

# DIGITAL PRODUCTS

WE'VE GOT  
YOU COVERED

For 26 years we've built  
a direct relationship  
with our audience.

When we say "for the Ozarks,"  
we're confident and owning our  
irreplaceable role in the  
community beyond print.

LIFE  
52 PERFECT  
SATURDAYS IN THE  
OZARKS

MAKE SURE YOUR WEEKEND ITINERARY IS  
THE NEXT YEAR? HERE ARE 52 PERFECT  
THINGS YOU CAN SPEND IN THE OZARKS FROM  
417 MAGAZINE.

FREE 417 TOTE when  
you subscribe today!

SUBSCRIBE  
NOW

417mag.com

Every month,  
159,969 audience  
members engage  
with us through our  
digital platforms.



417mag.com organically ranks number one with **1,300 keywords** in Google search.



**2.7M+ impressions** per month across Google Search, News & Discover



We have **53,019 monthly website users**.



**77%** of our digital audience are **45+**



**23%** of traffic comes from loyal audiences (13% direct, 10% email)



The average **session duration** is **2:35** and the average **pages per visit** is **1.93**

# Our connections have created powerfully curated audiences.

Connect with these highly defined and curated audiences digitally on our websites, through social media and throughout their internet journey on other sites to help them fully enjoy their life in 417-land.



Food & Drink



Local Events



Outdoors



Travel



Style



Business



Family



Home & Design



Giving Back



## Profile Extension Video

Bring your static printed profile to life with our Profile Extension Video. This templated video showcases your business through the lens of 417 Magazine's distinct branding and section themes. Perfect for adding a dynamic element to your existing profile, this video seamlessly integrates into our magazine's visual identity, giving your business an engaging and polished presence.

### In Studio/Templated Video



Advertiser \$2,000  
 All video shoots must take place on designated production dates: 3/27, 5/29 & 11/10.



Advertiser \$2,500  
 Video scheduling is flexible and can be tailored to each client's availability.

### On Location/Templated (with B-Roll)

Advertiser \$3,500

[Example 1](#)  
[Example 2](#)



## Humble Brag Partnership

**You've won—now let your story work for you.**

Whether your goal is to attract top talent, boost SEO or strengthen community connections, our team brings your business leader's story to life through authentic, strategic storytelling. We put your people—and your brand—center stage.



**Plaque Only: \$160**

**Plaque + Video: Advertiser \$2,570 Non-Advertiser \$3,600**  
Includes up to 1 hour in studio, one 60 sec. edit, standard editing style. Photos provided may be included in the video if needed/desired.

**Plaque + Video + Distribution Strategy**

Let's chat about how we can distribute your video!

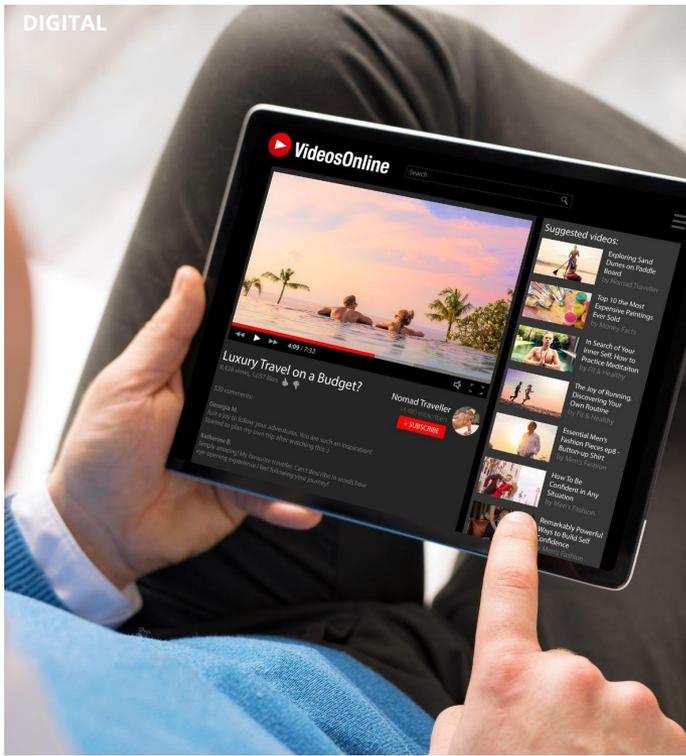


## Best Places to Work Winner Video

Celebrate your Biz 417 Best Places to Work win with a dynamic video extension! Our easy [add-on video](#), combines recorded b-roll from the event and a pre-event interview with a key executive in our 417 studio. This video showcases your business through the lens of Biz 417's distinct branding, enhancing your recognition and providing a polished, engaging video to share your good news. This can live on your website, shared to a recruit or simply being playing on loop at your company Christmas party.



**\$1,500**  
\$300 discount for BPTW event sponsors



## Custom Storytelling Video

Capture the essence of your business with our Signature Storytelling Video. Involving a half or full day of filming, this option highlights the unique story and values of your brand. Our team works closely with you to craft a compelling narrative that resonates with your audience, creating a visually stunning and deeply personal portrayal of what makes your business special.

### Half-Day Production and Editing

Advertiser	\$5,000
Non-Advertiser	\$7,000

*Up to four hours on location*

### Full-Day Production and Editing

Advertiser	\$8,570
Non-Advertiser	\$12,000

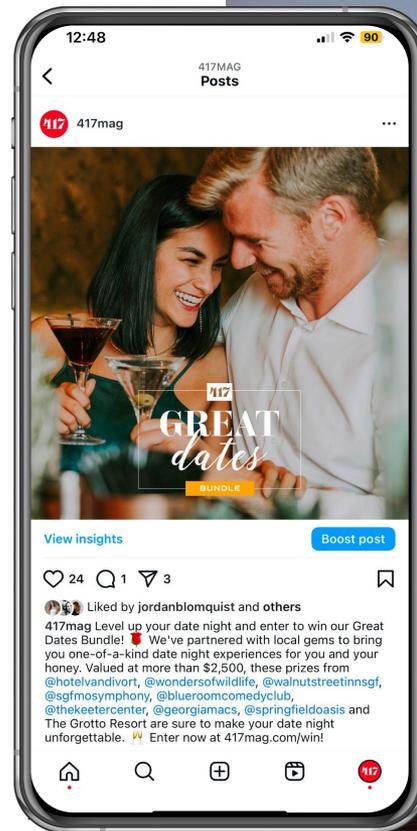
*Up to eight hours on location*

## 417 Experiences & Bundles

Leverage the 417 brand to gain exposure for your business and build your email database. For **\$875, plus a minimum \$200** prize, you have the opportunity to participate in an experience or bundle that aligns with the season and our online audience's top interests. On average, bundle participants receive more than 800 opt-ins from our active digital audience.

[SEE THE CONTENT](#)

*The Nurture Campaign is an add on to the 417 Experiences and Bundles*



### Schedule

**February:** Best of 417 Dining Bundle

**May:** Yes Day Experience

**November:** Great Dates Bundle

### Benefits

Prize featured on enter-to-win form hosted on 417mag.com

Mentioned in our enter-to-win posts on Facebook and Instagram

Recognition on targeted enter-to-win emails

Build your customer base and contact list immediately

**Nurture Campaign  
Email Add-On**

\$325

**417**

## Nurture Campaign

Our new Nurture Campaign template is designed to extend the impact of your 417 Experiences and Bundles Partnership. This strategic, automated, pre-templated email series ensures your brand stays top-of-mind with high intent consumers who've already shown interest.

What it does:

- Amplifies Awareness
- Builds Trust
- Drives Action
- Saves you time

This nurture sequence takes the “bonus exposure” of bundles and turns it into a lasting brand relationship. It’s marketing momentum made effortless – for you and your customers. It’s pretty simple, we provide it and you deploy it.

Let us keep telling your story – even after the first impression.



### Email 1 - Warm Welcome + Success Story

*Send within 24-48 hours post Experience Bundle*

Goal: Introduce the brand, start building trust.

### Email 2 - Incentive to Take the First Step

*Send 3-4 days after email 1*

Goal: Move them toward their first purchase or appointment

### Email 3 - Overcome Hesitation + Strong CTA

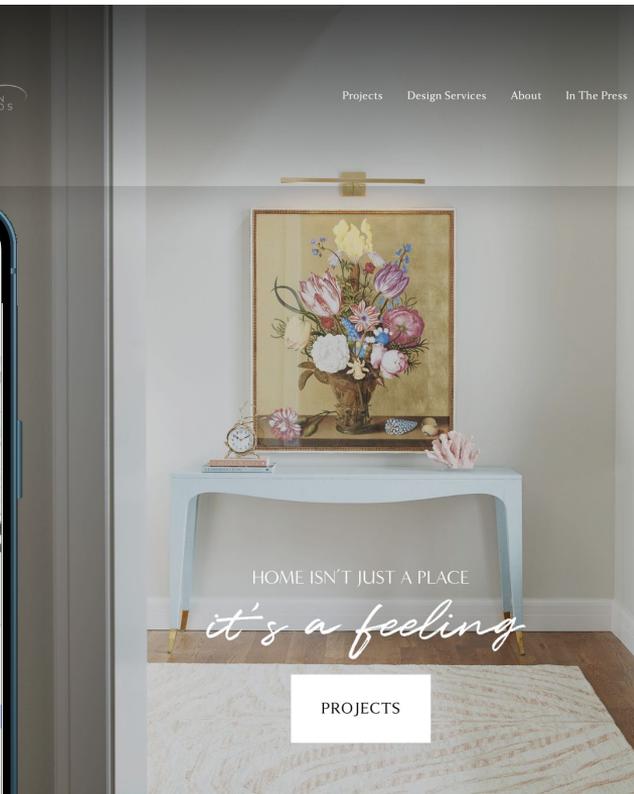
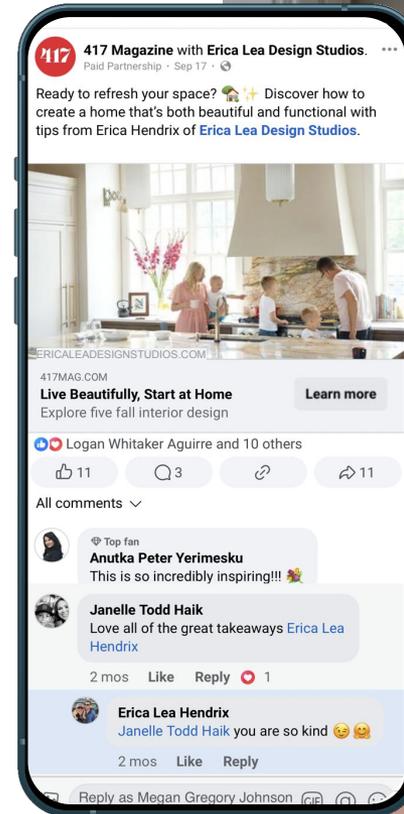
*Send 5-7 days after email 2*

Goal: Push undecided leads over the line

## Partner Meta Campaigns

Partner Meta Campaigns are designed to deliver results over a **two-three-month period** by leveraging the power of our trusted brand, expert audience targeting and established presence on Meta platforms like Facebook and Instagram.

- **417 Brand Lift:** Associating with a trusted, established brand enhances client credibility.
- **Expert Management:** We ensure precise audience targeting, avoiding ineffective placements like Marketplace ads.
- **Algorithm Favorability:** As a frequent advertiser, 417 is favored by Meta's algorithm, enhancing campaign performance.



