

# 200 MILLION! impressions

This year Max Media's digital PEP campaigns have already made over 200 million impressions, but more importantly, these digital PEP campaigns have benefited the clients by extending the impact of their broadcast PEP campaigns and grown SBA revenue without using a single radio or television spot!

Five SBAs are already benefiting by doing Max Media digital PEP campaigns and you can too!

- Satisfies your clients digital needs
- Gives your clients measurable metrics
- Extends your broadcast campaigns
- Keeps digital competitors from poaching your broadcast budgets
- Conserves your broadcast inventory
- Simple to sell
- Easy to implement.
- Grows your PEP revenue!



# Max Media Overview



## Max Media Digital Campaigns are a great opportunity to...

- [Grow your association's revenue without using a single spot!](#)
- Retain your client's digital budget for your association.
- Give the client measurable metrics.
- Follow the broadcast audience online, extending the reach of your campaigns.

## Win – Win – Win!

Digital campaigns benefit the client by extending their reach, it benefits your SBA with a new revenue stream and it benefits your stations by easing your demand on their inventory.

## Why Max Media?

1. Max Media digital PEP campaigns have made over 200,000,000 impressions to date!
2. I understand broadcast associations from the inside.
3. As a 40-year broadcaster, I understand the radio and TV business.
4. You retain control. You always know what I'm paid and decide what Google is being paid.
5. [There are no contracts. I charge just 10% of the your digital sale \(\\$1,000 minimum\).](#)
6. No retainer fees – you only pay me for the work I do.
7. **It's easy for you.** I build, implement, and monitor the campaign.
8. I respect your PEP relationships. Everything is white-labeled, coming from your association.

## How are the campaigns structured?

1. Banner ads on the Google Display Network reach 90% of internet users worldwide, across millions of third-party websites, news pages, blogs, and Google sites.
2. We'll extend the reach of your existing broadcast campaign using the TV spots as YouTube TrueView ads, the ads running on YouTube that viewers can't skip for the first five seconds.

## Grow your PEP revenue at least 20%

I advise at least a 50% increase in the campaign amount over the broadcast portion so, a \$20,000 broadcast campaign becomes a \$30,000 broadcast and digital campaign. Typically, your association can expect to retain 50% to 70% of the total digital campaign. So, a \$10,000 digital campaign results in at least \$5,000 in new income for your SBA!

## Join the team

I've run successful digital PEP campaigns for Alabama, Georgia, Illinois, Michigan and Missouri. You should be growing your PEP revenue too!

## Let's talk!

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