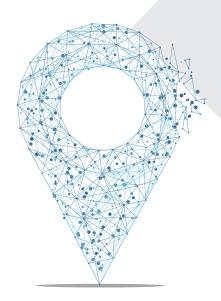
2019 DIGITAL MARKETING SOLUTIONS





Provided by BH Media Group

A Berkshire Hathaway Company

Let our local experts come up with a personalized strategy to drive your target audience directly to your website!



Independent Tribune
The McDowell News

Mooresville Tribune

THE NEWS HERALD

RECORD LANDMARK



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A Berkshire Hathaway Company

Local Banner Impressions – \$10 CPM

Put your brand, message or offer front & center and drive traffic immediately to your website. Free campaign reports let you optimize results.

Reveal & High Impact Positions – \$15 to \$25 CPM

Keep your message top-of-mind in these impossible-to-miss positions!

Local Email Marketing

Send your message to our list of engaged local subscribers who have opted to receive promotional emails from our advertisers.

Audience	Subscribers	Rate
Hickory	8,641	\$200
Morganton	4,985	\$125
Statesville	6,328	\$125
Concord	4,508	\$125
McDowell	2,728	\$50
Mooresville	2,577	\$50

Local Mobile App Impressions* – \$12 CPM

Interact with devoted audiences who have downloaded our mobile apps to stay up-to-date with the latest news.

*Available in the Hickory, Statesville, Morganton and Marion markets only.

Newsletter Sponsorships – See your local account executive for rates & details.

Sponsor our daily or breaking newsletter and your message will be sent out along with all the latest local news developments.

Targeted Banner Impressions – \$15 CPM

Our options place the right message in front of the right people at the right time. We develop custom plans for your needs.

Targeted eBlasts – See your local account executive for rates & details.

Extensive database of consumer demographic information allows businesses to target by items such as gender, age, income, location, hobbies and lifestyle interests, and more.

SEM (Search Engine Marketing) – See your local account executive for rates & details.

Our SEM program uses professional bid management and ad development to increase performance of your PPC/CPC campaign.

Sponsored Content – \$500 per article

Sponsored content is written content featured on the homepage. Articles are developed and written by expert copywriters who create engaging stories for our audiences to read. Content is archived on our site forever to boost SEO.

SMB Presence Builder – Starting at \$179/mo

Our customizable programs improve your visibility in local search and help you reach targeted audiences. See your local account executive for rates & details.



LET US HELP YOU REACH YOUR AUDIENCE

The Hickory Daily Record

www.hickoryrecord.com
PageViews - 3,213,978 | Unique Visitors - 405,099

The Independent Tribune

www.independenttribune.com PageViews - 1,213,636 | Unique Visitors - 169,564

The Morganton News Herald

www.morganton.com **PageViews** – 3,247,257 | **Unique Visitors** – 181,332

The McDowell News

www.mcdowellnews.com PageViews - 616,948 | Unique Visitors - 115,779

The Statesville Record & Landmark

www.statesville.com PageViews - 3,837,789 | Unique Visitors - 265,661

The Mooresville Tribune

www.mooresvilletribune.com
PageViews - 682,910 | Unique Visitors - 113,044

Also ask about:

Contest Sponsorships
NC Daily Deals
Custom Website Builds
Reputation Management
Social Media Marketing

