



We put revenue on the map.

Shop Local App

Advertising Package Ideas

"In the last twelve months, customers around the world have ordered more than US \$1 billion of products from Amazon using a mobile device."

Jeff Bezos, founder and CEO of Amazon.com



Proposed running time: 3 month contract

Package price for medium size market:

- \$2340 package for General participation.
- \$2940 for Premier Sponsor.
- Both inclusive of print display, online and mobile.

Package breakdown:

- 2"x 4" print ad 1x per week, or 2"x 2" print ad 2x per week **\$1500**

- Listing online and on mobile application. **\$840**
\$20/weekend each platform x 5 weekends

General Package Total: \$2340

- Premier advertisers/sponsors receive banner ads online, **\$600**
and on the mobile app.
\$25/week each platform x12 weeks

Premier Sponsor Package Total: \$2940

We recommend that part of the Sponsor package include a giveaway. Even a \$15 gift card can be incentive enough for people to participate. And be sure to advertise with in-paper/online promotion ads that a certain number of lucky winners who download the app will receive the Sponsor's giveaway.

Plus, encourage local advertisers to offer in-store specials specifically through the app.

Toll Free: 866.955.6277

email: info@classifiedconcepts.com

www.classifiedconcepts.com



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Try it out!
Text SHOPLOCAL to 52732

What's happening in your town?

Is your paper THE place to find everything from local community events to special entertainment offers from restaurants, bars and theatres?

Does your advertising package include a mobile offering for your Entertainment Category?

With the Shop Local App from Classified Concepts, users can:

- View local advertisers' special offers for entertainment, lodging, transportation and more on a map or from an interactive directory.
- Share listings via email.
- Search by keyword.
- Save to favorites.
- Map locations and receive multi-stop driving directions.
- Set up alerts and be notified of updated listings and offers.

More Features:

- Custom branded to your newspaper.
- Premium ad space on every page of the App.
- iOS and Android compatible.
- Quick to market – we do the heavy lifting for you.

Talk to us for ideas on how to monetize your Entertainment category with Mobile, Print and Online.

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