

SNAPSHOT

THINK INSIDE THE BOX.

MEDIA OUTLETS OVERVIEW



BROUGHT TO YOU BY
crosspointe

INTRODUCING HOMETOWN SNAPSHOT FOR MEDIA

Snapshots are a unique way to boost your ad sales and, at the same time, offer your audience an exciting and creative resource. With the click-through-rates (CTR) of online banner ads quickly diminishing, it's more important than ever that you offer your advertisers a more natural way to advertise which will result in more clicks, more leads, and ultimately, more business. ***The key is making the advertisements appear to be the content!***

Through our unique grid layout, our team has you covered from start to finish! Not only does it look amazing but your Snapshot will fully integrate with your existing print and online content and the only thing you have to do is sell it. Here's what it looks like...



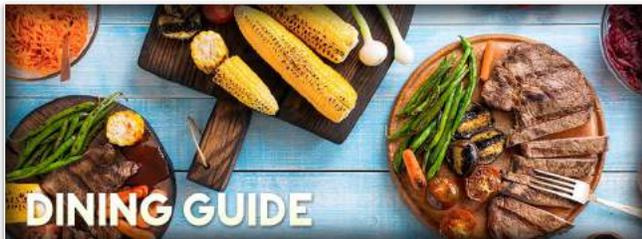
Snapshot offers everything you would expect from a digital online tool - responsive, fast, interactive, and completely mobile-friendly, and can even be used with touch-based kiosks.

A BETTER WAY TO COLD CALL

One the most challenging aspects of ad sales is the initial prospecting call. Snapshot makes that much easier because each potential advertiser is already featured on your grids. As an example, the introduction might be ***"Hi John, it's Susan over here at The Local News. We are creating our 2018 Interactive Community Guide, and your business is already included, and I wanted to see if I could stop by and show you what image we used for your business and see if you have any changes you'd like us to make to the graphic."*** That provides a simple and natural introduction which gets your salesperson to the in-person meeting they're looking for so they can build an ongoing relationship with a new potential advertiser. ***This will quickly become your sales team's favorite resource!***

WHAT CATEGORIES CAN YOU CREATE?

We have a number of suggested category grids for you to start with, and we are always open to new ideas that you might have for exciting ways to integrate the Snapshot platform. Here are some examples for categories...



SOME OTHER EXAMPLE CATEGORIES:

Things To Do/Family Fun, Legal & Finance, Education, Places To Work
We can fully customize your categories!

WHAT'S INCLUDED WITH YOUR SNAPSHOT?

- **Full production by our Design Team** of your categories (*research & design*).
- **26 Social Media Videos** to promote on your Facebook page.
- **26 Social Media Graphics** to use on your website and Facebook.
- We will **make all changes or additions that you request within 24 business hours.**
- **Advanced Hosting for your Grids** for fast load speed and high traffic load metering.
- All sales collateral including a **Custom Sales Slick** (PDF).
- **Sales Training** for your team and ongoing support as they need help with objections.
- **Priority Support** whenever you need help or have questions.
- **Exclusivity in your market** - no one else will have access to the Snapshot technology.

SAMPLES FOR REVENUE GENERATION:

(All revenue examples are suggested ad rates - you can control the rates for your Snapshot)

Under this projection, your Hometown Snapshot will have **1 Title Sponsor (\$1,125/quarter)** highlighted at the top right of every page with a link to their website. Under the main header, you would have eight categories with **8 Category Sponsors (\$875/quarter)** who will get a rollover ad as well as full-width banner at the top of their category. At the bottom of your home page will be a spot for **9 Featured Sponsors (\$625/quarter)**. Businesses who are looking for a more budget-friendly way to increase their exposure can **Jump-To-The-Top** of their category (**\$300/quarter**). *Any Sponsor can change their image as often as they would like to.*

Annual Revenue Potential:

1 - Title Sponsor	\$4,500
8 - Category Sponsors	\$28,000
9 - Featured Sponsors	\$22,500
20 - Jump-To-The-Top Sponsors	\$24,000
TOTAL PROFIT <i>(after Licensing Fee)</i>	\$68,500

SNAPSHOT LICENSING

\$10,500 for the first 12 months.

\$3,500 for each year thereafter.

PAYMENT TERMS

Licenses are invoiced **50% deposit** (Net 30) and the remainder due **60 days after launch**.
This gives your sales team 30 days to begin generating revenue.

For questions, please give us a call at (317) 771-0262.