

2026

DIGITAL MARKETING GUIDE



From Featured Media

***featured*DIGITAL**

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THE ULTIMATE GOAL IS TO SEND

The *right message* to the *right person* at the *right time*.

With a variety of media outlets available, it's more important than ever to be **innovative and strategic** to get in front of your customers and stay relevant.

With digital ads you can not only pick where your message is sent, but also who receives it. It's the "right message, to the right person, at the right time," so not only will your ads be viewed, but we have the results to back it up! Let us show you exactly how many people saw, responded, and converted from your digital campaign.

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PROUD TO HAVE
WORKED WITH



Digital Display Ads

REACH YOUR TARGET AUDIENCE ACROSS ONLINE AND ON MOBILE, WHERE THEY ARE, HOWEVER THEY WANT TO ENGAGE



Digital display ads come in many shapes and sizes, which means they can appear almost anywhere online: banners at the top or sides of a website, pop-ups while browsing, mobile apps and games, and more. Our system picks the best size and placement for each person based on their browsing habits and your target audience.

BASIC	125,000 Total Impressions	\$125/wk	13 Week Campaign
COMPETITIVE	175,000 Total Impressions	\$175/wk	13 Week Campaign
DOMINANT	225,000 Total Impressions	\$225/wk	13 Week Campaign

*Custom quotes available; Video available at additional cost. 3 month commitment required

TACTICS

>> Behavior, Hobbies, & Interests

>> Demographic

>> **Site Retargeting:** Using a pixel on your website, we can grab IDs to retarget people who have gone to your website.

>> **Search Retargeting:** Using a list of keywords, we can target consumers that have searched for those words before to have your ad come up as they continue online.

>> **Geo Targeting:** Uses location data to reach consumers in a specific location such as a city or zip code.

>> **Geo Fencing:** Uses GPS to create a virtual fence around a physical location. This could be a neighborhood, competitor, place of interest, or address.

>> **Look Back:** Reach your device IDs of people who have attended specific events within the past 6 months.

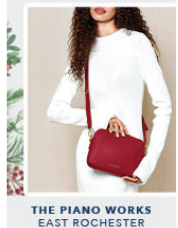
FOR EVENTS

Add event targeting as a tactic when you know your audience will be there. Home shows, business conferences and sporting events are all ideal additions to digital campaigns.

25,000 IMPRESSIONS served to event attendees. 60 day campaign // \$360

50,000 IMPRESSIONS served to event attendees plus site retargeting. 90 day campaign // \$600

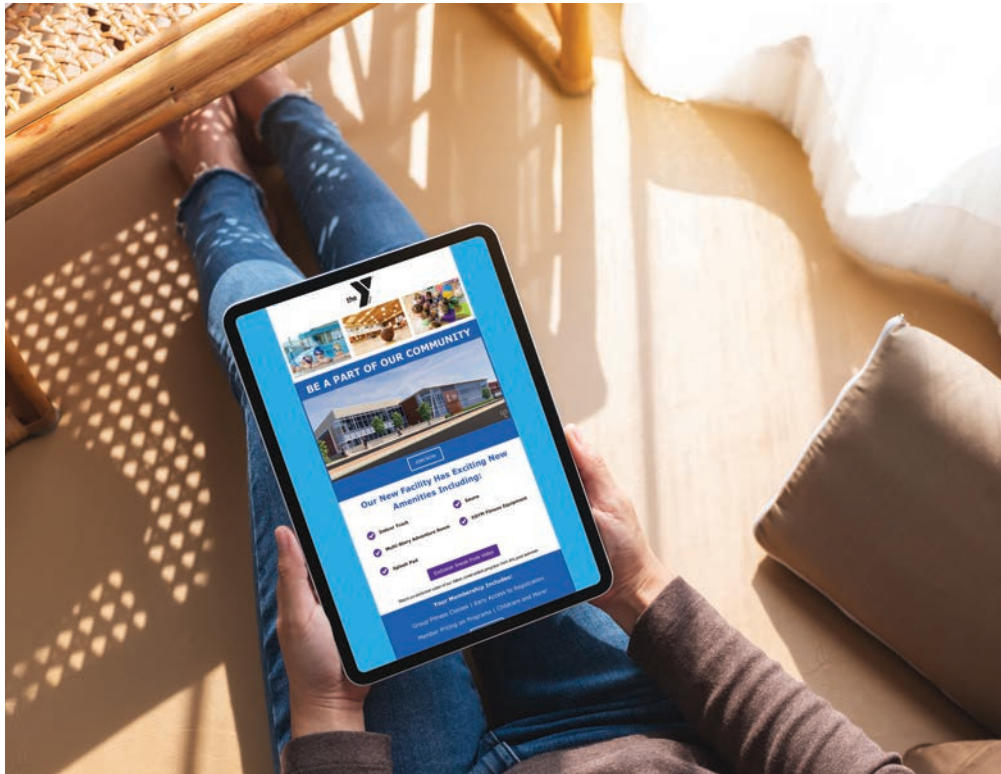
100,000 IMPRESSIONS served to event attendees, plus site and keyword retargeting. Can include competitor geofencing. 90 day campaign // \$1,200



