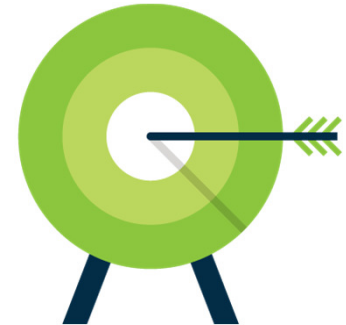


Build brand awareness with our digital targeting solutions.

Reach potential customers across the web wherever they are searching or reading by placing your ad in front of them. You can connect with interested consumers at the exact moment they are actively engaged and researching information about products and services you sell on the web.



↑ **CLICK-THROUGH RATE**

↑ **CONVERSIONS**

Powerful, cost effective reach

Amplified leverages data from our owned and operated newspaper websites which includes more than 50 publications across the country and more than 30 million monthly unique users. We combine that first party advantage with third party data from our partners to target audiences based on your ideal customers' demographics, behaviors, search habits, and more.

TARGETED DISPLAY CAMPAIGN GOALS & BENEFITS

- Drive market share growth
- Increase your brand awareness to a target local audience
- Increase conversions
- Increase traffic to your site
- Keep top of mind with current customers
- Expand your reach to our Amplified audience
- Acquire new customers
- Track advertising success and ROI using the right metrics
- Drive clicks to your website with interactive online ads.

TARGETED DISPLAY



Reach out to your direct audience with our digital targeting solutions

AVAILABLE FOR DISPLAY, MOBILE & TABLET



GEO-TARGETING

Send your ad to those who are close enough to take action now



SITE RETARGETING

Keep customers coming back to your site until they're ready to buy- from you



SEARCH RETARGETING

Reach people who searched for your product or service even after they leave the results page



CONTEXTUAL TARGETING

Your ads will appear on pages with content that matches keywords or phrases related to your business



CATEGORY TARGETING (CHANNEL)

Reach your audience through relevant content on customized site lists



BEHAVIOR TARGETING

Reach people who act just like your target customer, based on their recent search and browsing history



DEMOGRAPHIC TARGETING

Reach your target demographic by narrowing your advertising audience by age, gender, and household income.



WEATHER TARGETING

Use dynamic creative to serve highly relevant messages according to weather in the area (e.g. serving ads for a snow blower sale in a blizzard)



YOUTUBE.COM DISPLAY

Place your ad right next to the video player on YouTube.com for a massive reach



VIDEO NETWORK

Use geo- and demographic targeting to achieve a higher level of engagement with your audience on our Video Network or YouTube streaming video.

AVAILABLE FOR MOBILE OR TABLET



HYPER-LOCAL TARGETING

Tap into smartphone GPS combined with an ad display network on thousands of mobile apps to reach potential customers based on their precise location



TAP-TO-CALL

More valuable than a website click, tap-to-call lets mobile phone users call you right from your ad



TAP-TO-MAP

Give potential customers directions to your store with one click on your ad



DISTANCE-TRIGGERED CREATIVE

Combine hyper-local targeting and dynamic creative to serve messaging based on the viewer's current location



TARGETED TABLET

Reach your audience on the go and at home in a highly interactive, engaging environment designed specifically for tablet users.

