

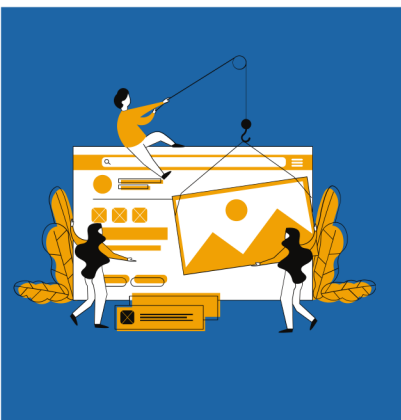
# INDEPENDENT DIGITAL *marketing*

## DIGITAL DOESN'T HAVE TO BE HARD.

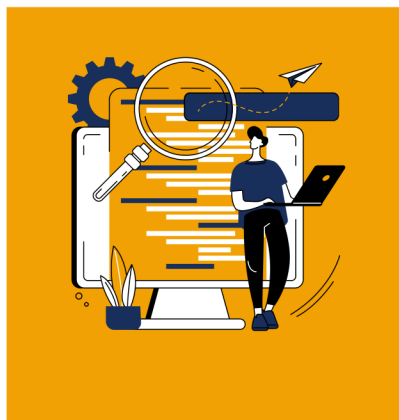
Here at the Addy Indy we have always seen it as our job to help connect local businesses with their clients. These days, pairing digital services with your print advertising campaigns is the best way to reach your customers quickly and efficiently.

This means it's more important than ever for local businesses and organizations to take control of their digital presence. But we also know that this takes time and isn't everyone's expertise. So that's where we come in.

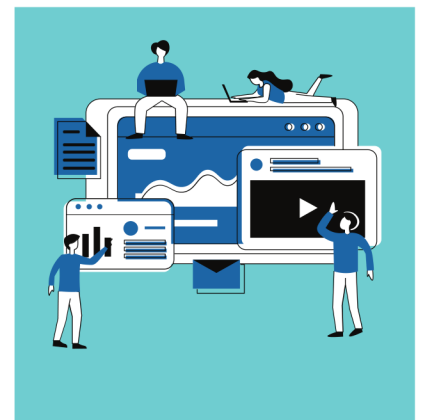
**Independent Digital Marketing (IDM)** is our newest line of digital marketing services that lets us provide a fast and straightforward way to manage your digital persona and ensure your customers can find you online:



**ONLINE  
ADVERTISING**



**DIGITAL DIRECTORY  
MANAGEMENT**



**WEBSITE DESIGN  
& DEVELOPMENT**

## CONTACT US TODAY TO GET STARTED!

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## ONLINE ADVERTISING

Directly tap in to the Addy Indy's community following by advertising on our website or in our email newsletters. With a website that receives over 65k visitors per month and email newsletters with more than a 55% open rate, online advertising is one of the most effective ways to supplement your Addy Indy print campaigns.

### WEBSITE ADS

Extend your reach beyond Addison County and instantly direct people to your website with ads on [addisonindependent.com](http://addisonindependent.com).

We offer the following four responsive ad placement locations:

**Banner - \$199/month - Displays in the center of the page (in-story) or at the bottom of a page.**

728px x 90px (desktop) & 300px x 90px (mobile)

**Big Box - \$199/month - Displays in the sidebar or mid-page (in-archive).**

300px x 250px

**Super Box - \$249/month - Displays in the sidebar.**

300px x 500px

**Leaderboard - \$349/month - Displays at the top of the page.**

970px x 90px (desktop) & 300px x 90px (mobile)



### EMAIL NEWSLETTER ADS

With 3 weekly Addison Independent newsletters and 1 MiniBury newsletter, e-newsletter ads provide a hyper-targeted way to connect with your potential customers.

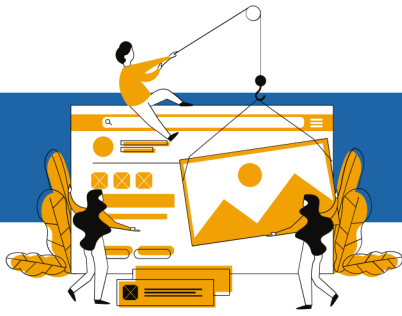
We offer the following ad sizes:

**Banner - 1200px x 400px (preferred) OR 600px x 200px**

**Box - 1200px x 800px (preferred) OR 600px x 400px**

Newsletter ads range from \$25-\$75 per ad depending on frequency. There is a limited number of advertising spots available per newsletter.