Erica Lea Design Studios' interior design style is luxurious, timeless, and above all *functional*. Our goal is to reflect your personal taste with designs that highlight the architecture of the home and improve your lifestyle. We believe collaboration is key and pride ourselves on being your personal design advocate. We walk you through the design process to ensure

### Campaign Options

50,000 impressions	\$3,140
75,000 impressions	\$3,610
100,000 impressions	\$4,080

### Target audiences by:

Locations	Age
Gender	Demographics
Interests	Behaviors

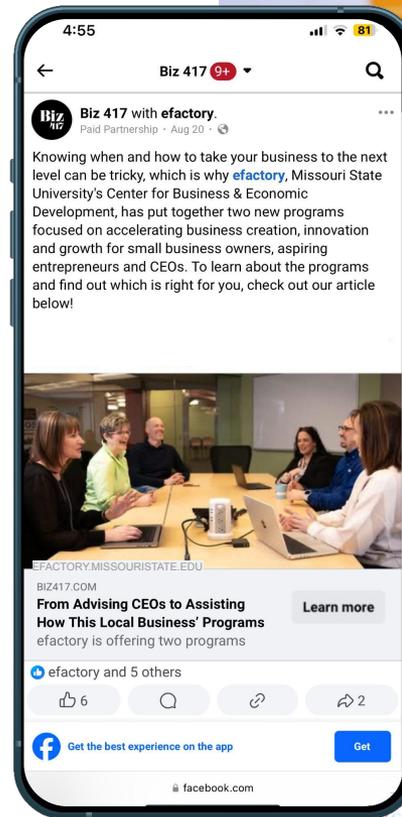
### Metrics reported:

Impressions
Clicks
CTR (Click Through Rate)

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## at We Do

one-stop shop for business owners, entrepreneurs and our region's largest employers.



### Campaign Options

50,000 impressions	\$3,578
75,000 impressions	\$4,266
100,000 impressions	\$4,955

### Target audiences by:

Locations	Age
Gender	Demographics
Interests	Behaviors

### Metrics reported:

Impressions
Clicks
CTR (Click Through Rate)

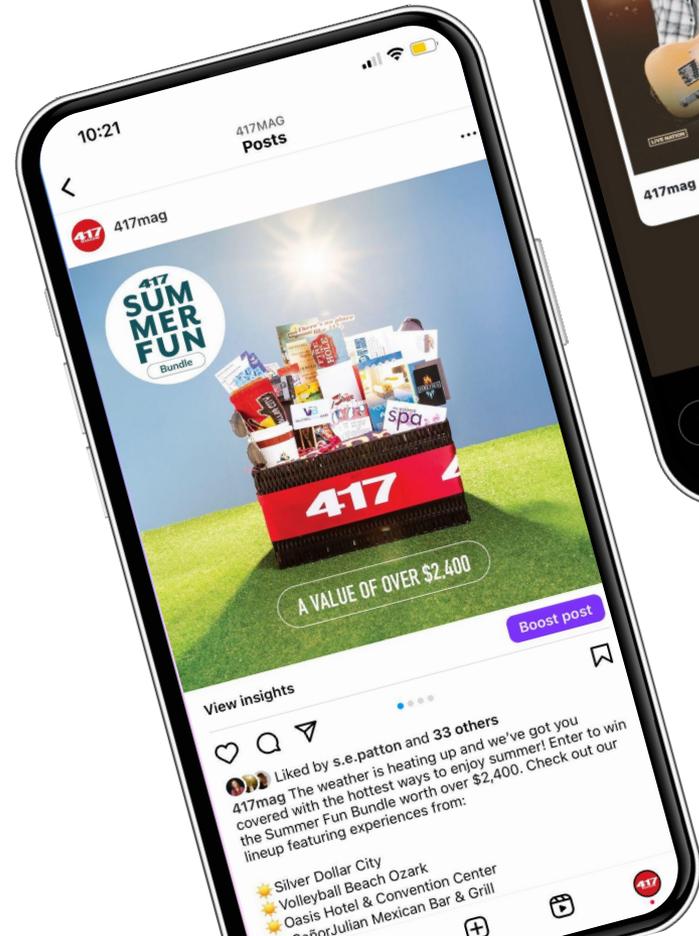
\*Book 4 Meta Campaigns and on the 4th campaign receive 10,000 bonus impressions



## Social Buzz Giveaway

Turn our social network into *your* network. For \$2,000, plus a minimum \$500 prize, this strategy is designed to increase your social following and drive immediate engagement.

- Branded post tagging your business as a partner
- Our audience is required to follow your business and tag a friend in the comments to enter the giveaway
- The grid post is shared to 417 Magazine's Instagram story for added visibility
- Exclusive opportunity only available 1x per month
- Entries are open for three days



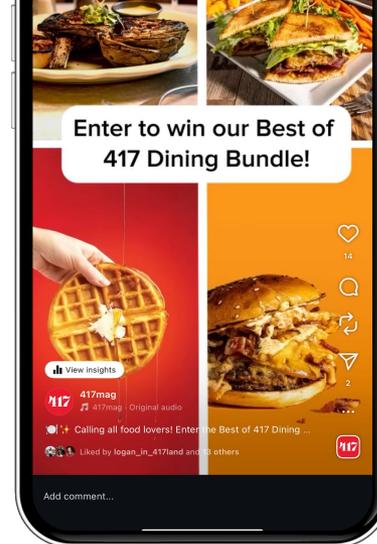
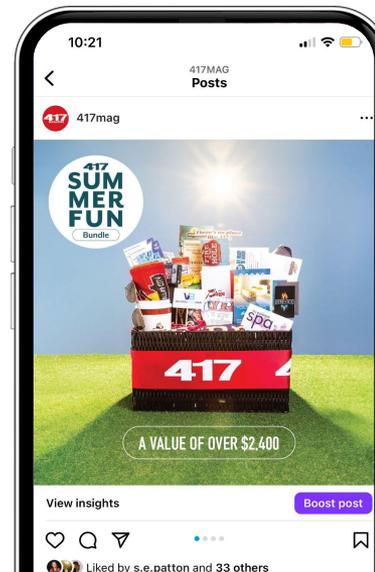
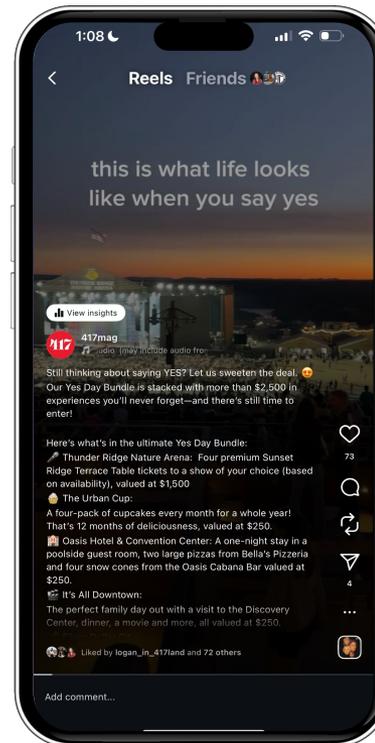


## Social Buzz Giveaway

Turn our social network into **your** network. For \$2,000, plus a minimum \$500 prize, this strategy is designed to increase your social following and drive immediate engagement.

- Branded post tagging your business as a collaborator
- Our audience is required to follow your business and tag a friend in the comments to enter the giveaway
- The grid post is shared to *417 Magazine's* Instagram story for added visibility
- Exclusive opportunity only available 1x per month
- Entries are open for three days

*Pairs well with Branded Content or Partner Meta Campaigns.*

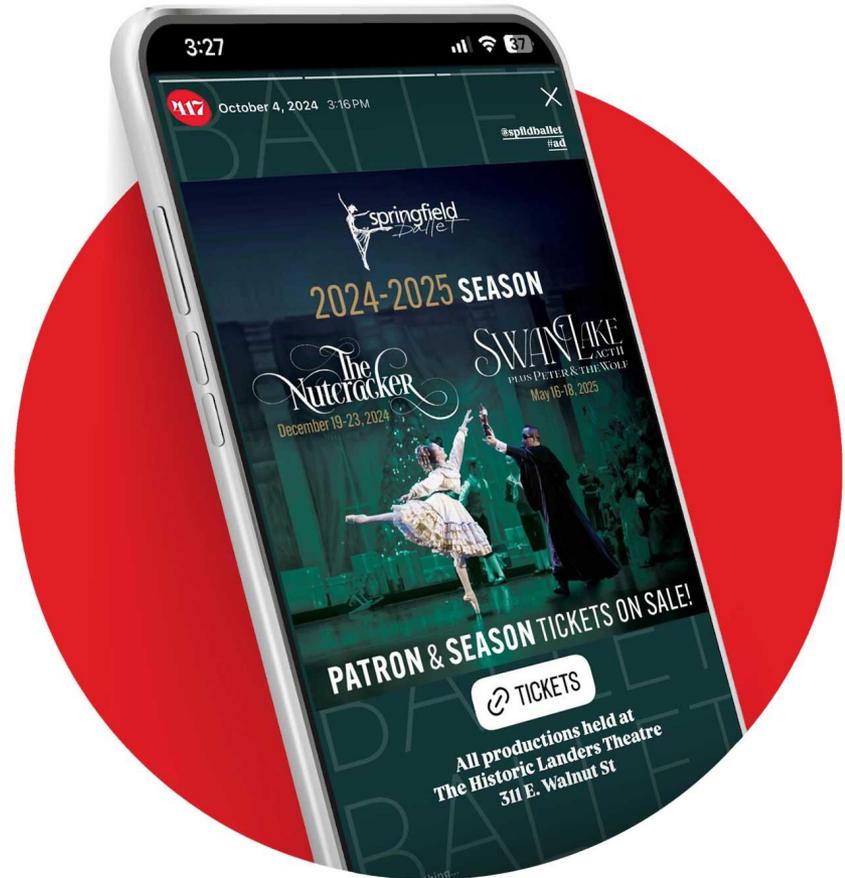


## PR Blitz Bundle

Share relevant and timely updates with our **audience** through 417 Magazine's social media stories and e-newsletter audiences. This format captures attention instantly and delivers your message effectively. It includes a spotlight story (up to 3 slides) and sponsored content for two of our e-newsletters.

Whether it's a product launch, event announcement or special promotion, our PR Blitz Bundle ensures your news stands out in the fast-paced digital world. Partner with us to tell a compelling story that not only highlights your announcement but also positions your brand at the forefront of your audience's feed.

**\$1,000 for three**  
Limited to 1x/week



Pairs well with Selects e-blast.

### 417 Top Audience Interests

Food & Drink	75%
Outdoors	64%
Live Events	58%
Special Offers	52%

### Instagram Reach

417 Magazine's instagram has 23,400 followers

### 417 E-Newsletters

Table Talk - Every Tuesday  
Datebook - Every Thursday  
House of 417 - 3rd Wednesday of the month  
Biz Break - Every Monday  
The Launch - 2nd Wednesday of the month

# Social Media Reel Partnership

Seamlessly integrate your brand into **417 Magazine's** dynamic social media presence. By underwriting a reel, your brand will be prominently showcased as a partner, ensuring maximum visibility and engagement.

This partnership allows for native integration of your brand within the content, providing an authentic and engaging experience for our audience. Take advantage of this unique opportunity to enhance your brand's reach and connect with our vibrant community through compelling social media storytelling.

