



# 2016 MEDIA KIT



TRANSFORM YOUR DIGITAL PRESENCE.

Award winning digital marketing firm based in Texas



## This Is Who We Are & We Love What We Do

We are all about people. Business owners. Your customers. Our customers. We understand that the social Internet is the new word of mouth. And, we have the right mix of offerings to help you manage your presence in the digital world. Let us present your products and services in a captivating way through dynamic design and targeted media.

Established in 2010, our full-service advertising, design and marketing agency stands apart from the crowd. We have two locations – Victoria located in South Texas and Longview located in East Texas. Our 20+ team focuses on the design and development for the latest in digital marketing, web, social media and mobile, as well as traditional advertising agency services. We work with a variety of clients including many small business owners, professional service firms such as lawyers, medial practices, and retail shops.

## We Get it.

Audiences are fragmented. They are distracted. They can be challenging to reach using traditional advertising vehicles. Our award-winning team is ready to help you break through the clutter. Whether it's helping with your search engine ranking, serving your ad on top local sites or national platforms, we've got you covered.

## We Know Digital.

This is what we live and breathe every day, constantly training and exploring new opportunities for you to have meaningful interactions with your customers. And, **we are a Google Partner**. With Partner status, Advocate Digital Media stays ahead of the curve by working directly with Google to provide the best level of service for their clients using the latest Google tools and products making sure they get the most out of their marketing budgets.





## Here's What We Do.

We know your customer. And, we know how to reach them. Learn more about our digital marketing services and let's discuss the perfect mix for your business to engage your customers.

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**IGNITE** - Advanced Audience Targeting, Mobile, Preroll, YouTube Trueview – Reach your audience as they browse the web with targeted advertising on the latest digital channels.

**EMAIL MARKETING** – Send timely communications directly to their inbox. Bypass the marketing message clutter and deliver creative messaging to your customers' inbox.

**VIDEO/PREROLL** – Video continues to explode. Place your message strategically on videos your audience enjoys.

**SOCIAL MEDIA** – Interact with your customers where they engage: on social media channels including Facebook, Twitter, Instagram, Pinterest, Google+ and more.

**SHARE OF VOICE ADVERTISING ON LOCAL SITES** – Use digital advertising opportunities on local news sites to reach your core customers and grow new ones.

**BRANDSENSE** – Native advertising delivered on local platforms. Establish your business as thought leader in the community with these informative articles and advertising.

**BUSINESS DIRECTORY MANAGEMENT** – Ensure your business listings on major directory sites are accurate and make sure your customers get a timely response when they offer feedback.

**WEBSITES** – standard, premium, custom website design packages – responsive design included for each.

**GET FOUND GOOGLE ADWORDS** – Our certified Google AdWords specialist can determine the best strategy for higher/effective ranking on Google search results.

**CO-OP ADVERTISING** – Take full advantage of co-op advertising dollars and extend your marketing.

**PANDORA, HULU** – The list is growing. New platforms to speak to your audience via channels they love.

**FULL ADVERTISING AGENCY SERVICES** - Media Buying, Branding/Logo Development, Graphic Design, Video/Audio production, Radio, TV, Print, Brochures, Digital, Billboard, Cinema, Direct Mail, Promotions, Directories.



## Why East Texas?

Longview offers an authentic East Texas experience. This quality of life, along with the work force, economy, cost of living and locational advantages, are some of the reasons that Longview has been sought out for over 40 years. Per the 200 census, Longview has 73,000+ residents.

Longview is the seat of Gregg County and is located on the U.S. Interstate 20 and U.S. Highway 80 corridor that stretches 275 miles through a chain of metropolitan statistical areas from Shreveport-Bossier City, Louisiana, through Dallas-Fort Worth. Dallas lies 125 miles west of Longview, and Shreveport is 60 miles east.

## Why [www.news-journal.com](http://www.news-journal.com)?

When you want to reach East Texas, you start with [news-journal.com](http://www.news-journal.com). With 415,415 average unique visitors each month and delivering 2,289,909 average monthly page views, it's clear to see that [news-journal.com](http://www.news-journal.com) is where East Texans turn to get their news.

With a variety of eye-catching ad positions on both the homepage and the content pages, your advertising consultant can advise you on the right ad in the right place at the right time to reach your audience.

Wanting to reach specific markets like Marshall and Carthage (located in Panola County)? We have solutions for those too.

**<http://www.marshallnewsmessenger.com>**

**<http://www.panolawatchman.com>**

See the many advertising options on the following page and talk to your consultant today about advertising on [news-journal.com](http://www.news-journal.com).