

# NCPS OVERVIEW

Local engagement.  
National scale.

## **SUPERIOR SERVICE**

With NCPS, you save time, money, and effort from planning to placement. One call gets you a dedicated NCPS team that oversees and manages all elements of your campaign for free – you only pay for the cost of the ad.

## **THE BOTTOM LINE:**

We work for you to make your job easier.

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

NCPS is owned and directed by the newspapers of North Carolina - the trusted pillars of your customer's communities. Through our members, we have deep relationships with every community in our state, giving us local, on-the-ground knowledge on what works. This experience and the attending trust are invaluable to advertisers who want results.

## **Hyperlocal Experts**

NCPS is an expert in hyperlocal advertising and marketing. We reach the most valuable and desirable demographic of affluent, educated, and engaged consumers. NCPS is the only platform for local engagement on a statewide and national scale.

## **A Complete Campaign Mix**

Our goal is to help advertisers and agencies improve their bottom line by providing cutting-edge solutions and industry best practices. To meet that goal, NCPS offers a complete media mix of marketing and advertising to reach and have an impact on your target market:

### **Print**

- Display Ads
- Classified Ads
- Front Page Ads
- Inserts

### **Digital**

- Targeted Display Ads / Email Marketing
- Interactive Video
- Social Media Advertising
- Website design and Landing pages
- Search Engine Marketing (SEM) & Optimization (SEO)
- Keyword List Optimization
- Retargeting
- Reputation Monitoring / Call Tracking
- Campaign Results Monitoring

## **News Release Distribution**

## **PSA/Political Campaign Services**