\$1,850/month



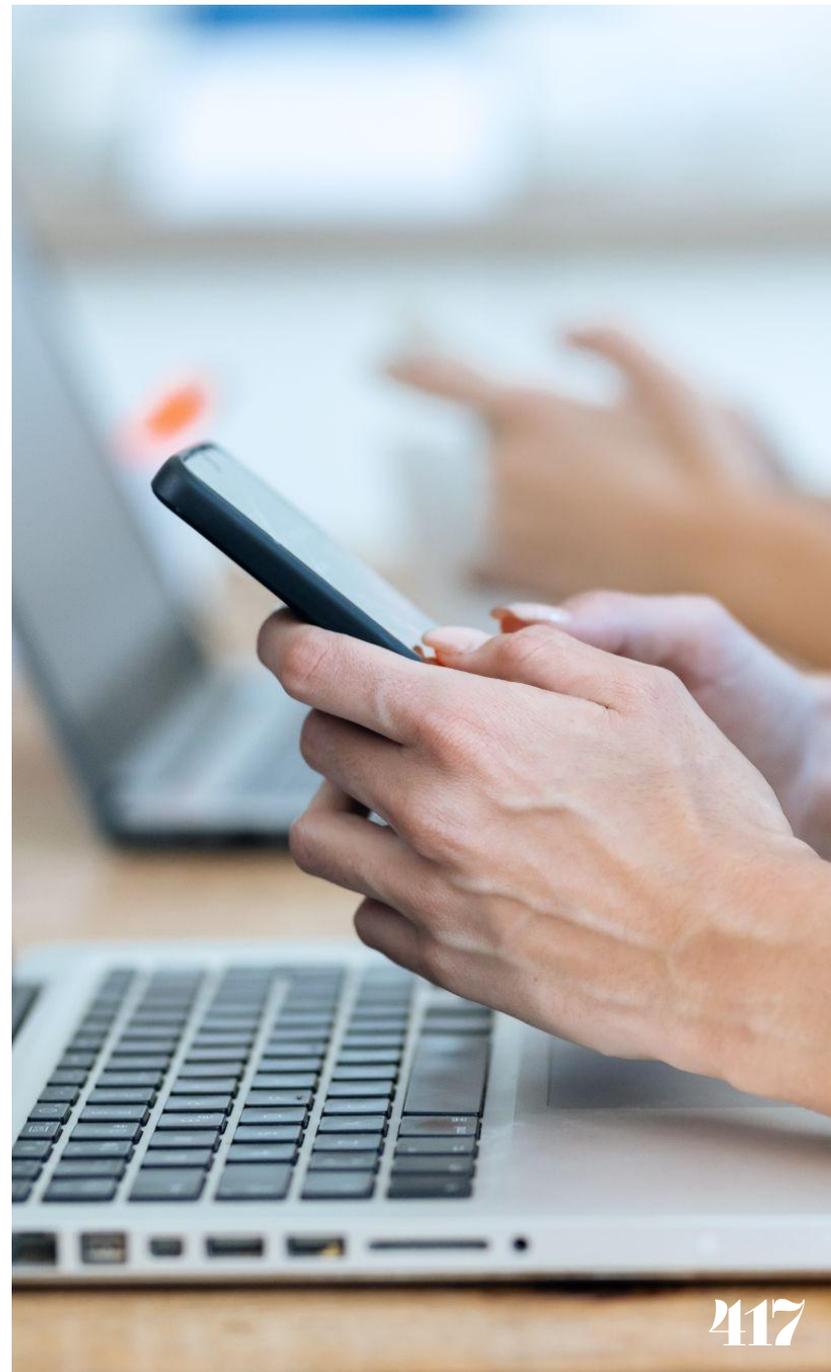
## Social Media: Strategy Calendar

- One 2-hour strategy meeting per month (virtual or in-person).
- Custom Consulting Packet with:
  - Recommended hashtags + current trend analysis.
  - Market research and competitive insights.
  - Monthly content ideas aligned with seasonal campaigns or events.
  - Analytics guidance and performance review (teaching them how to read and interpret data).
- Email support for follow-up questions.

**Ideal for:** Businesses who want to manage their own social media but need expert direction, ideas and accountability.

**\$700/month**

*Minimum Meta budget suggestion spend of \$200/month. 6 or 12 month commitment required.*



## Social Media: Strategy + Content Creation

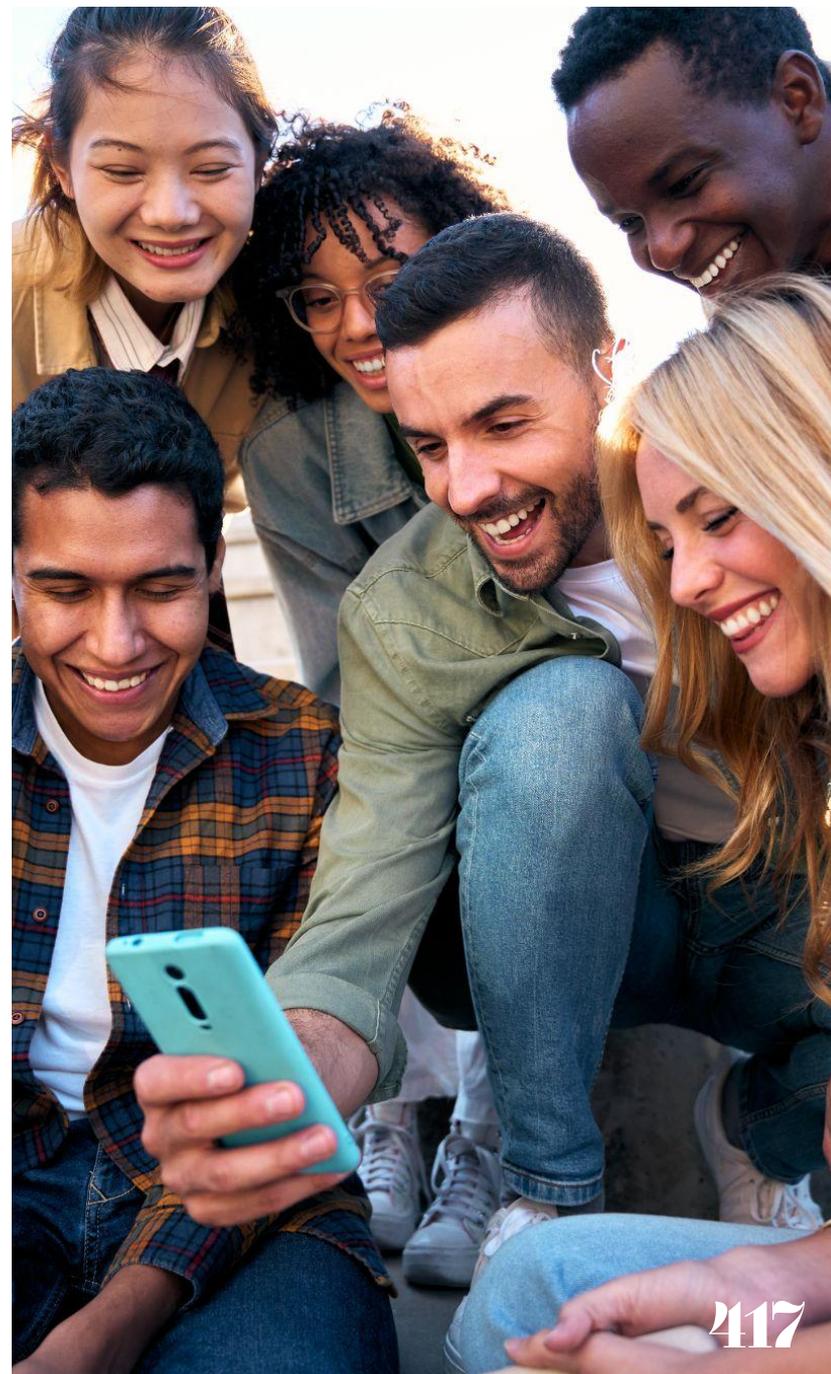
Includes everything in Strategy Calendar, plus:

- One 2-hour monthly content shoot (photo and short-form video).
- Full editing and delivery of all assets ready to be posted. Goal of 8 deliverables.
- Optional caption or copy suggestions for posts included.

**Ideal for:** Small businesses that have time to post, but need professional content and guidance to elevate their presence. Many times a client will have an employee with the time to schedule content, but lacking the knowledge to create the level of content they prefer. This is their sweet spot.

**\$1,850/month**

*Minimum Meta budget suggestion spend of \$200/month. 6 or 12 month commitment required.*



## Social Media: Strategy + Content Creation + Social Management

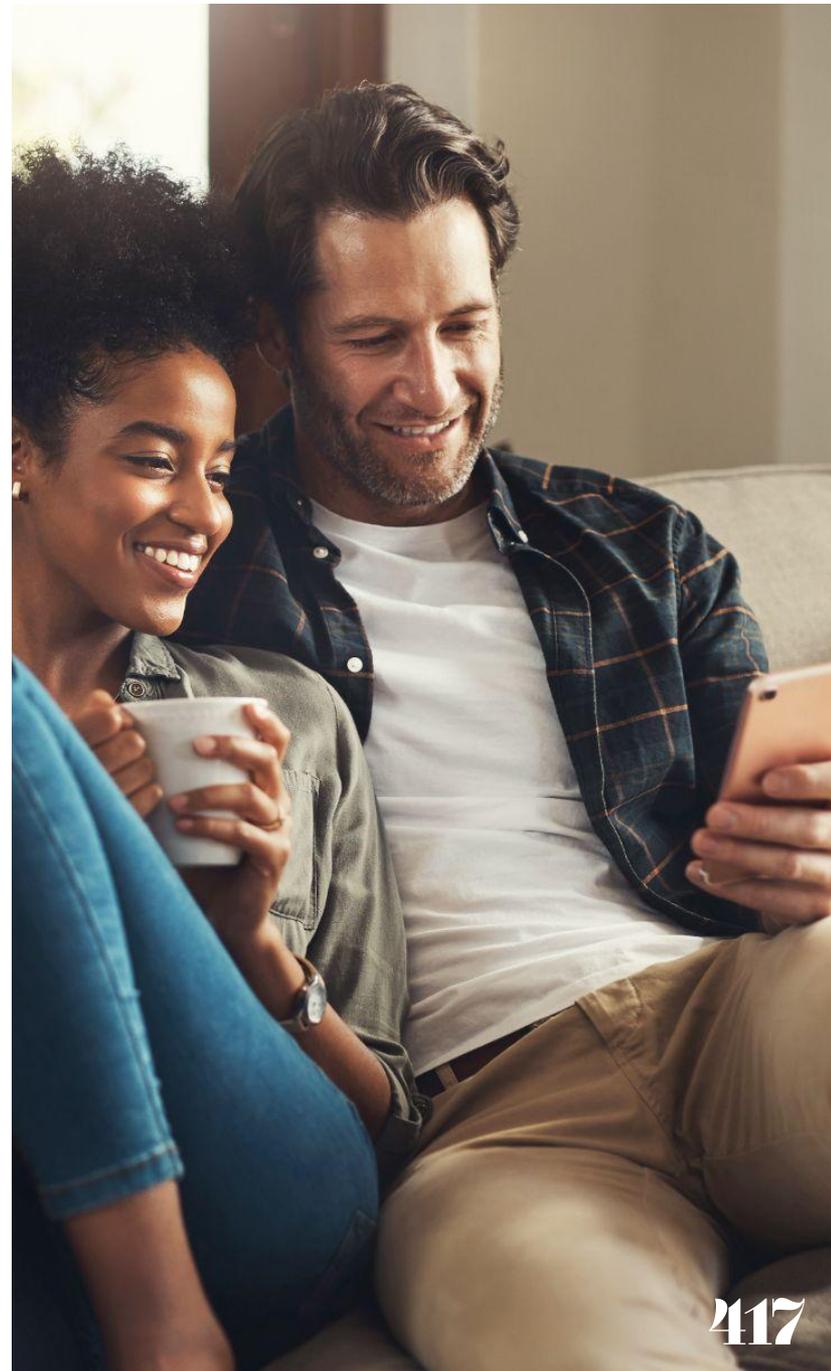
Includes everything in Strategy Calendar and Strategy + Content Creation, plus:

- Full management of 1–3 social media platforms (Instagram, Facebook, TikTok, etc.).
- 3–4 posts per week (mix of static, carousel, and video content).
- Engagement management (monitoring comments/messages on posts that we provide).
- Monthly analytics and growth report with strategy adjustments.

