## **Digital Advertising Packages**

(Value - Added Monthly Advertising Programs)

**Digital Marketing** (also known as data-driven **marketing**) is the **marketing** of products or services using **digital** technologies, mainly on the internet, but also including mobile phones, display **advertising**, and any other **digital** medium.



(Minimum of three months required)

## Your package includes Online and Social Media Marketing

**Online advertising**, also called **online** marketing or **Internet advertising** or **web advertising**, is a form of marketing and **advertising** which uses the **Internet** to deliver promotional marketing messages to consumers.

## Three Web Sites Local Viewers (97%) Content Updated Daily

**Social network advertising**, also **social media** targeting, is a group of terms that are used to describe forms of online **advertising** that focus on **social networking** services. **Social Media** targeting refers to the process of matching **social network** users to target groups that have been specified by the advertiser.

Facebook and Twitter One Daily Post Customized Attention

For more information, please contact your local Advertising Representative: Fred Bankston (626) 301–1010 or fbankston@beaconmedianews.com









www.MonroviaWeekly.com

www.PasadenaIndependent.com