

BOOST YOUR ROI WITH LOCAL MIXED-MEDIA ENTERTAINMENT PACKAGES



FEATURES

- Geographically placed ads are seen where they are most relevant – in neighborhoods where your business is located.
- Proximity to local entertainment news, reviews and information increases the relevance of your entertainment advertising.
- You'll gain exposure to online users and newspaper readers while they are searching for things to do close to home or relevant to their entertainment interests.
- The high-frequency levels of these packages improve your campaign presence.
- Reach online users actively seeking your particular business on major search engines.

BENEFITS

- Community-based advertising increases foot traffic by emphasizing the convenience factor for locals on the lookout for gathering spots and events.
- The online and print ad mix increases your reach to potential customers.
- Using multiple media improves campaign performance by not only focusing more eyes on your business but by giving more frequent reminders that you're there. And that adds up to increased traffic and customer spending.
- As you build brand awareness in your neighborhood, you're letting people know you support the local community.
- Promoting locally improves advertising ROI!

HEARST *media services*

HOUSTON★**CHRONICLE**
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YAHOO!

Entertainment
S1014447



THIS HIGH-PERFORMANCE, SPOTLIGHT-STEALING ADVERTISING DRIVES PEOPLE TO YOUR PLACE TO HANG, HAVE FUN AND ENJOY THEIR LEISURE TIME.

*PACKAGES

3 months 6 months

Essential Performance Package

\$545 \$485

Flyerboard on an Ultimate Neighborhood page (one week)
Geo-targeted Yahoo! banner ads (50,000 impressions/month)
Print ad in Neighborhood News (two 2x2 black & white ads/month)

Select Performance Package

\$705 \$650

Flyerboard on an Ultimate Neighborhood page (two weeks)
Geo-targeted Yahoo! banner ads (50,000 impressions/month)
Print ad in Neighborhood News (two 2x3 color ads/month)
OR one 29.95 Beer Can ad (one 1x5 color ad/month)

High Performance Package

\$2,110 \$1,850

Facebook ad (estimated one month**)
Facebook Fan Page (one month)
Flyerboard on an Ultimate Neighborhood page (one month)
Geo-targeted Yahoo! banner ads (50,000 impressions/month)
Print ad in Neighborhood News (two 2x5 color ads/month)
29.95 Beer Can ad (one 1x5 color ad/month)

Premium Performance Package

\$3,190 \$2,890

Search Engine Marketing campaign (one month)
Facebook ad (estimated one month**)
Facebook Fan Page (one month)
Flyerboard on an Ultimate Neighborhood page (one month)
Geo-targeted Yahoo! banner ads (50,000 impressions/month)
Behavioral-targeted Yahoo! banner ads (30,000 impressions/month)
Print ad in Neighborhood News (two 3x5 color ads/month)
29.95 Beer Can ad (one 1x5 color ad/month)

* Packages require a minimum three-month commitment.
All prices are per month. ** Length of Facebook ad campaigns are dependent on subject and vary per advertiser.

Start your Local Mixed-Media Entertainment package today.
Contact your Hearst Media Services expert a 713-362-3565 or
e-mail advertise@hearstmediaservices.com.

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YAHOO!

The collage features several examples of advertising for 'the red roof' restaurant:

- Ultimate Katy:** A neighborhood page with a 'the red roof' flyerboard at the top. The flyerboard includes the text: "You don't have to know for sure to change your world. Our church community includes members who question, wonder, believe and listen to each other." and a large 'R' logo. The address is 201 press st, houston, tx 77082.
- Google Search Results:** A search for 'armless sofa chair' showing a sponsored result for 'Armless Sofa - Furniture - Compare Prices, Reviews and Buy it...' with a 'Sponsored' label.
- Yahoo! Real Estate:** A banner ad titled 'The 10 most expensive cities to buy a home' with a sub-headline 'Newport Beach is priciest market, Detroit cheapest: report' and a 'See what you can comfortably afford.' sidebar.
- Houston Chronicle:** A newspaper clipping titled 'YOUR NEIGHBORHOOD EVENTS' featuring a 'the red roof' flyerboard and a 'Brookshire recycling center expands hours' article.
- Facebook:** A fan page for 'Gonzales School of Languages' with a 'the red roof' flyerboard at the top. The page includes a 'Save 25%' offer and a '10% off' coupon.
- Print Ad:** A 2x2 black and white print ad for 'the red roof' with the same text and logo as the flyerboard.