**Ideal for:** Businesses ready to outsource their social entirely and ensure consistent, professional presence managed by experts.

**\$2,850/month**

*Minimum Meta budget suggestion spend of \$200/month. 6 or 12 month commitment required.*



## Social Media: Full-Service Social + Content Partnership

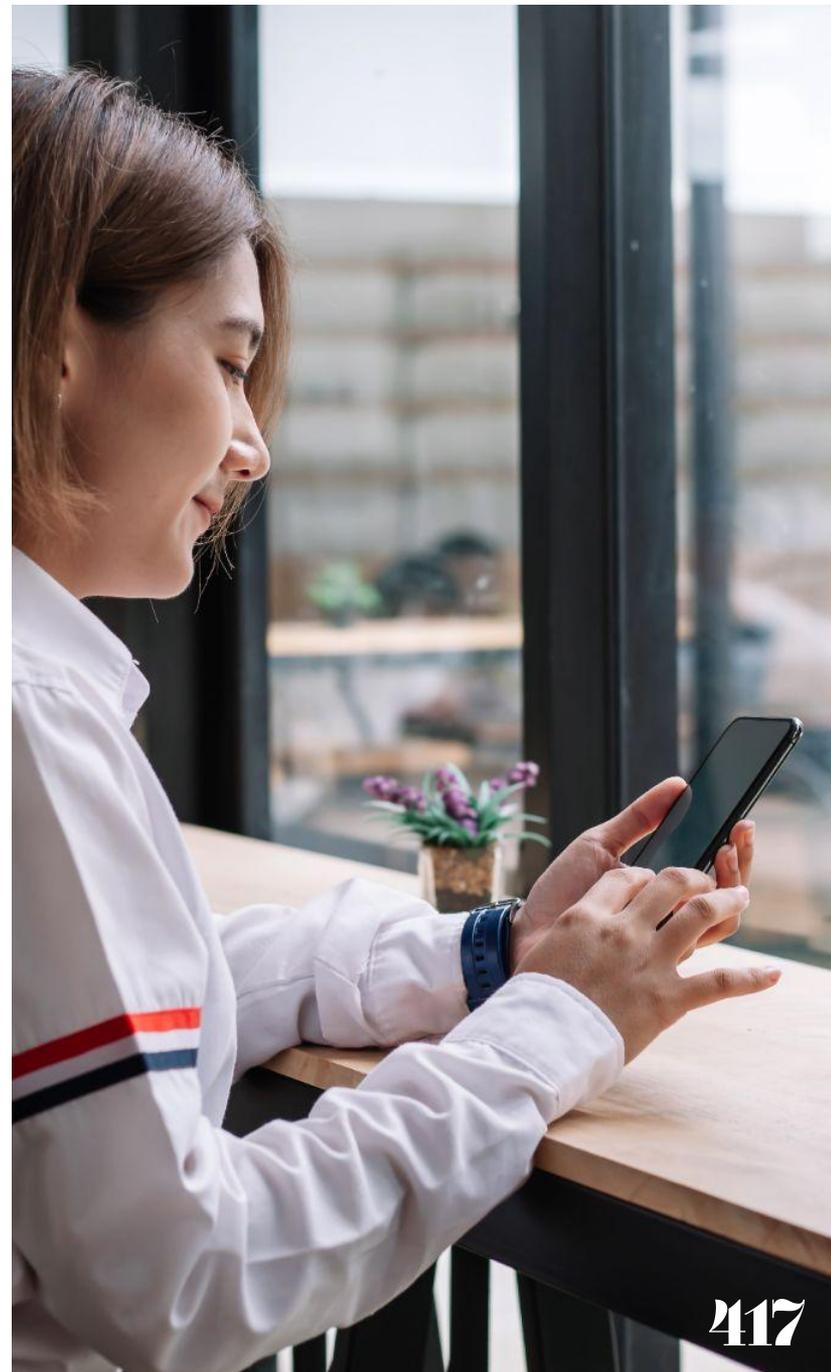
**Includes everything in Strategy Calendar, Strategy + Content Creation + Social Management, plus:**

- Two 2-hour content shoots per month for more robust content coverage.
- 5-6 posts per week across up to 3 platforms.
- Quarterly strategy meeting and trend forecast report.
- Priority scheduling, analytics deep dives, and ongoing performance optimization.

**Ideal for:** High-visibility brands, luxury clients or multi-location businesses needing a true partnership and continuous creative support.

**\$4,000/month**

*Minimum Meta budget suggestion spend of \$200/month. 6 or 12 month commitment required.*

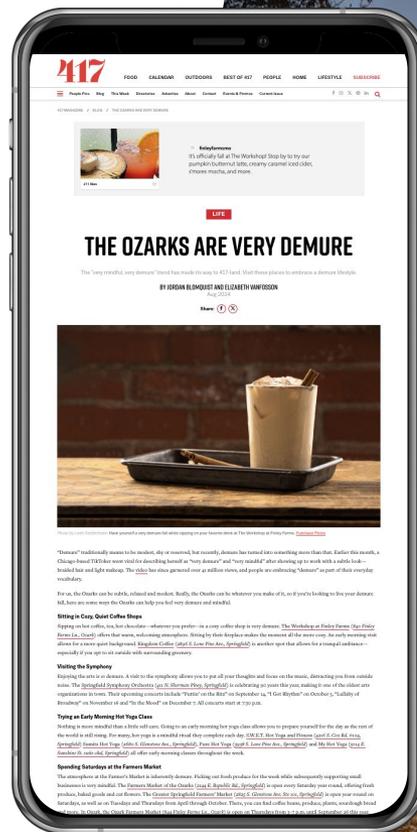


# Premium Ad Upgrades

Upgrade your standard display ad to be a premium advertisement showcasing your businesses latest social media posts automatically onto your ad or feature a video from YouTube channel.

## Options

- [Instant Instagram](#)
- [Instant Facebook](#)
- [Video Feature](#)



Rates	Outright Purchase	Upgrade
Advertiser	\$3,360	\$2,520
Non-Advertiser	\$4,200	\$3,360

## Premium Selects

417 Premium Selects is a curated email blast that connects your message directly with a highly engaged audience of 417 Magazine and Biz 417 readers.

Over time, we've built robust first-party data through event participation, digital behavior, surveys, promotions, contests, and newsletter engagement—giving us deep insight into our audience's interests, demographics, and habits.

This proprietary data allows you to deliver relevant, timely messaging straight to inboxes, tailored to the unique preferences of our trusted local audience.

**\$935/email**

Limited to 1x/week

**417**

### Selects

A SPECIAL MESSAGE CHOSEN JUST FOR YOU

June 1,  
12-6 p.m.

MISSOURI  
artisan  
CHEESE  
FESTIVAL

live music  
until 9 p.m.

Join McKelvey Vineyards for their annual Artisan Cheese Festival in New Haven, Missouri.

All cheese enthusiasts will have the opportunity to indulge in a delightful cheese tasting event, complemented by the perfect pairing of fine McKelvey Vineyards wine, local distilleries and breweries. Explore a rich array of meticulously crafted Missouri cheeses, each offering a unique taste experience.

Cast your vote for the standout cheese and purchase directly from the skilled cheesemakers to savor at home!

**GRAB YOUR TICKETS TODAY!**



## Why send a targeted e-blast?

Extend your current email reach with a Precision Reach (targeted) E-blast.

### How you're currently reaching your database:

Internal email list

- Emailing your current customers – Consumers who have already engaged with your brand, products and services.

### How we can help you reach your desired database:

Target E-blast

- Reach new customers through an external database of consumers. Suppress the emails in your database to avoid duplication.



## Targeting Options

### Top Categories

Arts / Entertainment	Health/Fitness Clubs
Automotive	Healthcare
Banking & Finance	Retail
Education	Travel

### Demographics

Age  
Gender  
Education  
Net Worth

Presence of children  
Occupation  
Marital Status  
and more!

### Lifestyle & Interest

Shopping  
Entertainment  
Hobbies  
Pets

Travel  
Sports  
Home improvement  
and more!

## 417 Precision Reach- Targeted E-blasts

417 Precision Reach is an email blast that allows you to hyper-target your audience where they are most engaged and drive those customers to your website using a layered approach. These e-blasts are sent to specific audience segments based on criteria like demographics, interest or past behavior. This targeted email product combines the power of email marketing with digital marketing strategies to reach potential customers directly in their inboxes with relevant, timely information.

**\$1,230/month**  
for campaign sends of 40,000

**We usually see the below across the board  
for this service:**

View Rates: 10-15%

Click Rates: 1-2%

CTVR (click-to-view-rates): 8-15%



### Data Hygiene: Clean Data - Guaranteed

We promote a safe email marketing environment with the highest possible sending reputation.



Your campaign starts with a clean validated list



100% CAN-Spam and DMA compliant.



No bots - guaranteed!

# Datebook E-Newsletter

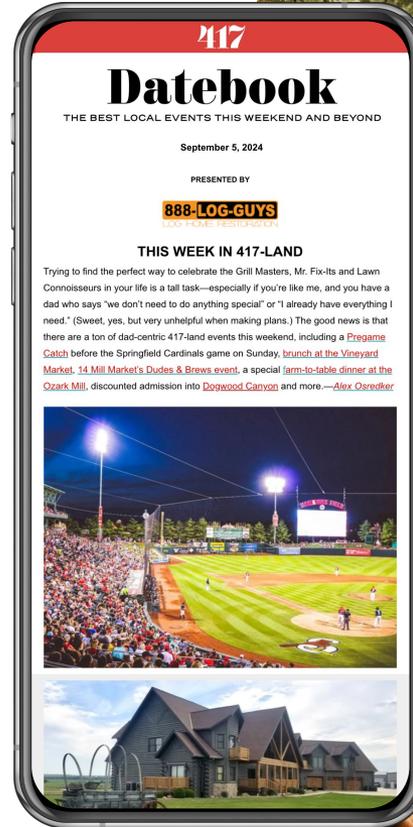
Every Thursday, Datebook features the top local events, live music, food experiences and can't-miss activities alongside impactful digital advertising.

- Enhanced Perception:** Perception of your brand is elevated when it's associated with respected editorial content, aligning it with the quality and values of the 417 brand. Your logo also appears weekly on our Things to Do blog—one of the most-visited pages on [417mag.com](http://417mag.com)—giving you exclusive, high-visibility placement that isn't shared with other advertisers.
- Loyal, First-Party Audience:** Datebook reaches 19,000+ loyal subscribers who consistently engage with our content. This *first-party audience*—built through trusted, direct relationships—offers a highly targeted and reliable stream of potential customers for your business.