Five Sizes Required (Pixels): 300x250, 728x90, 160x600, 300x50 and 320x50 with RGB color mode at 72 resolution.

Email Marketing

REACH YOUR AUDIENCE DIRECTLY
AND KEEP THEM ENGAGED



By sending targeted messages straight to your customers' inboxes, share promotions, announce new products, and highlight exclusive offers that drive sales and loyalty. Consistency is key—repetition helps your message stick, and that's why our tiers include two email blasts. A week after your email blast, receive a detailed report of opens and clicks.

- 5,000 CONTACTS** Two blasts for \$375 or \$200/one
- 10,000 CONTACTS** Two blasts for \$550 or \$300/one
- 20,000 CONTACTS** Two blasts for \$725 or \$400/one
- 25,000 CONTACTS** Two blasts for \$900 or \$500/one



FINDING YOUR PERFECT AUDIENCE

We are 100% CAN-SPAM compliant and follow all DMA guidelines. We offer a bot-free guarantee with the use of two third party bot detection companies. We can target your ideal audience with a combination of selects out of the hundreds we offer.

- >> Geography
- >> Children
- >> Marital Status
- >> Age Ranges in Household
- >> Occupation
- >> Household Income
- >> Education
- >> Shopping Activities
- >> Home Improvement
- >> Investments
- >> Nature & Outdoors
- >> Photography
- >> Pets
- >> Sports
- >> Technology
- >> Travel
- >> Language
- >> Auto
- >> Political Party
- >> Health and Fitness
- >> History
- >> Hobbies

Already own a client database list? We can 'suppress' unwanted prospects and current clients from the email list to ensure that you're only emailing new prospects!

Streaming and Video Display

REACH AUDIENCES ON THEIR TV'S AND MOBILE DEVICES WITH YOUR VIDEO



With ads delivered to a committed audience, your message stays front and center. We serve 15 or 30 second videos based on availability and compatibility. Plus, hyper-targeted placements ensure no wasted impressions, connecting you with the right viewers.

- PRESENCE TIER - \$500/MONTH **10,000 Mo. Impressions**
- COMPETITIVE TIER - \$1,000/MONTH **20,000 Mo. Impressions**
- DOMINANT TIER - \$2,000/month **40,000 Mo. Impressions**

*3 month commitment required

Ad-Supported Websites and Platforms

 550+ digital & movie TV properties Bloomberg Television, BET, AMC, NFL, CBS Sports, MTV, Comedy Central, Pluto TV, iHeartRadio, Hallmark, True Crime, Tribeca Film Festival	 200+ live channels & over 50k on-demand titles AMC, TED, FOX Weather, Big Food, Hallmark, Tribeca Film Festival, True Crime	 4,000+ live channels & 5,000+ hours of on-demand programming CBS Sports, CNN, DeJAY, Game Show, Redbox, Cheddar News, VHI, Yahoo! Finance, iHeartRadio
 20+ channels of live & on-demand content A&E, AMC, Discovery, TLC, Food, BET, Comedy Central, MTV	 Hundreds of channels CBS News, Live Now, PeopleTV, TV Land, USA Today, ABC News Live	 FOX Sports, FOX TV Stations, USA Today, Tubi Network
 Warner Bros. Discovery Cinemax, CN, HBO, TCM, TNT, CNN, TBS, truTV	 Acclaimed original content BBC America, WE TV, IFC, Sundance TV	 Over 180 channels Bloomberg Television, Newsy, History, News Live, Today Show, Fail Army, NBC News Now, Golf
 Includes ESPN & Hulu ESPN+, FX, National Geographic, ABC News	 Documentary, Drama, Animation Documentary, Drama, Animation, My Sister, Fandor, Country	 Peacock, Golf Channel, NBC, USA Network
		 National news outlets Bounce, My Mystery, Laff, Grit Daily, Court TV, TrueReal, DeJAY, Newsy

