

Digital Marketing Services

Digital Display (Banner) Advertising

- Complimentary digital ad design and creation
- Monthly advertisement delivery report
- Monthly ad changes

Propel Marketing.com

Pocono Mountains Media Group and our digital agency – Propel Marketing – deliver results with no headache and no hassle.

- E-commerce Website Design, Mobile Website Design, Responsive Website Design, Logo Creation
- Search Engine Optimization, List Optimization
- Search Engine Marketing (Pay Per Click Advertising), Behavioral Targeted Display Advertising, Retargeting, Direct E-mail
- Social Media Optimization, Reputation Monitoring, Call Tracking, Interactive Video + Live Chat Leads

Limelight Deals

- Promote Your Business—Risk Free: No up-front fees. We make money if you make money.
- Unbeatable Reach: Your offer will be promoted to a majority of the local market through Pocono Mountains Media Group’s audience. Customers pre-pay for their deals, so when the deal is over you get a big check.
- Be the Featured Business of the Day: Your business is featured on our Daily Deal E-mail to an engaged audience that is actively seeking your deal.
- Others Promote Your Business: Social networking will get your offer passed around to other potential customers. Now that’s “word of mouth!”

Limelight e-Coupon Store

Your coupon reaches our Pocono Record audience in multiple ways:

- Coupon Widget on Pocono Record
- Coupon Tab on Classified Marketplace Page



PMMG Websites

PoconoRecord.com

ThePoconos.com

ThePoconos.com/cars

ThePoconos.com/homes

ThePoconos.com/jobs



WHAT WE DO

As digital solution specialists, we provide you with access to technology and resources that may be impractical for a smaller company to tackle on their own. We provide better data and results, delivered with continued support for your company's success in the ever-changing digital landscape.



Responsive Website Design

Create the best user experience on all devices.

Say goodbye to spending money on multiple website updates. This cutting-edge technology provides one website that adjusts to the size and resolution for every device - automatically! Get all the features you need on one platform.



Mobile Website Design

Customers should be able to find you from anywhere.

Today, more local customers are searching for your business with their smartphones. Are you losing customers searching for your business on the go? Give customer anywhere access to your website while generating business for you.



Logo Creation

Make a strong impression.

Help your business become more credible and visible to potential customers with professional Logo Creation. Create consistent branding



E-Commerce Sites

Manage your store from anywhere.

Build, manage, and grow your online business with E-Commerce. With the ability to reach customers 24/7, you can expand your geographic reach, drive web site traffic, gain more potential customers, and eliminate missed revenue opportunities to boost your bottom line!



Search Engine Optimization

Shine brighter than your competitors.

When customers search online, are they finding you or your competitors? If search engines don't know you exist, you are invisible. Ranking higher in search results helps customers find you, driving more customers to your web site.



List Optimization

Get listed. Get found. Get customers.

Are you losing customers due to incorrect contact info? Get more customers by increasing your online credibility by maintaining up-to-date, consistent and visible business information across top search engines and directories.



Search Engine Marketing

Shine in the right places.

Go from outdated to updated - search engines are the new yellow pages. Search engine marketing drives the right customers to your business and turns searches into revenue.



OnTarget - Display Advertising

Shine a spotlight on your business.

Spend your advertising dollars where they count the most. Display advertising helps place your business in front of consumers where they spend most of their time: the web.



Live Chat Leads

Make web site visits matter more.

Now your business never has to close its doors! Let us deliver 24/7 instant gratification to web visitors by connecting them to a live person with no wait times. Engage more visitors online, off the phone, and easily convert them into leads. Live Chat offers immediate ROI!



Retargeting

Regain lost customers.

Don't miss out on lost business. Today's customers take time to research and reflect before making a purchase. Now you can keep in touch and stay relevant to your customers throughout their buying cycle.



Direct E-mail

Reach the right people at the right time.

Build your e-mail marketing campaigns and expand your customer base! Using your most current data ensures your campaigns reach active and high-quality leads. Direct E-mail will help to micro-target your audience and provide you with real-time e-mail metrics.



Social Media Optimization

How many places do you shine?

Social media is the new word-of-mouth. It's no coincidence that businesses who engage their customers via social media grow faster than those who don't. Now it's easy to keep your loyal customers updated and gain new ones.



Reputation Monitoring

Know what your customers are saying about you.