[SEE THE CONTENT](#)

Sponsored content cap is three per newsletter

Rates	1x	Frequency
Presenting Sponsor	\$605/week	\$555/week
Sponsored Content	\$405/week	\$355/week

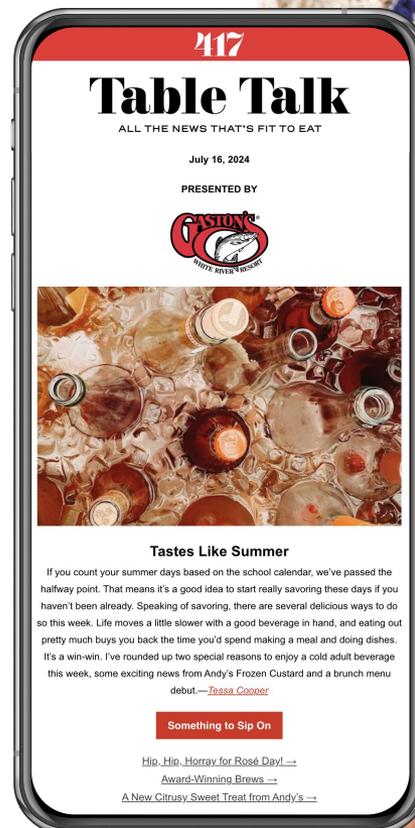


## Table Talk E-Newsletter

Every Tuesday, *417 Magazine's* award-winning Table Talk features the best places to eat, local restaurants and bar news, recipes, foodie events and more alongside impactful digital advertising.

- **Enhanced Perception:** Perception of your brand is enhanced when it's associated with respected editorial content, aligning it with the quality and values of the 417 brand.
- **Loyal, First-Party Audience:** Table Talk has 12,200+ loyal subscribers who consistently engage with our content. This *first-party audience*—built through trusted, direct relationships—offers a highly targeted and reliable stream of potential customers for your business.

[SEE THE CONTENT](#)



### Rates

Presenting Sponsor  
Sponsored Content

### 1x

\$505/week  
\$405/week

### Frequency

\$455/week  
\$355/week

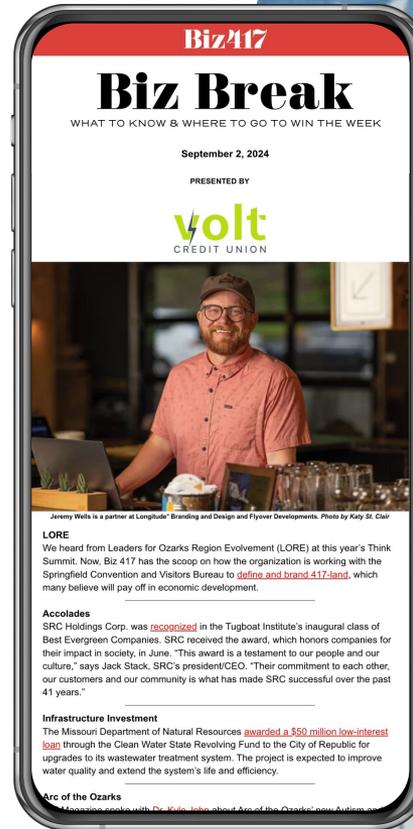


## Biz Break E-Newsletter

Every Monday, Biz Break features what to know and where to go to win the week alongside impactful digital advertising.

- **Enhanced Perception:** Perception of your brand is enhanced when it's associated with respected editorial content, aligning it with the quality and values of the 417 brand.
- **Loyal, First-Party Audience:** Biz Break has 4,000+ business-minded subscribers who consistently engage with our content. This *first-party audience*—built through trusted, direct relationships—offers a highly targeted and reliable stream of potential customers for your business.

[SEE THE CONTENT](#)



**Biz417**

Rates	1x	Frequency
Presenting Sponsor	\$405/week	\$355/week
Sponsored Content	\$405/week	\$355/week

## The Launch E-Newsletter

Delivered the second Wednesday of the month, The Launch captures the energy, insights, and community of our annual event and delivers them straight to your inbox. Each edition highlights inspiration, resources, and encouragement for local professionals — alongside impactful digital advertising opportunities.

- **Enhanced Perception:** Perception of your brand is enhanced when it's associated with respected editorial content, aligning it with the quality and values of the *Biz 417* brand.
- **Loyal, First-Party Audience:** The Launch has 2,300+ business-minded women who consistently engage with our content. This *first-party audience*—built through trusted, direct relationships—offers a highly targeted and reliable stream of potential customers for your business.

[SEE THE CONTENT](#)

### Rates

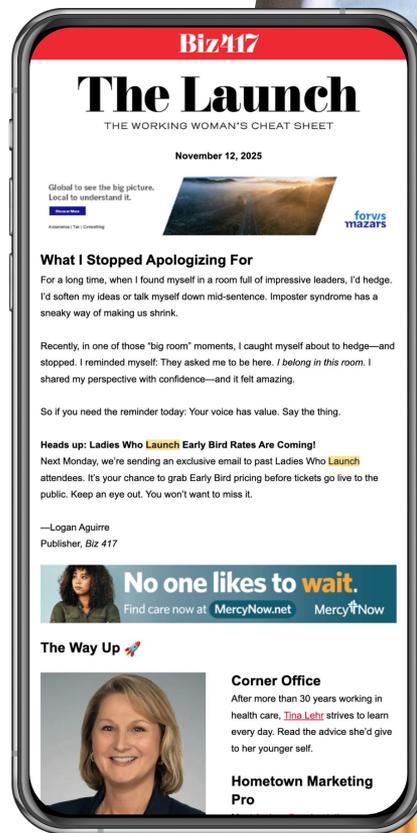
Sponsored Content

1x

\$405/week

### Frequency

\$355/week



**Biz417**

## House of 417 E-Newsletter

House of 417 is your monthly passport, delivered the third Wednesday of the month, to inspired living alongside impactful digital advertising opportunities.

- **Enhanced Perception:** Perception of your brand is enhanced when it's associated with respected editorial content, aligning it with the quality and values of the 417 brand.
- **Loyal, First-Party Audience:** House of 417 has 6,900+ home enthusiasts who consistently engage with our content. This *first-party audience*—built through trusted, direct relationships—offers a highly targeted and reliable stream of potential customers for your business.

[SEE THE CONTENT](#)



### Rates

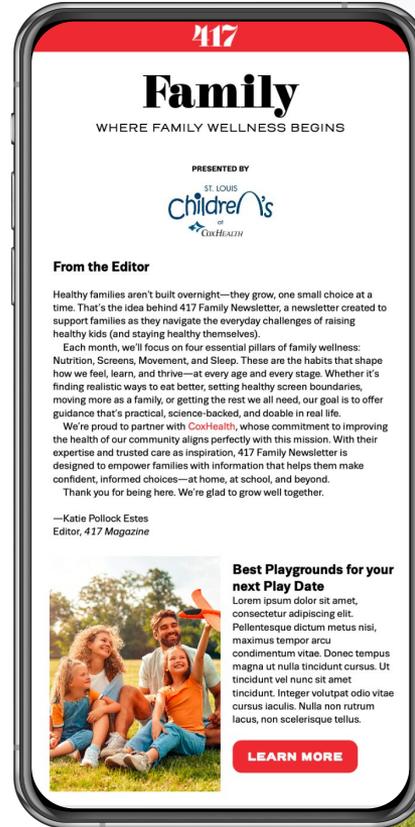
	1x	Frequency
Presenting Sponsor	\$630/month	\$580/month
Sponsored Content	\$405/month	\$355/month

# The Family Newsletter

## Begins March 2026

The **417 Family Newsletter** is a **biweekly email product** designed to connect parents and caregivers in 417-land with curated, family-focused content they can trust. Each edition delivers a mix of timely tips, local events and helpful resources tailored to families looking for things to do, places to go, and ways to thrive together.

As a targeted, niche product with a clear audience fit, the Family Newsletter offers sponsors meaningful alignment with trusted editorial and direct access to one of southwest Missouri's most engaged reader segments: local families.



Rates	1x	Frequency
Presenting Sponsor	\$857/week	
Sponsored Content	\$405/week	\$355/week

## Editorial Sponsorships

Our most popular content connects with readers year-round, far beyond the pages of a single magazine issue.

[417mag.com](https://417mag.com) attracts a highly engaged audience from 417-land and beyond, seeking inspiration for everything from outdoor adventures to holiday getaways.

This is an exclusive opportunity—only bundle partners appear as sponsors on their selected content share placements throughout the site. When your brand is featured, it's the only one shown at that time, ensuring you're not sharing a page view with other advertisers. This level of visibility strengthens your message and maximizes impact.

**\$2,475/share**



**By partnering with us, your brand gains access to these dedicated niche audiences through our diverse content pillars:**

Activities & Things to Do (5) **SOLD**  
 Best of 417 (1) **SOLD**  
 Foodies (9) **TWO AVAILABLE**  
 Get Outside! (4) **SOLD**

Healthy Living (1) **SOLD**  
 Home Living (1) **AVAILABLE IN APRIL 2026**  
 Travel (3) **ONE AVAILABLE**

## Digital Edition Sponsorship

Feature your brand in our [digital edition e-blast](#), delivered to 7,103 of our loyal, paid subscribers and engaged digital audience members from 417 or Biz417 each month. Enjoy the following benefits:

**Early Access Exposure:** Your brand appears in the digital edition sent first to print subscribers, giving them a sneak peek before the print issue arrives.

**Extended Reach:** A second e-blast is sent to our entire database, amplifying your brand's visibility.

**Trusted Brand Alignment:** Your advertisement is tied directly to our respected magazine, enhancing credibility and engagement with our audience.