TACTICS

- >> Hobbies, Interests, & Buying Behavior
- >> Household Demographic
- >> **Site Retargeting:** Using a pixel on your website, we can grab IDs to retarget people who have gone to your website
- >> **Geo Targeting:** Uses location data to reach consumers in a specific location such as a city or zip code.
- >> **First Party Data Targeting**

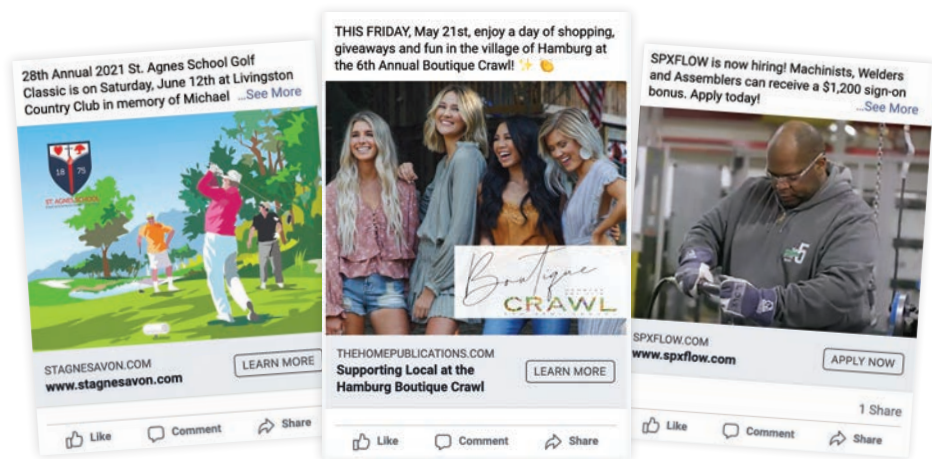
Complete list of compatible devices and publishers is available!



- hulu
- NETFLIX
- HBOmax
- tubi
- prime video
- peacock
- sling
- and more...

Paid Social

DRIVE REAL BUSINESS OUTCOMES LIKE BRAND AWARENESS AND WEBSITE TRAFFIC



Awareness campaigns are built with the objective of reaching the most amount of people. **Traffic campaign** objectives are to send people to an online destination or landing page. Ads appear on Facebook and/or Instagram in the news feed, stories, and Facebook Watch.

AWARENESS CAMPAIGNS

PACKAGE	COST	MONTHLY IMPRESSIONS
ENTRY	\$62.50/week (\$250 monthly)	17,000-20,000
AWARENESS	\$112.50/week (\$450 monthly)	20,000-40,000
PRESENCE	\$200/week (\$800 monthly)	35,000 - 65,000

TRAFFIC CAMPAIGNS

PACKAGE	COST	MONTHLY CLICKS
ENTRY	\$112.50/week (\$450 monthly)	150-300
AWARENESS	\$200/week (\$800 monthly)	250-400
PRESENCE	\$262.50/week (\$1,050 monthly)	300-600

*3 month commitment required. **Impressions /clicks aren't guarantees, they are estimates.



5 DAY PRINT AD BOOST

\$55 FB/IG or \$100 FB & IG

Drive your message home to a larger audience! We'll take your print ad and create a matching FB + IG ad to run in the same area for 5 days!

BUILD A FACEBOOK PAGE

\$250

Let us handle the design and little details so you can spend your time on your business! We will build a business Facebook page for your company including cover photo, profile picture, details and more.

SOCIAL MEDIA MANAGEMENT

We will handle your already created social media business accounts. This includes creating posts, planning meetings, customer service assistance and review monitoring.

\$350/mo. 2 Posts Per Week, Monthly Planning Meeting*, Responding to Reviews, Accessible Customer Service, Monitoring

\$550/mo. 4 Posts Per Week, Monthly Planning Meeting*, Responding to Reviews, Accessible Customer Service, Monitoring

\$750/mo. 5 Posts Per Week, Bi-Weekly Planning Meeting*, Responding to Reviews, Accessible Customer Service, Monitoring

*Calls are up to one hour



10 POST ADD-ON

\$100

Using your article, website, print ad, and/or photoshoot/photos, you receive ten relevant, engaging social media posts for your business. We will send you a link with the content where you are able to copy the caption and download the photo on desktop or your cellphone. Post to your account(s) and you're all set.

