



DIGITAL SOLUTIONS

Understand the benefits and features of our digital products

contact: David Donovan - 518-456-8888
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DISPLAY

Deliver a targeted message

An effective way to promote brand awareness, these banner ads appear on websites across mobile, desktop and laptop devices. Coupled with programmatic targeting they are an effective way to deliver your message to a precise audience.



DEVICE ID

Target customers on their specific devices

Monitor the location information associated with prospect devices and leverage that data by targeting consumers or their devices based on where they have been and where they live.



MICROPROXIMITY

Target prospects based on their current physical location

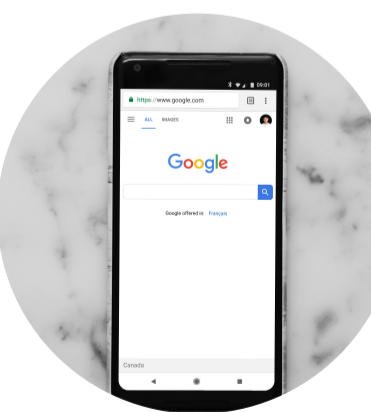
Identify specific commercial locations where ideal target audiences are located and turn these audiences into targetable data segments.



EMAIL

Effective email marketing

Our database has more than 140 million consumer and business emails allowing you to reach a customer's inbox.



PPC / SEM

Be seen at the right time

Search Engine Marketing & Pay Per Click is a way to drive leads at the bottom of the funnel conversions. Be sure to be in front of your customers when they are actively searching for your products. As a Google Premier Partner, we pride ourselves in running campaigns adhering to Google's Best Practices.

New York State Broadcasters Association, Inc.

1805 Western Avenue, Albany, New York 12203
(518) 456-8888 www.nysbroadcasters.org



CAMPAIGNS RUN BY A TEAM OF **EXPERTS**

QUALITY DATA INVENTORY

TRANSPARENT **REPORTING**

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SEO

Show up in relevant searches

SEO is the process of getting your business to show up in search categories that are most relevant to your business. We deliver a unique SEO product by implementing strategies throughout the year that focus on all ranking factors with local and organic SEO algorithms.



NATIVE

Ads that feel like articles

Native ads adopt the look and feel of a website's content inviting the viewer to engage them. In-feed and in-article native ads allow the advertiser to immerse their brand within the publisher's site to reach the right user at the right time.



PRE-ROLL VIDEO

Promotional video messages

Pre-Roll Video is as scalable as banner advertising with all of the innovative targeting options but in a more desirable video format. With features such as skippable vs non-skippable, completion rates, viewability and more, Video Advertising has never been easier for a local marketer.



OVER-THE-TOP TV

Reach cord-cuttings that are not available with traditional TV commercials

Over-the-top (OTT) is the combination of ConnectedTV and Full Episode Player (FEP) streaming or on-demand inventory. This means a commercial can be served across ALL DEVICES, including the big screen.



SOCIAL ADVERTISING

Advertising with social platforms

Ads on Facebook or Instagram maximize reach across both platforms, includes the option of YouTube videos.

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