**Targeted Engagement:** Reach a highly attentive and loyal audience eager to explore the latest issue.

\$375/email

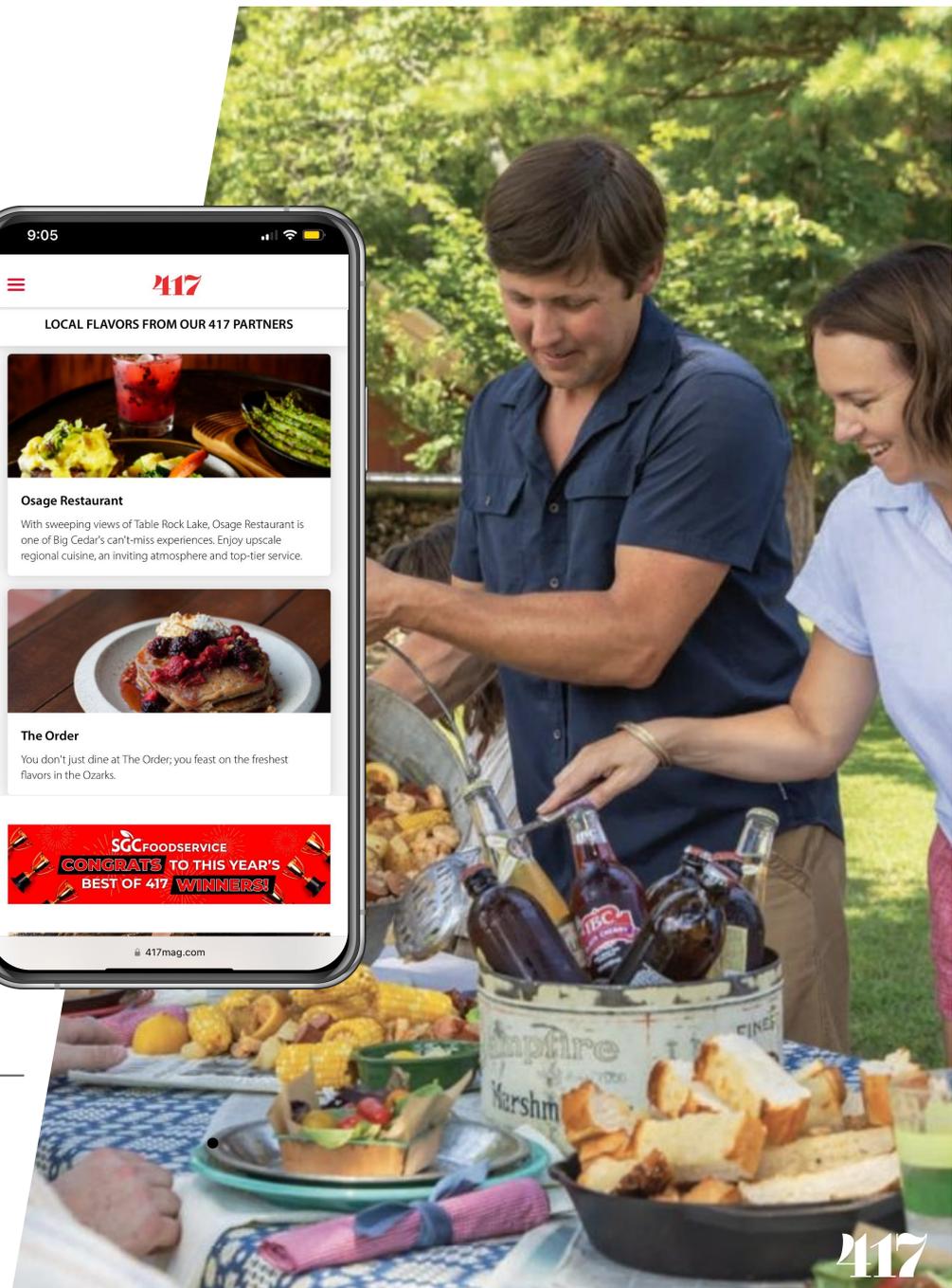
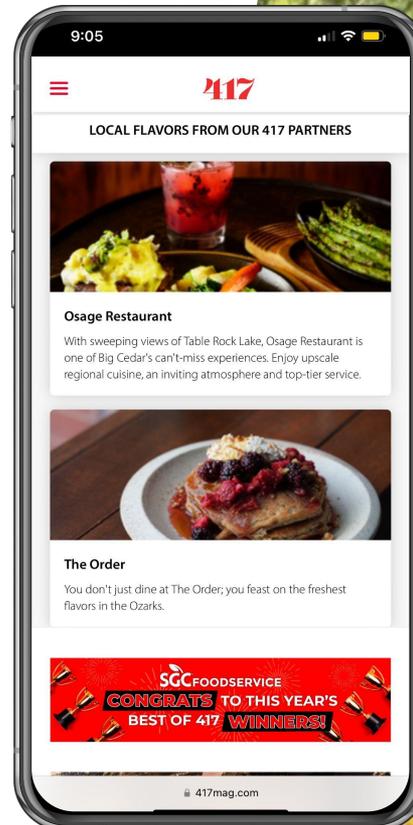


## Digital Galleries

Digital Galleries are placed with highly trafficked, relevant content showcased on 417mag.com, giving you invaluable access to our highly engaged digital audience and a link to your website or social media.

### Available gallery themes:

- [Local Flavor\\*](#)
- [Let's Go:](#)  
[Regional Travel Gallery](#)
- [Residential Pros to Know](#)
- [First Rate Physicians](#)



Rates	Standard	Premium*
Advertiser	\$1,440/yr	\$2,880/yr
Non-Advertiser	\$1,680/yr	\$3,360/yr

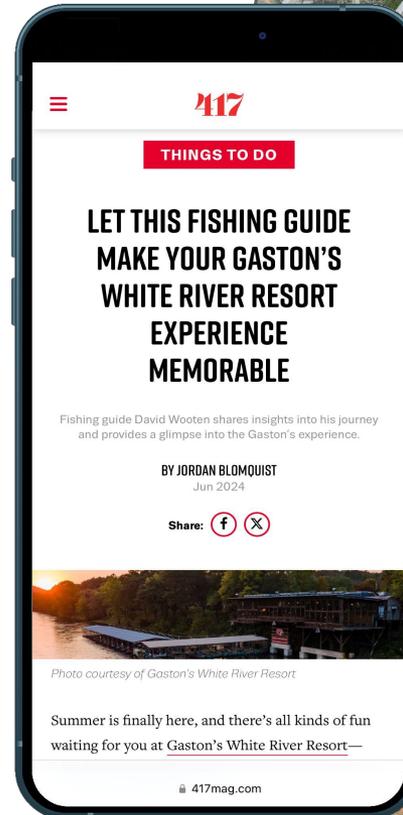
## Branded Content

Align your brand with our readers' interests through branded content. This type of advertising follows our editorial style but functions as—and is labeled as—advertising. Its purpose is to align your brand's values with our readers' interests.

### Branded content benefits:

- A dedicated 500-word article with lasting online presence.
- Promoted on our homepage, social media channels and in e-newsletters.
- Featured on 417mag.com or biz417.com, boosting SEO and providing high exposure.
- Includes images, video placement, logo, backlinks and a shareable "as seen on 417mag.com" badge.

[Example 1](#), [Example 2](#), [Example 3](#)



### Rates

4x: **\$3,100**

6x: **\$2,900**

Two Articles: **\$3,600**

Single Article: **\$4,100**

## Private School Profile

Tell your school's story with a dedicated article published February 1 on 417mag.com featuring private schools and alternative learning solutions in 417-land. This branded blog post serves as an advertising platform and is also promoted to our audience through a dedicated eblast and a targeted push on social media.

[SEE THE CONTENT](#)



Rate

\$2,230

# 417 Event & Wedding Resource Insider

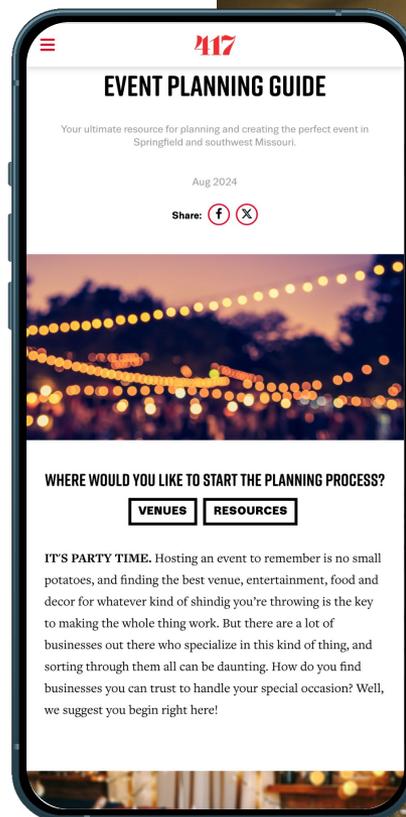
Digital Native Content Article Series

Our team of experts crafts original articles that resonate with couples planning weddings and businesses organizing corporate events. Each article, whether focused on stunning real weddings or successful corporate events, is anchored by our highly desired and extremely useful venue directory. Every client receives a dedicated listing, complete with a gallery of images to showcase their space in action.

These articles are prominently featured on the homepage of 417mag.com, as well as other relevant sections of our site, maximizing visibility. In addition, the association with 417mag.com enhances your SEO credibility. To further extend reach, we actively promote the articles through paid social media and in our newsletters. Each article remains accessible online for a full year, offering long-lasting exposure for your venue.

DECEMBER: [Top Wedding Resources](#)

SEPTEMBER: [Top Corporate Event Resources](#)



Rates	1x	2x	Eblast Inclusion	Pinterest Share Inclusion	Announcement Reel Inclusion	Share of site display ads
Premier Placement <i>12 photos, 350 words</i>	\$5,665	\$4,965	✓	✓	✓	✓
Feature Spotlight <i>8 photos, 200 words</i>	\$3,005	\$2,565	✓	✓	✓	
Snapshot Section <i>4 photos, 100 words</i>	\$2,140	\$1,790	✓	✓		

# Curated Digital Audience Programmatic

*The Right Message. To the Right Person. At the Right Time.*

417 programmatic advertising customizes proprietary lists that provide exclusive targeting options, including *417 Magazine* subscribers, premium audiences and custom luxury lists curated exclusively for *417 Magazine*.

## Curated Interest Groups:

- Business
- Family
- Food & Drink
- Giving Back
- Home & Design
- Local Events
- Outdoors
- Style
- Travel



## Programmatic Audience Extension

(6 or 12 months)

### Impressions

250k/mo

120k/mo

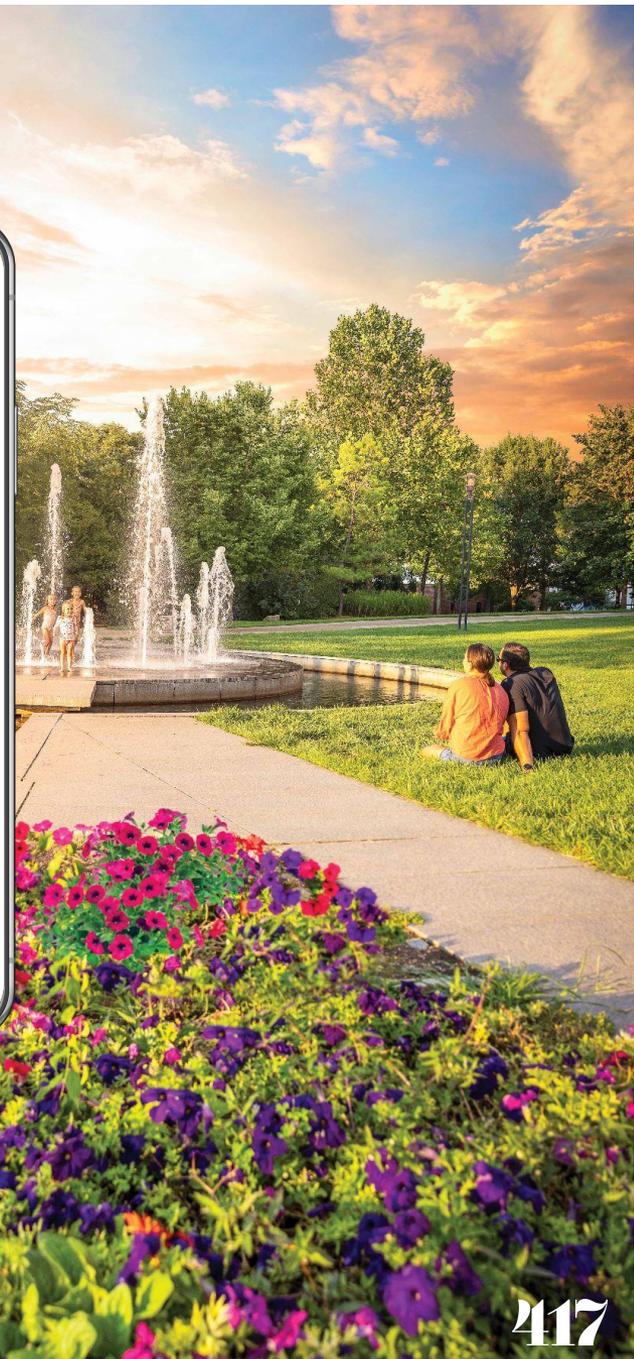
62.5k/mo

### Rate

\$3,000/mo

\$1,440/mo

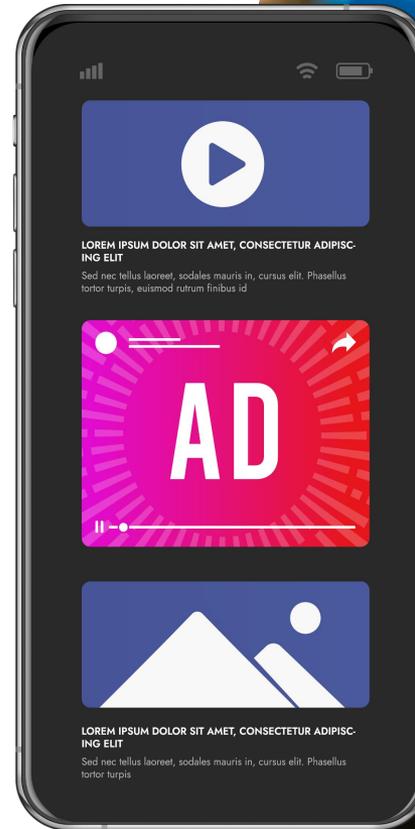
\$750/mo



## Programmatic Advertising

Using specific targeting strategies, these ads are delivered to “the rest of the internet” through a network of ad exchanges.

