



YOUR LOCAL MEDIA COMPANY TRANSFORMING & INNOVATING IN TODAY'S WORLD

Traditional media companies are changing with the times...
leveraging their core strengths to remain relevant to
advertisers and to their communities.

Local media companies have a major strategic advantage:
Longstanding relationships with advertisers in their markets.



88 PERCENT

of local businesses surveyed
said they considered their
local newspaper, TV or radio
sales rep to be digitally savvy.



There are

91 THOUSAND

local advertising reps in the
U.S., the vast majority of
whom sell digital as well as
traditional advertising.

Local media companies dominate digital advertising in smaller markets:



Local media companies sold
\$10.5 BILLION
in digital advertising in 2015.



The heaviest hitters in this
field were daily newspapers
selling
\$5.1 BILLION

There has been a boom in local media companies
offering digital and marketing services:



86 PERCENT

of traditional local media
providers sell
DIGITAL SERVICES
in addition to advertising space.



The most popular
digital services are web
development, SEO,
reputation management and
video production.

CALL TODAY TO SPEAK WITH YOUR LOCAL MEDIA SPECIALIST, • 970-352-0211

The Tribune is on



Greeley Tribune