Photo & Video

WE LOVE CAPTURING OUR COMMUNITIES AND HELPING PROMOTE YOUR DIGITAL IMAGE



COMPANY HEAD SHOTS

Starting at **\$300**

Great for updating your social profiles, a few photos for your website and updating your print ads.

- 5+ retouched photos
- Online gallery
- One location of your choice
- 30-minute session

PRODUCT PHOTOGRAPHY

Starting at **\$500**

Businesses who need high quality, professional photographs of their products.

- 15+ retouched photos
- Online gallery
- One location of your choice
- 60-minute session

FULL BUSINESS BRAND PHOTOGRAPHY

Starting at **\$1,000**

Ideal for businesses who are building their core set of brand photos for all their marketing needs.

- 25+ retouched photos
- Online gallery
- 2 locations of your choice
- 90-minute session

PAN AND SCAN VIDEO

\$1,287

Still photos, video editing of your content, input on scripting and voiceover production, impactful, graphic overlay. Copy writing is not included.

EDITING

\$1,716

Still photos, video editing, provision of all content needed such as stock footage, or photography, all scripting, copy writing, and voice-over production, impactful graphic overlay and any additional production elements that will enhance your final creative.

SEO & SEM

BOOST YOUR ONLINE PRESENCE WITH
SEARCH ENGINE OPTIMIZATION (SEO) AND
SEARCH ENGINE MARKETING (SEM)



Boost your online presence with SEO services from Featured Media. We specialize in improving your website's visibility on search engines, making it easier for prospective and current customers to find you. Our comprehensive approach includes on-site optimization, such as keyword analysis, technical audits, and ongoing search management. Off-site, we build your authority with link building, manage your Google My Business profile, and ensure accurate listings across directories. Let us help you climb the search rankings and connect with your audience more effectively!

Search engines use bots to crawl pages on the web, collecting information and indexing them. Algorithms analyze the index, noting hundreds of factors to determine the order pages should appear in **organic search** rankings. Minimum 6 month commitment.

STANDARD \$2,200/mo.

Onsite SEO up to 50 keywords researched and optimized, monthly on-site content updates, citation and listing updates, weekly Google My Business posts.

BASIC \$1,200/mo.

Onsite SEO up to 25 keywords researched and optimized, monthly on-site content updates, citation and listing updates, weekly Google My Business posts.

FOUNDATION \$800/mo.

Onsite SEO up to 10 keywords researched and optimized, monthly on-site content updates, citation and listing updates, weekly Google My Business posts.

SEO

LISTINGS \$100/mo.

Listings management, reputation management (no on-site SEO).

CUSTOM QUOTES AVAILABLE

Also sometimes called **paid search** or pay-per-click. This allows companies to place advertisements in Google search results and only requires payment when someone clicks on the ad. Includes distribution across Google and Bing, including Alexa, Xbox, and Amazon.

