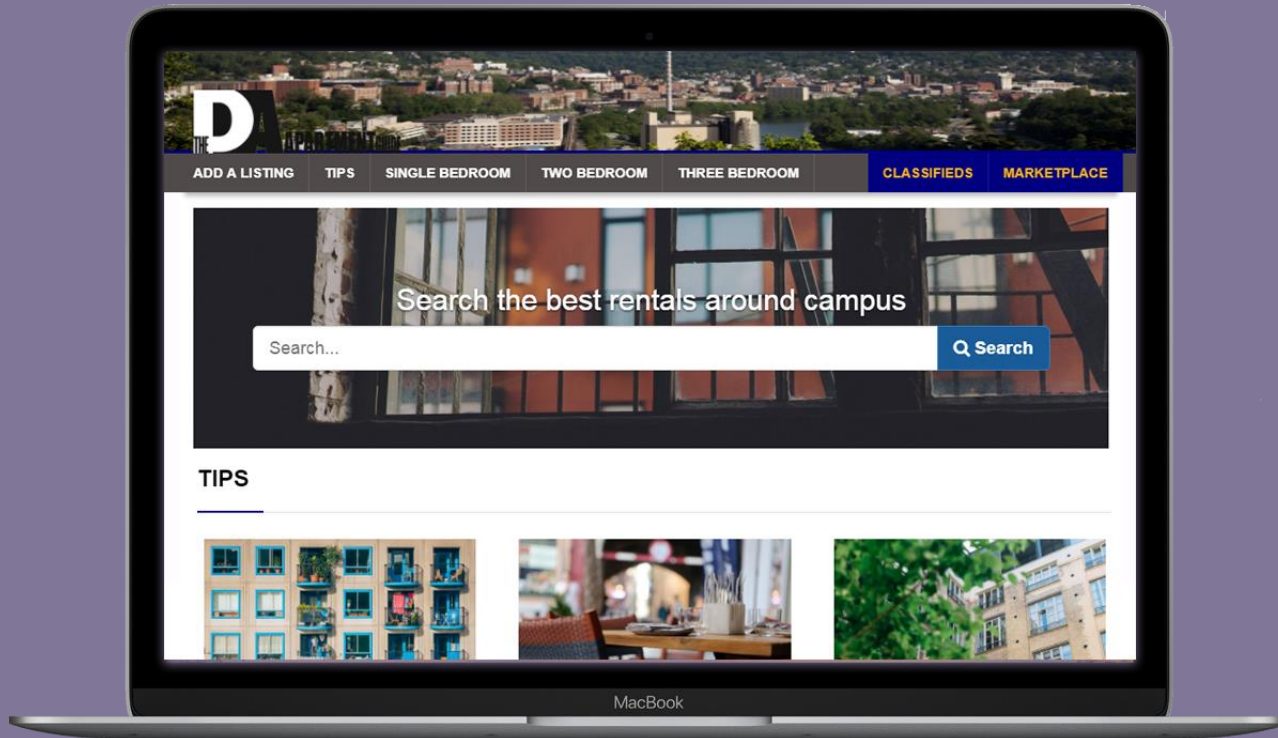


“We saw an opportunity that no one else
in our market was capturing.”

Lisa Reilly, Publisher

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thedaonline.com



“Advertisers are pleased with this
one-stop shop experience.”

Joanne Hunt, Sales & Marketing Adviser



THANKS



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