

A Max Media Digital Campaign is a great opportunity to...



Provide the digital campaign your PEP clients want



Follow the broadcast audience online



Extend the reach of your broadcast PEP campaign



Give your clients measurable metrics



Preserve your broadcast inventory



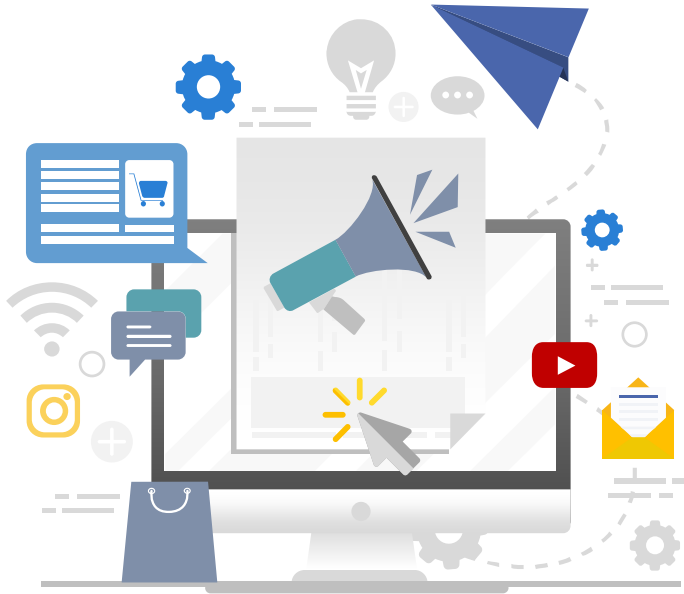
Grow association revenue

Why Max Media?

1. I have twenty years digital experience.
2. I understand broadcast associations.
3. I understand television and radio.
4. You retain control of the clients and the money.
5. There is no contract because I work at your pleasure.
6. There is no monthly minimum. You only pay when there's work.
7. I make it easy for you because I execute the entire program.

Digital campaigns have two elements

Google Display Ads

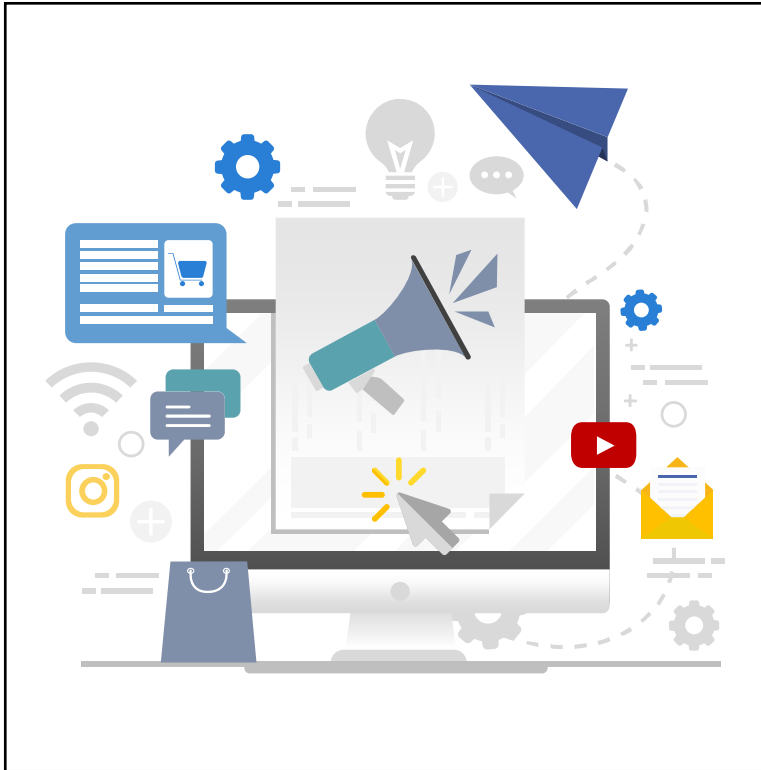


YouTube Video Ads



Google Display Ads

Google brokers display ads on over two million websites.



1.

Reach 90% of all internet users

2.

Target audience by demo, location and lifestyle

3.

Only pay for clicks - impressions are free

4.

Ads link to PEP client's landing page

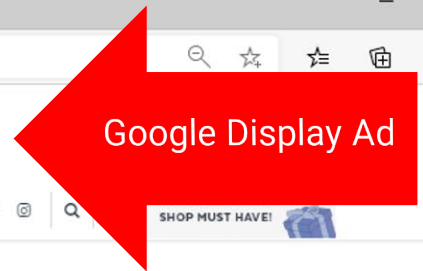
THE NEW YORKER



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Google Display Ad

Popsugar > Entertainment > Summer > Uplifting Books Coming Out in Summer 2020

15 Uplifting Books You Need to Add to Your Summer 2020 Reading List

As POPSUGAR editors, we independently select and write about stuff we love and think you'll like too. POPSUGAR has affiliate and advertising partnerships so we get revenue from sharing this content and from your purchase.

June 24, 2020
by EMILY WEAVER




Google Display Ad

View On One Page

Start Slideshow




Stay refreshed



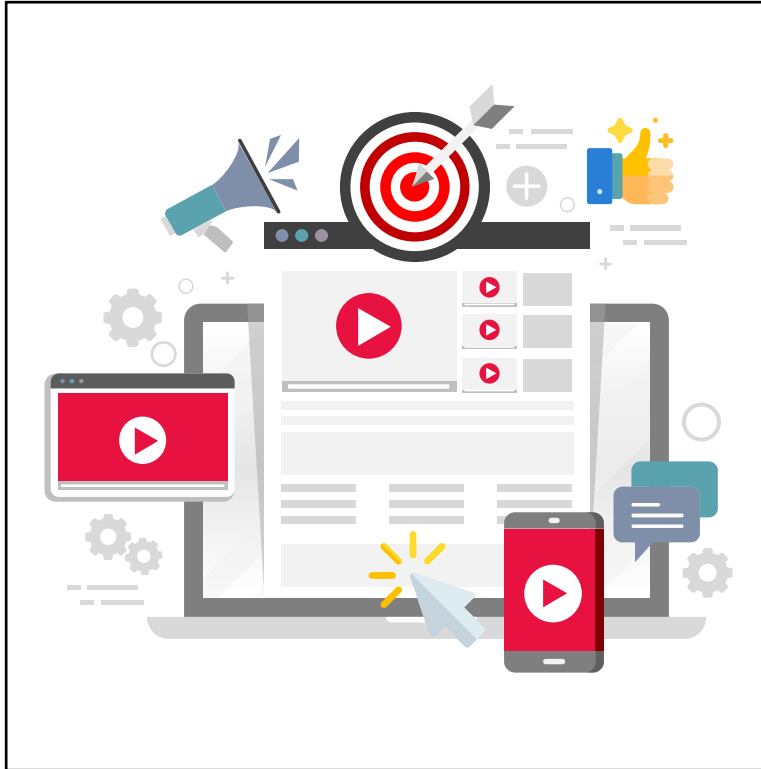
Shop now amazon

Stay refreshed



YouTube TrueView Ads...

TrueView ads play before YouTube videos; skippable after five seconds.



1. Second largest search engine behind Google
2. Target audience by demo, location and lifestyle
3. Only pay for clicks - impressions are free
4. Five second open means free impact

TrueView Ad Example



max media

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