SEM



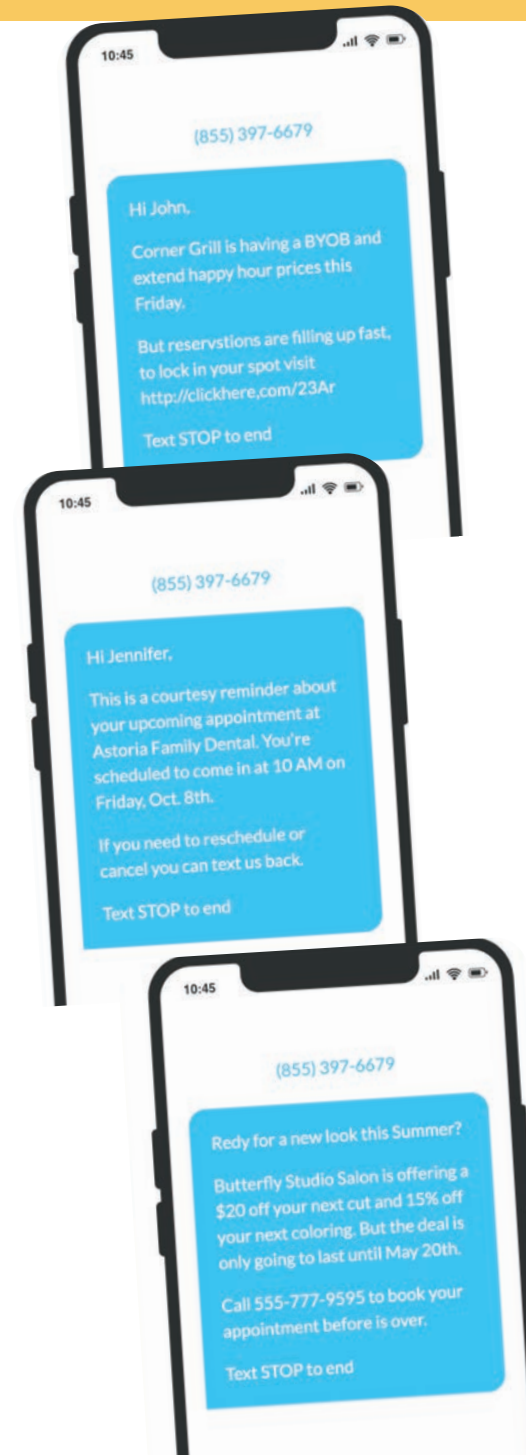
Text Message Marketing

STAY CONNECTED, STAY ENGAGED
WITH TEXTS TO YOUR CUSTOMERS



Take your customer communication to the next level with SMS text message marketing. Whether you're sharing promotions, updates, or reminders, SMS texting is a direct and effective way to reach your audience, the perfect tool to build stronger relationships, boost engagement, and drive results.

BASIC	\$52/mo	500 text messages/mo
BRONZE	\$76/mo	1,000 text messages/mo
PLUS	\$138/mo	2,000 text messages/mo
		Google Business Review Link & Text-To-Pay



GREAT TO SEND & RECEIVE

- >> Business Reviews
- >> Collecting Payments
- >> Email Captures
- >> Surveys

CREATE SET-IT-AND-FORGET-IT SMS AUTOMATED MESSAGES

- >> Birthday Texts
- >> Recurring Campaigns
- >> Conversation Triggers
- >> Automatic Replies
- >> Away Messages
- >> Scheduled Texts

ADD CONTACT BY

- >> Web forms
- >> Text to Join
- >> Upload Your Contact List

OTHER PERKS

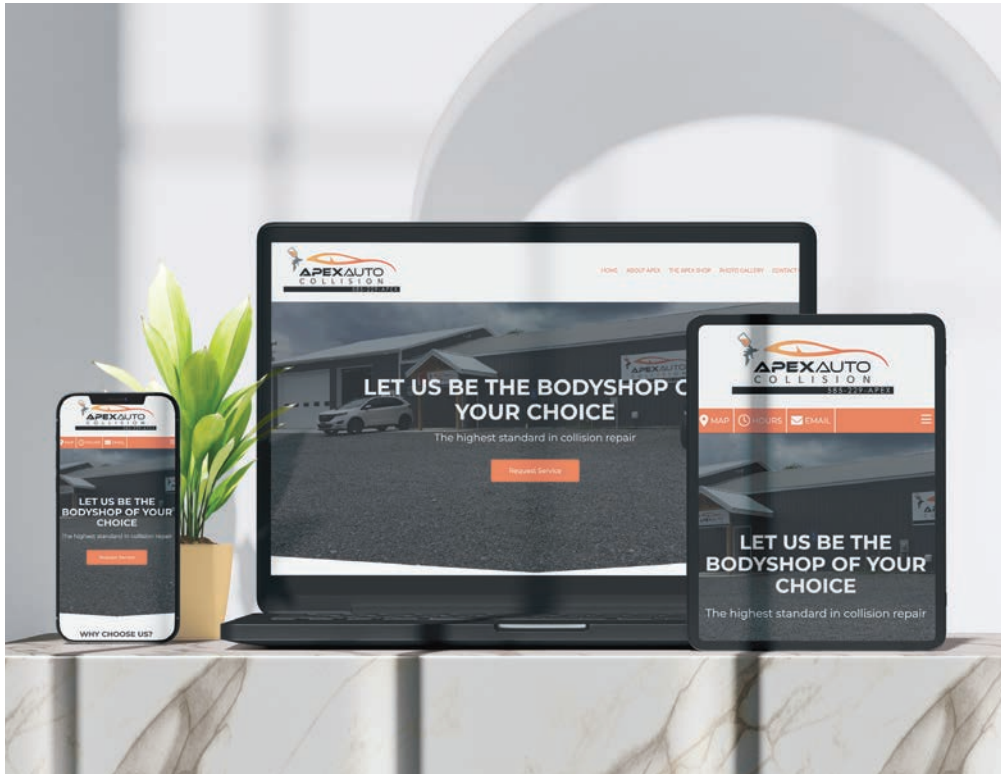
- >> Schedule a Text
- >> Auto Reply Texts
- >> Unlimited Contacts
- >> Secure Data And Information
- >> Send Pictures
- >> Personalization

★
98% Open Rates

...
90% Prefer Texting

Websites

WE CREATE WEBSITES THAT
HELP GROW YOUR BUSINESS



Have you looked at your website lately? Not happy with it? Investing in a professionally designed website is one of the most powerful ways to grow your business, and Featured Media is here to make it seamless. Your website is often the first impression customers have of your brand, and we specialize in creating visually stunning, user-friendly, and fully optimized sites that leave a lasting impact. Whether you're launching a new venture or refreshing an outdated site, our team blends creativity with strategy to ensure your digital presence aligns with your goals and captivates your audience.



