

# WE CUSTOMIZE AFFORDABLE MARKETING PLANS



Perfect for Small,  
Medium-Sized Businesses



HEARST *media services*

HOUSTON **CHRONICLE**  
chron.com

Getting the attention of your customer base can be more complicated — and more efficient — than ever since the advent of Internet search giants such as Google and Yahoo!, social media such as Facebook and Twitter and technologies like smart phones.

But businesses needn't sign costly ad schedules with every outlet consumers touch in order to be noticed. Hearst Media Services can deliver our own great reach plus that of our online media partners in one ad buy. We also can refine your campaign's coverage to only the most relevant geographic, demographic and/or psychographic targets across the most relevant media platforms.

With a combined print and online audience that reaches 52% of the market every week, we can help you reach millions or just a neighborhood!

#### **IN PRINT:**

- POWERFUL reach: the 7th largest U.S. daily with 366,578 circulation and 1 million readership
- Sixth largest U.S. Sunday newspapers with 526,440 circulation and 1.6 million readership
- DAILY opportunity to touch customers
- GREAT BRANDING tool
- HIGHLY TARGETED DELIVERY (down to sub-ZIP level) in Kaango Classifieds (Thursdays, Sundays) and Neighborhood News (Sundays)
  - Power Day Packages (Thur./Fri./Sun print + four days online) up 80,000 subscribers
  - Sunday readership among adults with HHI more than \$75,000 up 8%
- OPTIONS, including InstaAd.net self-service ad portal for many print sections

#### **ONLINE:**

- TARGETED DELIVERY of highly visible banner ads on Houston's #1 local Web site
- HIGHLY EFFICIENT pay-per-click Search Engine Marketing with transparent reporting
- MAXIMUM EXPOSURE SEM partnering with Yahoo!, Google, Ask & Bing
- COST-EFFECTIVE, permission-based E-Mail Marketing, approved for mass servers (no spam bouncebacks)
- COUPONS.COM fast, easy way to advertise special deals that drive online users to your business
- TAP SOCIAL MEDIA to spread the word about your business via Facebook

#### **MOBILE:**

- ON-THE-SPOT user engagement via SMS messaging
- TWO-WAY CONVERSATION with ever-growing audience of smart phone users
- EASY-TO-IMPLEMENT for advertisers; user friendly for consumers
- OPTIONS INCLUDE banner ads, landing pages, mobile Web sites
- PLUS POPULAR online polls, voting and contests

Source: Audit Bureau of Circulations, 6 months ended 3/31/10; Scarborough Report 2009, Release 2, Houston DMA adults

**To put more power in your marketing, contact at (713) 362-6035.**



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**YAHOO!**

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