

The City Search & Local Display Network.

Why is it beneficial to advertise online?

Display Ad placements reach customers across millions of publisher sites

- Customers consider, purchase and advocate brands online. They spend 95% of their online time on content sites.
- Display advertising can help build awareness, increase campaign reach, drive conversions and ultimately speed up the buying cycle

What is the City Search & Local Display Network?

The City Search & Local Display Network (CSLDN) is a network of websites with advertising space where you can place your ads using precise targeting.

Reach engaged audiences and deliver the best possible results to both users and advertisers. It's a simple, cost-effective way to advertise on millions of high-quality news pages, topic-specific websites, video sites and blogs. **Where your customers already, shop, learn and find entertainment.**

Across both mass-media and niche sites



Choose the City Search & Local Display Network for your business

- Choose exactly where you want your ads to appear, such as news sites, blogs and niche websites related to your product or service
- Engage with users using different formats such as text, video or rich media ads
- Get clear reporting on the different aspects of your campaign

How can display advertising benefit your business?

Display advertising can help build awareness, increase campaign reach, drive conversions and ultimately speed up the buying cycle



How we target your customers?

City Search & Local allows you to reach relevant customers by:

Contextual Targeting- Target your audience based on their keyword search, topic search or placement search (sites they visit)

- Topic targeting – choose from over 1700 site categories already organised for you in our network
- Keyword contextual targeting – choose keywords and City Search & Local will find the best sites for your display ads
- Placement targeting – manually select the right placements for the campaign

Audience Targeting- Target your audience based on their interests, demographics or through remarketing. We can also use look-a-like technology to find consumers with similar browsing habits to people on your remarketing list

- Interest category marketing – show ads to people based on what they like
- Demographic – select your audience based on their gender and age
- Remarketing – reach people who visited your site in the past with messages tailored to their interest
- Similar users – Using look-a-like technology we find users with browsing habits similar to people on your remarketing list

The best approach is:

Contextual Targeting + **Audience Targeting**



CSLDN helps reach the right customer at the right time with the right message

The right customers

- Target a custom segment based on specific demographics, lifestyle, psychographics and behavior data
- Reach qualified leads based on interests and intent to purchase
- Engage past site visitors with remarketing

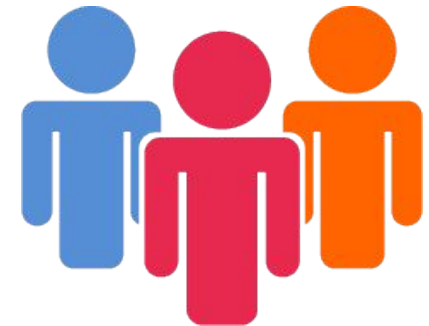
The right time

Layer contextual targeting on top of audience targeting to reach users when they're in the right mindset

- Topic targeting
- Keyword and contextual targeting
- Placement targeting

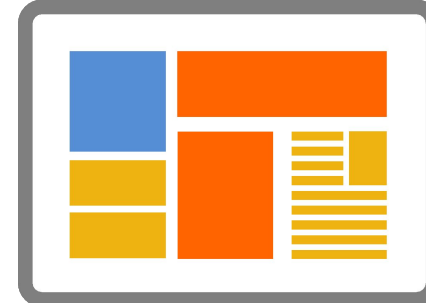
The right message

- Customise creative based on user behavior, interests or demographics
- Rich media drives user engagement and recall



What types of ads are available to advertisers?

- Text ads
- Standard image (JPEG, SWF or GIF)
- Standard flash
- Rich media flash
- Video ads



What's the Price?

Cost-per-thousand impressions. Only pay when your ad appears 1,000 times
Track metrics such as impressions, reach, frequency and search uplift

The City Search & Local Display Network is a highly targeted form of advertising that helps reach the **Right customers** at the **Right time** with the **Right message**

If you have any queries or would like help setting up the City Search & Local Display Network please contact: **Eric Holloway** eric@cityprintexpress.com

