

# 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**

**Mooreville Tribune**

**THE NEWS**  **HERALD**

**STATESVILLE**  
**RECORD & LANDMARK**



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### **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.

<b>Audience</b>	<b>Subscribers</b>	<b>Rate</b>
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](http://www.hickoryrecord.com)

PageViews – 3,213,978 | Unique Visitors – 405,099

## **The Independent Tribune**

[www.independenttribune.com](http://www.independenttribune.com)

PageViews – 1,213,636 | Unique Visitors – 169,564

## **The Morganton News Herald**

[www.morganton.com](http://www.morganton.com)

PageViews – 3,247,257 | Unique Visitors – 181,332

## **The McDowell News**

[www.mcdowellnews.com](http://www.mcdowellnews.com)

PageViews – 616,948 | Unique Visitors – 115,779

## **The Statesville Record & Landmark**

[www.statesville.com](http://www.statesville.com)

PageViews – 3,837,789 | Unique Visitors – 265,661

## **The Mooresville Tribune**

[www.mooresvilletribune.com](http://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



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