

# REAL USERS READING REAL CONTENT

Reach the communities your brands serve through authentic digital media with a local connection. Interactive display served on premium news media properties delivers 3x the lift offered by non-premium digital outlets.<sup>1</sup> With guaranteed placement, you will know the trusted sites where your brand appears.

Newspapers, in print and online, are the **most trusted source** of news and information among all age groups.<sup>2</sup>



According to an October 2020 nationwide study from Pulse Research, newspaper websites are ranked as one of the **top sources** for local news and are **more trusted** than social media outlets.

## THE MANSI MEDIA APPROACH

- Guaranteed placement on trusted local digital properties
- Turnkey solution delivered as a simple one line-item tactic
- Early access to inventory
- Options to run standard banners, high impact sizes, or video units
- Custom geographic targeting
- Campaign optimization from both machine and human intelligence
- Transparent reporting
- Advertising on digital newspaper sites reaches an affluent and educated audience



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