- Deliver your ads to an interested audience who have recently consumed related content on the internet.
- Reach everyone in a specific area where potential customers will be.
- Reach people within a certain geographic area (cities/states/zips/radius).
- Reach an audience that has searched for certain keywords/phrases specific to your business, outside of search engines.
- Reach people who have recently visited your website.



### Programmatic Advertising (6 or 12 months)

#### Impressions

250k/mo

120k/mo

62.5k/mo

#### Rate

\$3,000/mo

\$1,440/mo

\$750/mo



## Programmatic Video

Programmatic video is a cost-effective way to increase the reach of your existing campaign with video on numerous website platforms and publishers. These video ads appear immediately before free video content on publishers like CNN.com, Forbes, ABC Family, MLB.com, Local News Sites and others.

**Preferred video type:** mp4 or mov, 15, 30 and 60 sec slots are available. 15 and 30 sec slots are preferred.

*Pricing varies depending on campaign goals.*



### Audience Curation

Targeting based on who your clients are; gender, age, household and lifestyle

### Site Retargeting

Engages visitors after they leave your website, displaying your video ads as they browse other sites across the web

### Geofencing

Marketing to those visiting your competition, specific neighborhoods & other places of interest.

### Keyword/Search Retargeting

Target prospects with video display ads based on their web searches.

## Streaming TV: What's the hype?

Advertising on Streaming TV (OTT and CTV) puts your client's video in a multitude of entertainment apps, whether they are watching on their living room TV, tablet or on a mobile device. Popular streaming services can include platforms like Discovery, Pluto, Peacock, and Tubi. Streaming TV spots are available in pre-roll and mid-roll positions.

- Adults will spend 20% of their daily media time with the various apps, streaming platforms and entertainment services on Streaming TV.
- 2 hours and 34 minutes per day will be used watching streaming TV.



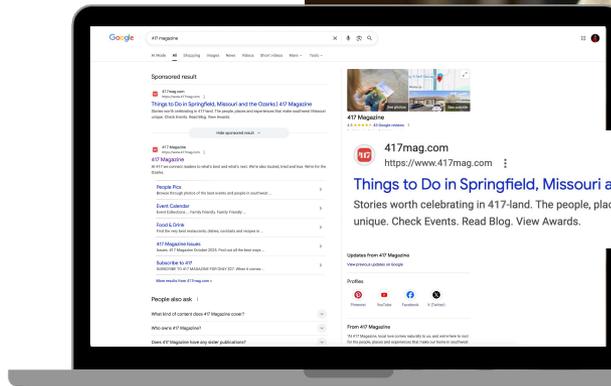
# Streaming TV: Packages

Package	Details	Platforms	Targeting Tactics
<b>Premium Streaming</b>	Household-level targeting	Large screen placements can include Hulu, Sling TV, Paramount, DirectTV, Warner, Discovery, Frndly, LG, ESPN, A&E, Philo, Turner, Vizio, Fubo, Xumo, Pluto.	Demographic, Interest and Buying Behavior Targeting, Site Retargeting (Publisher and Advertiser)
<b>Curated Audiences</b>	Household-level targeting (classic package)	Large screen placements can include Sling TV, Paramount, DirectTV, Warner, Discovery, Frndly, LG, ESPN, A&E, Philo, Turner, Vizio, Fubo, Xumo, Pluto.	Audience Curation, Site Retargeting (Publisher and Advertiser), Addressable Geofencing, Event Retargeting
<b>Streaming TV + Programmatic Video Blend</b>	Ads appear on big screens as well as on mobile/desktop/tablet. 50/50 blend.	Large screen placements can include Discovery, Frndly, LG, ESPN, A&E, Philo, Turner, Vizio, Fubo, Xumo, Pluto.	Demographic, Interest and Buying Behavior Targeting, Site Retargeting (Publisher and Advertiser)

## SEO: Why it Matters?

Three simple services that deliver big results:

- **Search Engine Optimization**  
Get found when customers search
- **Listing Management**  
Keep your info accurate everywhere
- **Reputation Management**  
Build trust with great reviews



**417 Magazine**  
<https://www.417mag.com>  
**Things to Do in Springfield, Missouri and the Ozarks | 417 Magazine**  
Stories worth celebrating in 417-land. The people, places and experiences that make southwest Missouri unique. Check Events. Read Blog. View Awards.

## Listings Management

Improve the performance of your online listings by using our tool to complete recommended optimizations (Local SEO). Ensure the accuracy of your business information with data distribution across a network of search engines. Believe it or not, there's more than just Google!.

Especially important for businesses who have changed locations, contact information or are less than 3 years old.

Why is Listing Management important for your business?

- Full audit of business citations
- Clean up and creation of listing on 60+ top directories
- Automatic name, address, phone (NAP) updates across listings
- Good Business Profile integration and sync
- Duplicate listing deletion to reduce confusion and boost SEO

**\$104/month**

*Minimum 6-month commitment*



The image shows a woman with long brown hair and glasses, wearing a black and white patterned shirt, looking at a laptop. Overlaid on the laptop screen is a Google Business Profile for '417 Magazine'. The profile includes a map showing the location at 2111 S Eastgate Ave, Springfield, MO 65809, and a street view image of the building. The profile also shows a 4.4 star rating from 43 Google reviews and the phone number (417) 883-7417.

**417 Magazine**

Website Directions Save Call

4.4 ★★★★★ 43 Google reviews

Publisher in Springfield, Missouri

**Address:** 2111 S Eastgate Ave, Springfield, MO 65809

**Hours:** Open · Closes 5PM ▾

**Phone:** (417) 883-7417

# Reputation Management

Your Google reviews are often the first impression people get of your business. Managing them well builds trust, shows you value feedback, and helps turn one-time visitors into loyal customers. A strong reputation online makes choosing your business an easy 'yes'.

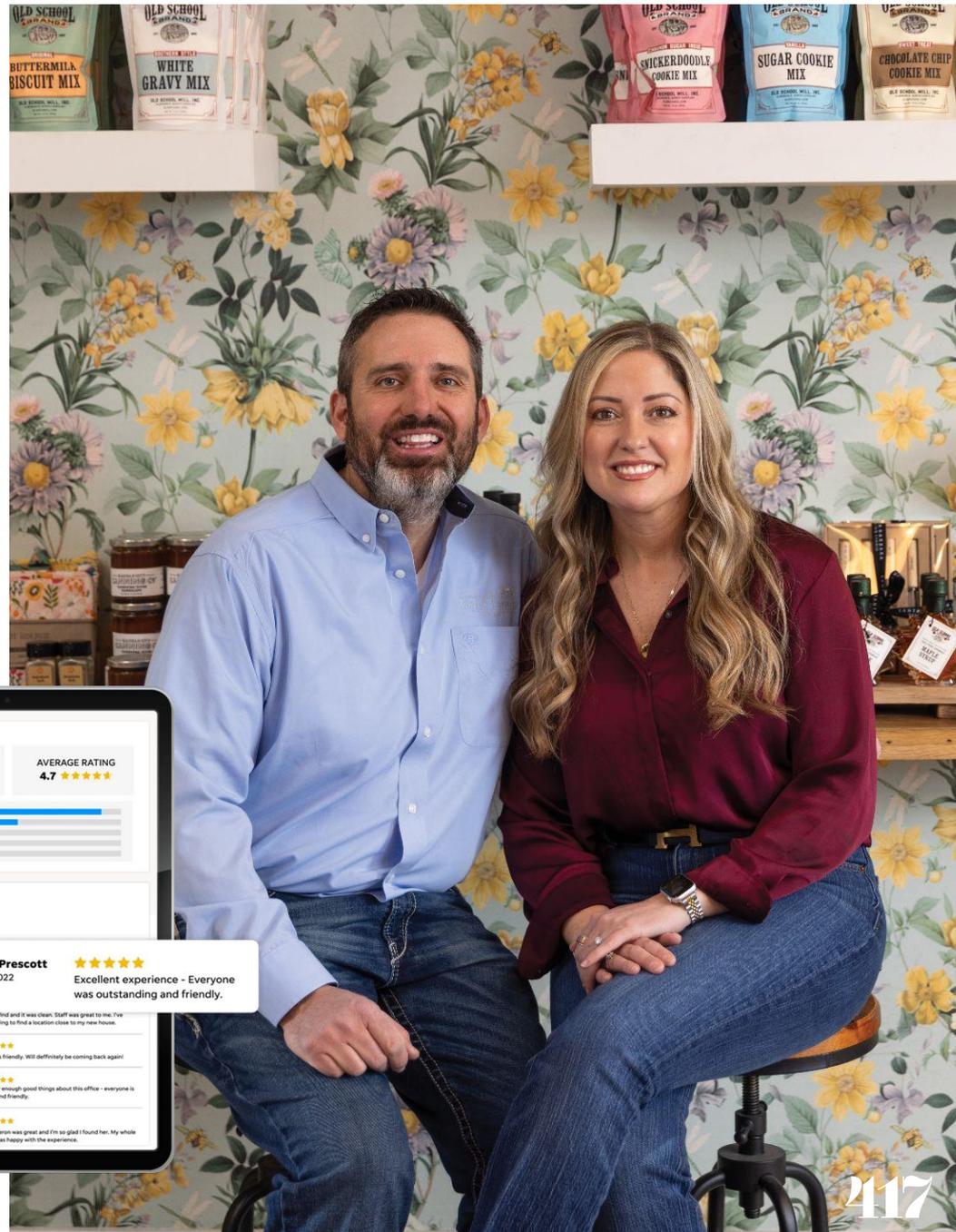
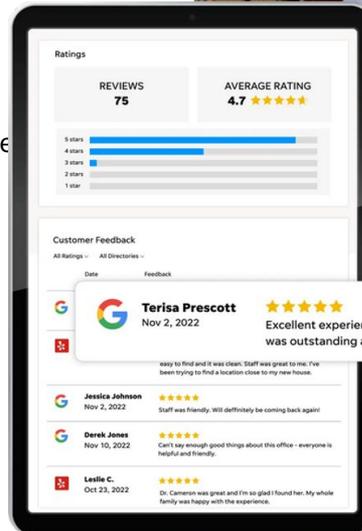
Especially important for businesses who need help with managing their reputation. This could be because of lack of reviews, bad reviews or businesses who get so many reviews, it's hard to keep up.

Why is Reputation Management important for your business?