5 PAGE WEBSITE OR SIMPLE ECOMMERCE

\$499 set up + \$50/mo

All of our websites on our platform are mobile-optimized, so they look great on any device. Include an email form, video(s), photos, social media links and more. Our digital team customizes your new website to match the look and feel of your brand. Ecommerce websites on our platform just need an email address linked to a PayPal account to start selling!

LANDING PAGES

Landing Page Without Custom Domain
\$99 set up + \$20/mo

Landing Page With Custom Domain
\$99 set up + \$50/mo

Need somewhere for customers to land from your print, digital or social media campaign? Add a landing page—a custom designed, single page website featuring your logo, a form for potential customers & your contact information.



REPUTATION MANAGEMENT

New Website (our platform) + Reputation:
\$99/mo & \$550 set up

Current Website (different platform) + Reputation: **\$99/mo & \$100 set up**

Current Website (our platform) + Reputation:
\$50/mo & \$100 set up

Google My Business Management: **\$99/mo**

Maintaining a positive online reputation on sites like Google, Yelp and Facebook is something your business can't afford to ignore. Let us help you protect your brand, avoid negative reviews and maintain a



FEATURED MEDIA:

So Much to Offer All Under One Roof

Starting with one publication, we added printing, promotional & digital to help us grow to where we are today: reaching your customers. We are constantly creating new ideas as to how we can better serve you, our customers.

Learn all about us, our team, and many services at www.featuredmedia.com. Find all the ways we can reach your customers and *feature* you!

Genesee Valley Penny Saver

The Genesee Valley Penny Saver is a trusted community publication serving the WNY area for 76+ years. With a focus on connecting local businesses and readers, we offer advertising, classifieds, and community news. Dedicated to supporting the region, the Penny Saver is a go-to resource for finding local services, deals, and events.

at www.GVPennySaver.com:

- **Banner Ads (\$55/wk)** Your banner ad on our website receiving 2,500+ impressions per week.
- **Digital Editions + Coupon Club (\$95/wk)** Digital editions are uploaded weekly with a digital edition email every Thursday. Print ads with a coupon are added for free in our online coupon club page and emailed out Fridays! Sponsor our weekly emails to 9,000+ opted-in subscribers.
- **GVPSJobs.com (FREE)** All print employment ads are uploaded to gvpsjobs.com, which includes an interactive map to help job seekers find your opening.

Penny Lane Printing

High-quality printing solutions: we offer a wide range of products from business cards to banners and everything in between. Dedicated to delivering exceptional results and personalized service, Penny Lane Printing helps bring your ideas to life, whether for personal or professional and is backed behind our award-winning creative department.

www.PrintingByPennyLane.com

Publishing

We publish a variety of niche publications designed to connect and inform our communities. With the Home magazines, local community guides and directories, our offerings highlight our local towns. The Southern Tier Shopper and Lake Country Penny Saver add to our already great reach!


Digital Add-Ons:

- **Boost your Advertorial (\$150)** We use your in print article for a blog post on our website that includes photos, quotes, your logo and information. We post the article on our social media accounts and create a social media ad promoting it.
- **Digital Editions (FREE)** All of our publications are available online for at least a full year, ensuring long-term visibility for your content. Throughout the year, we continue to promote these editions, maximizing their reach and keeping your message in front of your audience.

Promotional Products

Make your brand unforgettable with custom promotional products that really stand out. Whether you're looking for branded shirts, pens, bags, or anything in between, we've got you covered. We're passionate about helping you find the perfect products to promote your business or event, and we're dedicated to making sure you love the results.

www.PennyLanePromo.com



From Featured Media

*featured*DIGITAL

Put us to the test

From Paid Search to Spotify advertising to Wix websites
WE CAN HANDLE ALMOST ANY DIGITAL CAMPAIGN.

Let us know your idea or target audience!

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