

MEDIA KIT 2023



Understand the benefits and features of our suite of digital products.

Community Journals has developed a revolutionary advertising technology platform with a comprehensive digital agency software solution that oversees the full lifecycle of a marketing campaign.



LAST UPDATED: 06.19.23

INSPIRE

CONNECT

INFORM

DELIVER



PROGRAMMATIC DISPLAY

Programmatic Display is designed to boost any business seeking to get their message in front of their target market, any place at any time.



GEO FENCING: MICROPROXIMITY

Target people on their mobile devices based on where they are in real-time.



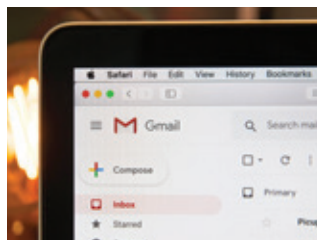
SEARCH ENGINE MARKETING (SEM)

Search Engine Marketing is a strategy using paid tactics to gain visibility on search engines and reach your target audience; also commonly referred to as Pay Per Click (PPC). When users search for specific terms, they will see a custom ad, usually at the top of the page. The budget is spent every time an ad is clicked.



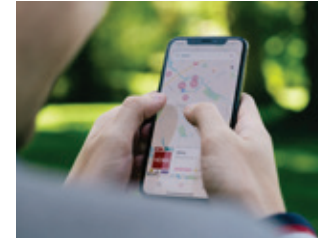
LOCAL SEARCH ENGINE OPTIMIZATION (SEO)

Improve your business' local visibility to drive foot traffic and phone calls. Expand your footprint by ranking higher locally while getting engaged with your customers.



AFFORDABLE WEBSITES

Reach more local customers with a searchoptimized, mobile-ready, social-friendly website for your business.



GEO FENCING: DEVICE ID

Mobile phones provide a unique view into user behaviors, frequently visited locations, home, work, habits, interests and much more.



EMAIL MARKETING

Securely deliver your message to specific consumers using hundreds of targeting options via a dedicated email blast.



SEARCH ENGINE OPTIMIZATION (SEO)

Organic SEO results are still the cornerstone of maximizing your referral traffic from search engines. Over two-thirds of search-related clicks come from Search Engine Optimization (SEO).



FACEBOOK & INSTAGRAM

Leverage the power of two billion monthly Facebook users and 500 million daily Instagram users with some of the most precise audience targeting available today.



NATIVE ADVERTISING

Seamlessly integrate a brand's most engaging images and content into contextually relevant editorial using a single creative that dynamically adapts to match font and format.

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PRE-ROLL VIDEO

Pre-Roll is a robust tool for precise targeting and can increase both brand recall and intent to purchase.



STREAMING TV

Reach users on all of their screens as they view live or on-demand programming through any connected device.



STREAMING AUDIO

Music is everywhere in today's society. It is with us when we get up in the morning, go to work, sit at our desks, go to the gym, while we eat, and everywhere in-between. Is there a better way to touch your target audience?



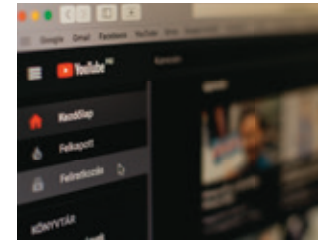
ACCESSIBILITY WIDGET

Make websites accessible to people with disabilities and compliant with the WCAG, ADA, and other accessibility legislation with the leading AI-powered web accessibility solution.



CREATIVE SERVICES

No designer? No problem. Bring your vision and advertising campaigns to life with our best-in-class design offerings.



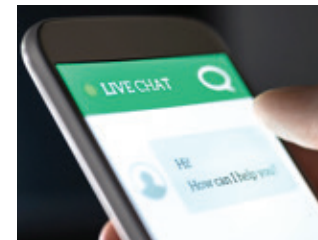
YOUTUBE

Video Advertising solutions can help brands tell a story to the desired target audience in real-time, at any time, anywhere in the world.



ADMIX & VIDEO ADMIX

Not sure what platform is best for your business? Set your budget - then use this multi-platform strategy to extend your reach and results. We'll optimize based on what's working across these three platforms.



BETTERCHAT

A chat widget set up to automatically respond to templated questions. Never miss another customer's text, chat, review, or Facebook message.



ALT NETWORK

Help your advertisers get the most out of their digital dollars with our designated network for cannabis, tobacco, gambling & casinos, fireworks, and more.