- Monitor reviews on Google, Yelp, Facebook and TripAdvisor
- Quick and proactive response to reviews
- Prioritize reviews by location, date, rating or response status
- Tools to build customer loyalty and social proof

**\$313/month**

*Minimum 6-month commitment*



## Starter Package

What's included:

- Keyword Plan – Optimization around 3 local keywords
- Preliminary SEO Audit – Baseline snapshot of current performance
- Google Tools Setup – Google Analytics, Google Search Console
- XML Sitemap Creation – Helps search engines index your site

\$938/month

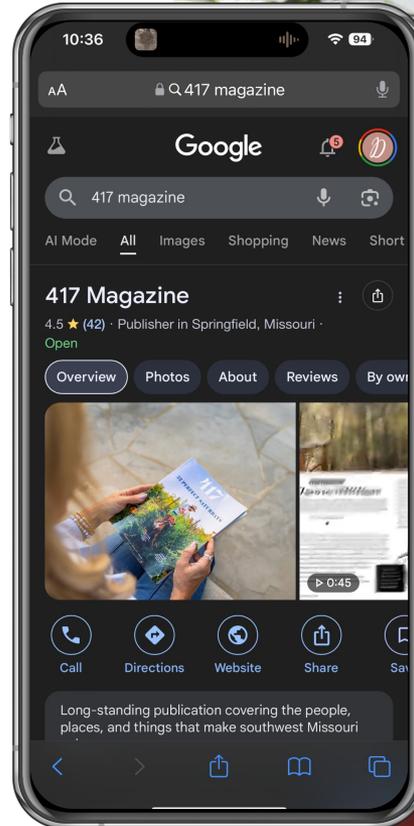


## Basic Package

What's included:

- Keyword Plan – Optimization around 5 local keywords
- Preliminary SEO Audit – SEO Audit and Google Penalty Check
- Competitive Insights – Keyword analysis to outrank your local competition
- Google Tools Setup – Google Analytics, Google Search Console
- XML Sitemap + Robots.txt Optimization – Helps search engines crawl and index your site accurately

**\$1,875/month**

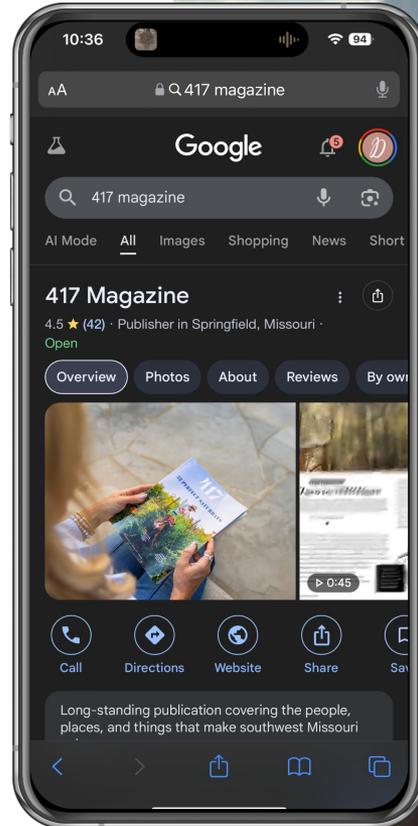


## Startup Package

What's included:

- Keyword Plan – Targeting 10 high-value keywords relevant to your local market
- Advanced SEO Audit – Full technical and on-page audit plus Google penalty check
- Competitive & Keyword Analysis – Discover what your competitors rank for and how to win
- Google Tools Setup – Google Analytics, Search Console, and Webmaster Tools
- XML Sitemap + Robots.txt Optimization – Ensures proper indexing of your entire site

\$2,500/month

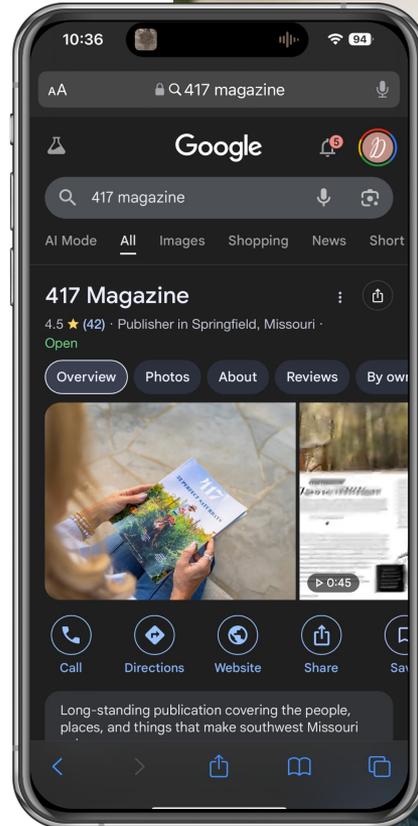


## Growth Package

What's included:

- Keyword Plan – Optimized for 15 targeted keywords across your service areas
- Comprehensive SEO Audit – Full technical, on-page, and competitive audit with Google penalty check
- Competitor & Keyword Gap Analysis – Identify opportunities and outperform key competitors
- Google Tools Setup – Google Analytics, Search Console, and Webmaster Tools
- XML Sitemap + Robots.txt Optimization – Structured for efficient indexing and crawlability

\$3,125/month

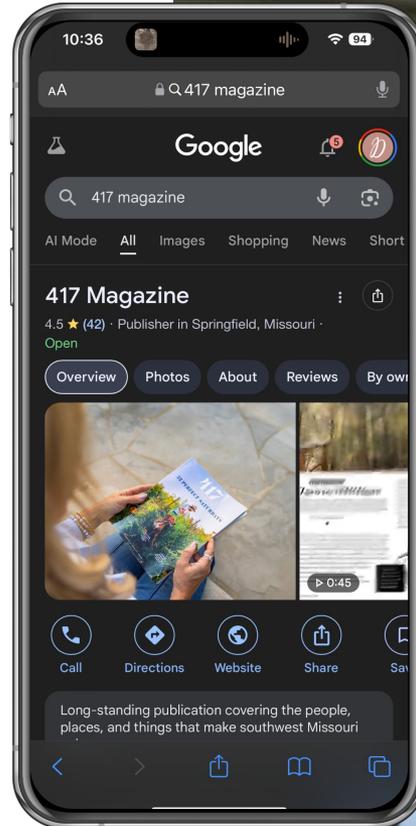


## Premium Package

What's included:

- Keyword Plan – Optimized for 30 targeted keywords across your service areas
- Comprehensive SEO Audit – Full technical, on-page, and competitive audit with Google penalty check
- Competitor & Keyword Gap Analysis – Identify opportunities and outperform key competitors
- Google Tools Setup – Google Analytics, Search Console, and Webmaster Tools
- XML Sitemap + Robots.txt Optimization – Structured for efficient indexing and crawlability

\$4,792/month

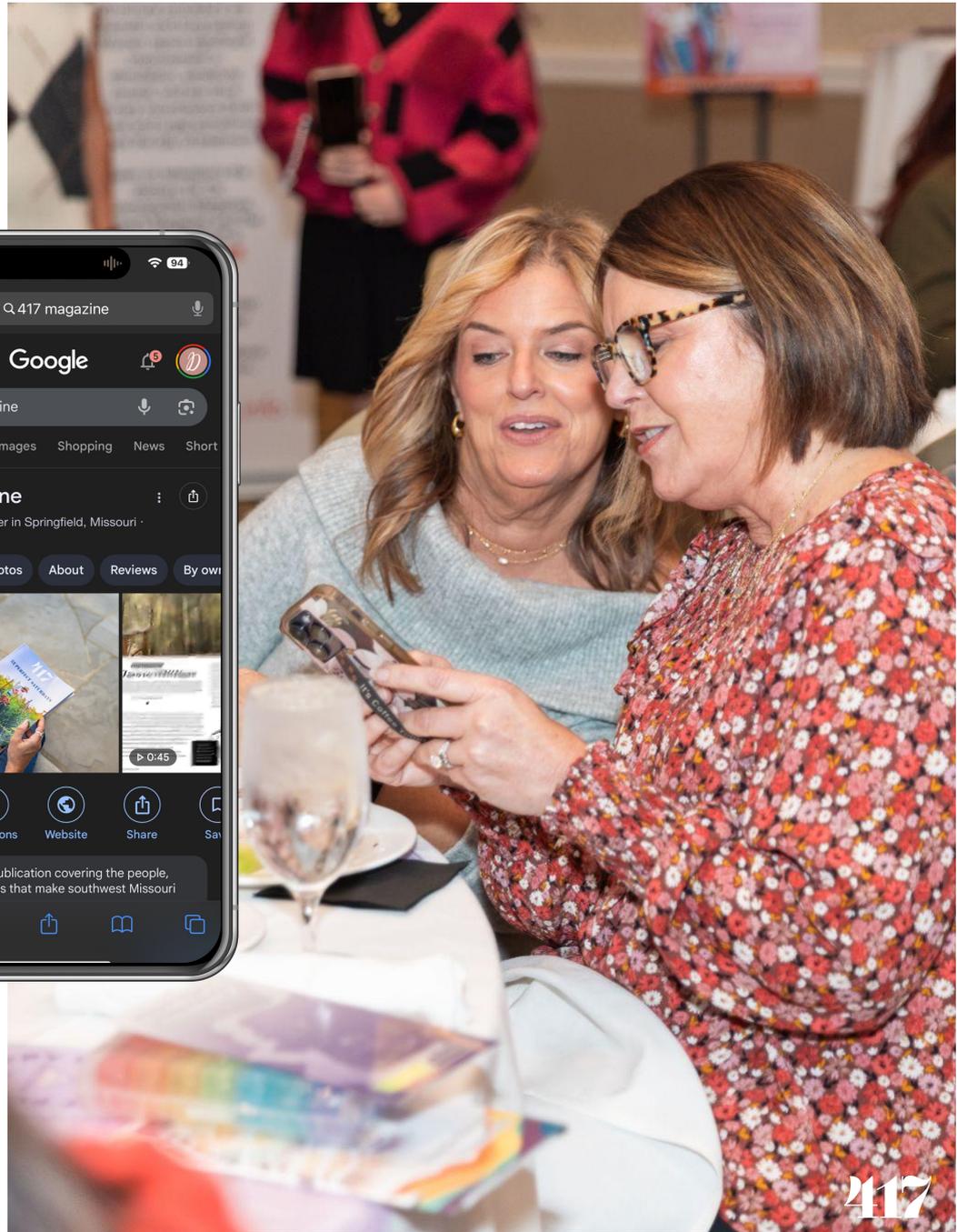
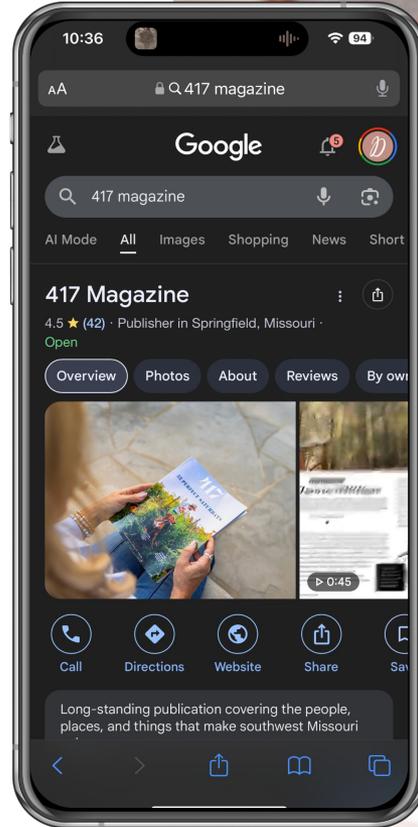


## Elite Package

What's included:

- Keyword Plan – Optimized for 50 targeted keywords across your service areas
- Comprehensive SEO Audit – Full technical, on-page, and competitive audit with Google penalty check
- Competitor & Keyword Gap Analysis – Identify opportunities and outperform key competitors
- Google Tools Setup – Google Analytics, Search Console, and Webmaster Tools
- XML Sitemap + Robots.txt Optimization – Structured for efficient indexing and crawlability

\$6,250/month





We do  
it all  
for you.

