



# Hyperlocal Advertising and Marketing Solutions

print / digital / email / social

# Why NCPS?

North Carolina Press Services (NCPS) is ***your strategic partner*** for delivering local engagement on a national scale.

Through our members, we have deep relationships with every community in North Carolina, giving us local, on-the-ground knowledge on what works. This experience and the attending trust are invaluable to advertisers who want results.

Working with NCPS is working with the trusted pillars of your customer's communities.

- **Hyperlocal**  
NCPS has expert experience in reaching and engaging your target audience on a statewide and national scale.
- **A Complete Campaign Mix**  
NCPS offers a complete media mix of marketing and advertising to have an impact on your target market:  
Print + Digital + Email Marketing + Social Media + More
- **Superior Service**  
NCPS saves you time, money, and effort from planning to placement. Your dedicated NCPS team oversees and manages all elements of your campaign. Our services are free. You pay only for the cost of the ad.

# Why NCPS?



“My experience with NC Press Services has been nothing short of stellar.

The NCPS team consistently goes above and beyond.”

Elizabeth Allen,  
North Carolina Department of Transportation



# NCPS / Print



169 million adults in the U.S. read a newspaper in a month. In total, newspapers reach 69% of the U.S. population in a given month. —whether it be in print, on a website or via mobile *Source: Nielsen, 2016*



## Statewide Print Network Services

- 152 Daily and Weekly Newspapers
- 2.1+Million circulation / 5.2+Million print readership
- Any size ad, any market
- Statewide placement at a fraction of the cost
- Press release distribution to NC newspaper editors
- One contact to manage your entire campaign



# NCPS / Print



“When our dental network launched an initiative to drive members to dental practices who are in-network, we turned to NCPS to manage our print buys market-by-market.

**No matter the market, NCPS was able to deliver quick quotes on any and all print options to help connect members and our in-network dental practices.**

It saved us a lot of time and not having to pay extra costs to manage the campaigns from quotes to placement was an added bonus.”

Brigette Sullivan, Principal Strategic Advisor

# NCPS / Digital

91% of consumers are more likely to shop with brands who provide relevant offers and recommendations. *Source: Accenture Interactive, 2018*

## NCPS Digital offers:

- Targeted Display. Target by:
  - ✓ Geography (Country, State, DMA, Zip Code/s)
  - ✓ Behavior / Intent
- Weekly optimization.
- Branding and trust.
- Measurable results.



# NCPS / Email Marketing

Email marketing is mostly used for lead generation, sales, lead nurturing, and customer retention.

*Source: Content Marketing Institute, 2016*

## NCPS Email Marketing offers:

- Micro-target your audience based on geographics, demographics, behavior, and more.
- Email content creation, use of NCPS customized drag and drop templates, and landing page creation.
- Daily optimization.
- Guaranteed engagement: 8% opens, 1% click-thrus.
- Redrop to opens: Standard or Custom options.
- Custom reporting to monitor your campaign (Track & Analyze Results).



# NCPS / Email Marketing

“NC Press is undoubtedly the most impactful digital marketing strategy implemented at Blossman Gas.

**With NC Press’ advanced targeting, we continue to reach the right prospects ensuring that we are maximizing our email marketing budget and providing relevant information to consumers.**

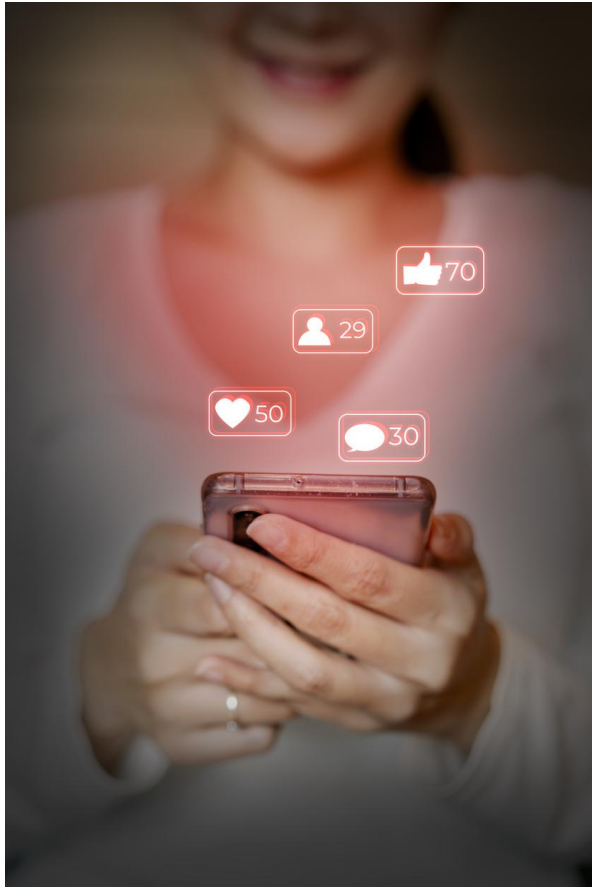
NC Press continues to enhance their platform such as launching a drag and drop editor that simplifies the email design process.

Most importantly, NC Press is a trusted source for both consumers and businesses.”

Kelsey Smith, Blossman Gas







Facebook has over 1.73 billion daily active users.

*Source: Facebook, 2020*

## NCPS Social offers:

- Reach your exact target audience.
- Choose advertising objectives based on your marketing and business needs.
- Drive traffic and interactions to your social media and website.
- Track specific social actions with conversion pixels.
- Receive campaign reports featuring transparent data via your RPM Dashboard.

# *connect...*

**9,600**  
**49** state  
newspapers associations

**Every market *in* North America**

*Engage individual communities, all over the country,  
with the experts in hyperlocal advertising and  
marketing.*






# access

The regional press associations of (**state press association**) offer the only platform for local engagement on a national scale, providing clients with access to more than 136 million adults through a single point of contact. Unlike social media, our experience and the attending trust are invaluable to advertisers who want results.

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# beyond digital

Utilize a complete media mix of strategic print, online and social components to effectively impact consumers on a local level.

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# reach

*your* Target Market

Partner with the trusted pillars of your consumers' communities to reach the most affluent, educated and engaged demographic. social media, our experience and the attending trust are invaluable to advertisers who want results.

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## Contact Us



North Carolina Press Association  
5171 Glenwood Avenue, #486  
Raleigh, North Carolina  
27612



(919) 516-8000



[phil@ncpress.com](mailto:phil@ncpress.com)

## Research Sources:

- <https://snov.io/blog/email-marketing-statistics/>
- [https://contentmarketinginstitute.com/wp-content/uploads/2015/09/2016\\_B2B\\_Report\\_Final.pdf](https://contentmarketinginstitute.com/wp-content/uploads/2015/09/2016_B2B_Report_Final.pdf)
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