Don't let bad reviews shut you down. Everyone has an opinion and the Internet provides the megaphone. With 70% of consumers trusting online reviews, you can't afford to ignore what's being said online



Call Tracking

Bring your business out of the shadows.

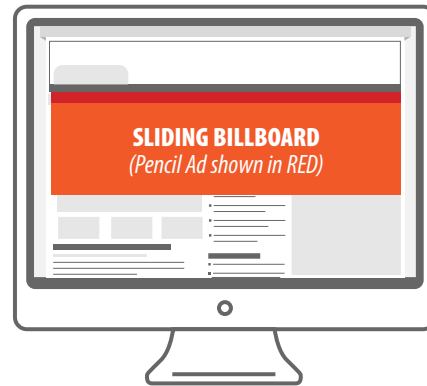
How do you know your marketing strategy is working? Today, more than ever, phone calls are still one of the best sources of quality leads for your business. Now you can shed light on what leads you gain on and off line.



Interactive Video

Make the most out of a minute.

Interactive Videos are the easiest way to make an impression in a short amount of time, effectively marketing your services. Engage your customers with customized, interactive content for maximum optimization and conversions.



PoconoRecord.com Display Rates

As The Pocono's main source of online information, **PoconoRecord.com** is a key part of the daily lives of the people who live and visit here.

Ad Type	Size	Home Page	ROS ATF	ROS BTF
Medium Rectangle	300x250px	\$10 ^{CPM}	\$8 ^{CPM}	\$5 ^{CPM}
Leaderboard	728x90px	\$10 ^{CPM}	\$8 ^{CPM}	\$5 ^{CPM}
Half Page	300x600px	\$12.50 ^{CPM}	N/A	N/A
Sliding Billboard (w/ Leave-behind)	1024x300px , 1024x30px	\$500/Day	N/A	N/A

Your representative can help you choose or build a campaign for PoconoRecord.com that fits your business needs. Minimum ad buy is 20,000 impressions.

Carousel ad

This ad unit appears in our rotating home page carousel and will be the only ad in the carousel with our top news stories. "Advertisement" must appear at top or bottom of ads.

No Political ads. #3 position in news carousel.

Duration	Size	Rate
15 Days	396x474px & 127x1020px	\$1,350
7 Days	396x474px & 127x1020px	\$750

25,000

Average daily unique page views

3,000,000

Average monthly page views

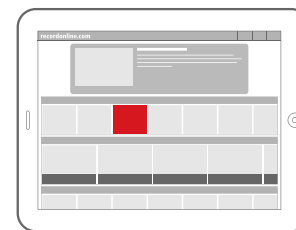


Mobile Advertising

ONLY
\$12.50/CPM
Ad Size: 320 x 50 px

750,000
Average monthly page views

67,000
Average monthly unique visitors



Tablet in-Story Ad

ONLY
\$12.50/CPM
Ad Size: 300 x 250 px

167,000
Average monthly page views

9,000
Average monthly unique visitors

Sliding Billboard

- Your ad will be the first thing users see on the home page of PoconoRecord.com.
- Limited to one advertiser per day.
- Large billboard ad 1024x300px reduces to 1024 x 30 px
- Leave-Behind Pencil ad that stays at the top of the page all day.

Homepage Takeover

Take over **PoconoRecord.com** for a day with your message!
Great for special events and sales.

- Exclusive: Only one advertiser can take over.
- Includes:
- Header leaderboard
 - Sliding billboard
 - Half page

**HOMEPAGE
TAKEOVER
ONLY \$1,500
PER DAY!**



Email Newsletter Sponsorship

Promote your business to our loyal followers who have signed up to receive our e-mail newsletters and alerts.

- 25,000 monthly e-mail blasts to over 19,000 subscribers.
- **\$250 per week.**
- Ad Size: 160 x 600 px.

Video Gallery Sponsorship

Gallery advertising appeals to our visitors. It's captivating to audiences of all kinds, entertaining and it engages locals.

- Ad size: 600 x 356 px with Companion Medium Rectangle Ad.
- 15 or 30 seconds video or 10second animation.
- Seen once per user per day.

Animated Pre-roll <i>Max length 10 Sec.</i>	Video Pre-roll <i>Max length 15 Sec.</i>	Video Pre-roll <i>Max length 30 Sec.</i>
\$600/month	\$750/month	\$900/month



Text Alert Sponsorship

ONLY
\$800/Month

Ad Size: 25 characters + spaces.

458,000

Average monthly text messages

16,000+

Unique subscribers.