



## New Feature Makes Your Membership More Valuable

To help you gain even more value from your Media Group Online membership, we've added a new feature to the Website, **How to Sell with Media Group Online as Your Partner.**

We want to share examples of how you can combine various reports and other content on the site to create and make "killer" presentations. The first is Carpet and Floor Covering.

It's a quick, easy and step-by-step explanation of how to use the 2018 Carpet and Floor Covering Profiler and PowerPoint presentation, a sample TV commercial, information from a New Media Insights Report and carpet brands' co-op programs featured in the Local Search Association's Co-op Directory.

Once you study this tutorial, you'll be able to find similar combinations of content throughout the Media Group Online Website to assemble presentations that will focus on your prospects and clients' specific pain points and sales goals.



### Keep Pitchin' Digital

In its 2018 Local Advertiser Survey, Borrell Associates reports 53% of local advertisers responding to the survey said when media reps from broadcast TV affiliates offered a digital add-on as part of their media pitch, the advertisers bought the digital component.

Interestingly, the largest percentage of local advertisers, or 58%, bought digital add-ons from printed directories and 56% bought from both newspapers and other print. Radio was last at 40%.

According to the survey, 21% of broadcast TV affiliates' reps didn't offer a digital add-on, while newspaper reps and printed directories reps had the smallest percentages of those who didn't offer a digital add-on, at 17% and 18%, respectively.

Clearly, local advertisers want to be pitched digital add-ons and most of your competitors are doing so; however, you have the greatest advantage over all of them (as we've stated many times in many reports): Local TV is the most trusted source of news and you have more video news clips for your Website than any other local media.

Keep pitchin' digital and the greater quantity and quality of your digital content and you're sure to close more local advertisers.

If you're not a Media Group Online, Inc. Member, then click [here](#) to join today!

### PowerPoints

- Supermarkets
- Hotels & Resorts
- Halloween
- Janitorial Services
- Arts & Culture
- Hearing Aid Centers
- Healthcare Industry
- The Grocery Shopper
- Funeral Homes
- Religious Organizations
- Politics
- Leisure Time Activities
- Q2 2018 Retail Performance
- Concerts & Festivals
- Online Grocery Shopping
- Amusement Parks
- Private Investigators
- Health Improvement Services

### Business Profilers

- Hearing Aid Centers
- Private Investigators
- Halloween
- Religious Organizations
- Leisure Time Activities
- Health Improvement Services
- The Grocery Shopper
- Sporting Goods Market
- Department Stores
- Q2 2018 Retail Performance
- Politics
- Jewelry Market
- Health Insurance
- Cellular Market
- Amusement Parks
- Credit Card Industry
- Early Holiday Shopping



## Newest and Future Special Reports



**Adventures in New Media with the Digital Diva, Mary Meeker**  
(July 2018)



**An Inside Look at Today's Local News Operations** (August 2018)



**The Audio Medium: To Radio and Beyond**  
(September 2018)

## More Content and Ideas to Remain Your Market Leader

**Holiday Season Profilers** – Q4 2018 could be a monster for you and your clients. Look for our Early Holiday Shopping Profilers and PowerPoint presentations.

**New Media Insights Report** – Chasing Consumers Through Local Digital Channels details which local channels consumers trust for search and when they're ready to buy.

**Promotions** – Show your news director the promotional video from WUSA-TV, Washington, DC, in which a local comedian hosts the morning news, starting viewers' day with a laugh.



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## An Unbeatable Combination

### The Media Audit

There's no better combination for understanding retail, media and the numbers behind them than being a subscriber to Media Group Online, Inc. and The Media Audit.

For additional information about a subscription to The Media Audit, please contact Tracy Austin, SVP and GSM, at **713-626-0333**.

[www.TheMediaAudit.com](http://www.TheMediaAudit.com)