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## DIGITAL DIRECTORY MANAGEMENT

Our Digital Directory Management platform includes the features and tools businesses need to get discovered online, connect with customers, and attract new business.

To offer maximum accessibility, we provide packages at various price points and let you choose your level of platform interaction (which is handy if you're not tech savvy or simply don't have the time to manage about your digital presence!).

### ESSENTIAL PACKAGE

The Independent Digital Marketing Essential Package consolidates all digital directory, social media, and review information that's floating out there on the web into a single, streamlined portal.

#### Our Essential Package includes:

- **Listing Management** - In addition to keeping track of where your business information is listed, you also have to control what is listed in those locations. The IDM platform lets you track and update all your digital directory information with just a single click.
- **Reputation Management** - Customers are your most important source of feedback. Their ratings and reviews can make or break your reputation. With the IDM portal, you can easily view and respond to customer feedback across all major review sites.
- **Social Media Monitoring** - You know that quality, frequent posts boost brand awareness and engagement deepens customer loyalty. But it seems like there just aren't enough hours in the day to manage it all... until now. You can manage every network at once with the IDM portal.

### BASIC PACKAGE

The Independent Digital Marketing Basic Package provides the starter tools you need to get a handle on your digital directory presence.

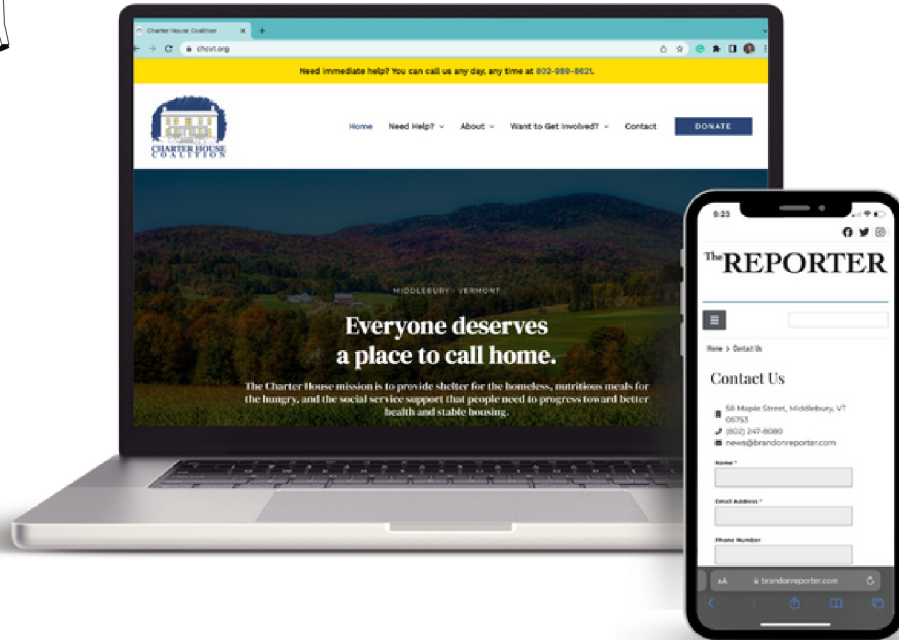
#### Our Basic Package includes:

- **Listing Management** - In addition to keeping track of where your business information is listed, you also have to control what is listed in those locations. The IDM platform lets you track and update all your digital directory information with just a single click.

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## WEBSITE DESIGN & DEVELOPMENT



Website Design and Development rounds out the trio of Independent Digital Marketing offerings. We offer website enhancements and WordPress website builds from scratch, along with annual maintenance and consulting contracts.

Your custom WordPress site will be built and designed with easy navigation and optimum user experience in mind. Every page will be coded with keywords and direct links to maximize SEO and digital traffic. On the back-end, the user-friendly content management system makes edits and future updates a breeze.

**STARTING AT ONLY \$650**

## READY TO GET ONLINE? CONTACT YOUR AD REP TO GET STARTED:

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Jenna Hunsinger  
Katy Foote  
Tom Van Sant

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