

# STARTING YOUR CAMPAIGN!!



## GEOFENCING

DELIVERING YOUR MESSAGE DIRECTLY  
TO YOUR TARGET AUDIENCE

Being a locally based publishing company, we know the lay of the land and can provide you with input on how to build out your campaign. Our Geofencing and Audience Refinement program combines graphically pleasing ads with highly targeted, location-based marketing.

- Foremost, you'll want to know—really know—your target demographic, understand your customers thoroughly and use language that will appeal to them.
- Our in-house Geofencing specialist will meet with you to design and customize your campaign to optimize performance based on which areas and demographic you'd like to market to.
- Daily analytics will be measured and creatives can be changed once within a campaign cycle depending on their performance.
- In-house graphic design artists will then create ads to be displayed.

**Investment: 100K Impressions guaranteed - \$1000 + \$350 set up fee.**