

# Republic Media Digital Solutions: Display Ads

## What are display ads?

Easy, affordable and powerful, Display Ads are ads that run online to build brand awareness and drive sales. As one of the most effective methods for grabbing users' attention, Display Ads help you set yourself apart from other advertisers. With a wide array of targeting capabilities, and backed by azcentral.com's traffic and popularity, your message will be seen by an affluent audience.

## What are the benefits of Display Ads?

Recent studies show that among consumers exposed to branded Display Advertising campaigns:

- One in three visit the brands' sites.
- Users spent more than 50% more time than the average visitor on these sites.
- Users spent about 10% more money online overall and significantly more on product categories related to the advertised brands.
- Higher income audiences visited the advertisers' sites.

## Why Republic Media Digital Solutions?

azcentral.com reaches 273,200 users every day and nearly 600,000 every week. No other local site comes close to azcentral.com's 23% weekly reach of the Phoenix adult market. Plus:

- 82% of past month users shopped for something online in the past year.
- 42% of users have household incomes of \$100,000 or more.
- The average time spent online per unique visit is 49 minutes; azcentral.com users are highly engaged.

## How can Republic Media Digital Solutions help?

The Republic Media Digital Solutions team can help you create the most effective Display Banner campaign to meet your needs, including landing pages and customized reporting.

- **Landing pages:** Display advertising can click through to your web site, or to a customized landing page that we create for you.
- **Reporting and optimization:** We supply complete reporting on ad impressions delivered, clicks, and other key metrics. We continually monitor campaigns and suggest changes, if needed, to ensure optimal performance and results.



**Build your brand and reach more consumers.**  
**Call your representative at**  
**602-444-8443 to get started!**

**REPUBLIC MEDIA**  
 Delivering customers. Driving results.

