



Broad Street Interactive Ahead of Local Online Advertising Trend

With advertising in print media products on the decline, the “future of online news may be ‘hyperlocal’,” according to a recent CNN.com article (*May 5, 2009: CNN.com*). Broad Street Interactive addresses how advertisers can continue to reach local audiences by following them into the hyperlocal space.

What is ‘hyperlocal’?

When trying to penetrate local markets, advertisers have traditionally turned to local television and print to reach those audiences. With the internet, advertisers are still trying to reach those audiences but in new ways.

Initially, hyperlocal news sites (also known as local-local or microsites) were devoted to the stories and minutiae of a particular neighborhood, ZIP code or interest group within a certain geographic area (*source: American Journalism Review; AJR.org*). Many of these sites were independent startups or local blogs. More recently, the growing trend is that news sites—television, newspaper, and other traditional media—have followed suit and begun exploring advertising revenue options previously overlooked by traditional media sites. Many media chains are beefing up their online ventures for the very reason that businesses are looking for specific and targeted options to make the most of their advertising dollars. What these media outlets are discovering is that there is a large market for hyperlocal online advertising and, in fact, online advertising could be on schedule to outpace print advertising revenues in the next 10 years.

Advertisers are looking for specific demographic audiences in specific geographic areas for targeted marketing, and many print newspapers are responding to this new demand by revamping web sites, increasing traffic and SEO, and creating interactive media sales departments. As a result, there are more opportunities than ever for advertisers to make the best use of their media budget via online advertising and marketing by selecting news and media web sites that target a local audience or particular geographic area. With the ability to laser-focus media budgets, getting your message in front of the right audience improves brand lift and ROI for advertisers.

Additionally, according to recent Nielsen Online statistics (*www.nielsen-online.com*), its Global Index Chart for the active digital media universe is experiencing growth rates of more than two percent per *month*, an increase previously unheard of in the world of digital media.

Ahead of the curve: Broad Street Interactive.

Broad Street Interactive was created to answer the growing demand for building reliable digital media marketing solutions for our clients. We understand the needs of advertisers to deliver measurable results for their brand. We help our clients achieve results using sound business strategies, interactive creativity and measurable results at an affordable price.

Why Broad Street Interactive?

BSI has a custom ad distribution channel that spans 45 states and nearly 300 major cities across the United States (see coverage map below). Using the resources within this network, BSI can target the best sites for ad placement for your company and eliminate expensive national advertising sites that aren't specific to your target audience. BSI's ad network includes newspaper and television stations, as well as other entertainment, magazine, and local blog web sites.

BSI has formed partnerships with TV stations and other local media providers to connect Internet users and advertisers with relevant and engaging content. Centered on local news, our websites are trusted sources of information. These local users are engaged in their community, are news and weather consumers, and decision makers.



Why advertise on a local site?

According to a study conducted for Internet Broadcasting Systems, 80 percent of site users find ads on its sites more relevant than those on national news sites because the sites are local.

Additionally, over two-thirds of survey respondents said they're more likely to click on local news site ads than those on national news sites.

By advertising nationally on a local level a brand integrates into the community brand of these hyperlocal sites and becomes relevant to the local community served by these sites.

Whether your budget is national, regional, local or by congressional district we have a custom solution for online media budgets to capitalize on the trend of hyperlocal news sites.



Getting ahead of the game for your business is easy: Let us handle your ad placement via our custom ad distribution channel. You set the budget and we do the work for you.

For more information about reaching the hyperlocal audience with your message, contact us.

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About Broad Street Interactive

Whether you are looking for lead generation, strong call-to-action campaigns, branding campaigns or trying to get organic search results online, we listen and then we deliver.

We won't come at you with answers until we have asked the questions. We work with clients at all levels of online experience. From internet startups to large brick and mortar companies, taking the time to create strong interactive strategies that deliver results is what we do best.

We are passionate about what we do and we get a kick out of helping our clients exceed expectations. Ask us to help you exceed yours.

