



ATC/SLN Media
Digital Marketing Revolutionized

ONLINE PROFILE MANAGEMENT

SOCIAL MEDIA MANAGEMENT

STREAMING TV ADS

MEDIA KIT

MAKING SENSE OF ONLINE MARKETING

People are looking
for businesses online all the
time.

69%

of people search for a local business at least one time per month
according to *BrightLocal's Local Consumer Review Survey*.



Businesses that are online are seeing growth.

43%

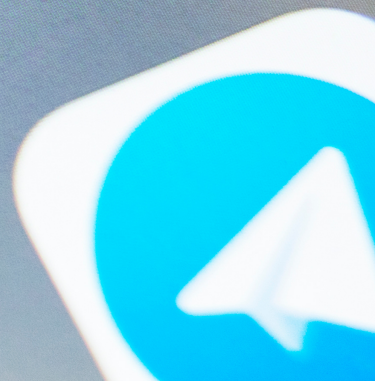
experience significant growth with online sales according to an Insureon poll of more than 2,400 businessowners.

That means that there's potential to do more business.

Are they able to find you in through the major search engines ?



The way people discover, evaluate and trust Local Businesses has changed for ever. Now it's Local Google Search, Not Traditional Advertising, Online





You're probably familiar with how to grow your business using paid social and their self-service tools.

But have you thought about adding TV streaming, sometimes known as OTT or CTV, to your media mix?

According to eMarketer, Americans will spend more time on an average day streaming than with the major social platforms.

TV Streaming Time Spent vs. Social Media

3x

Facebook

2x

YouTube

2.5x

Instagram, TikTok, and
Snapchat Combined

5 PAGE BASIC WEBSITE

5-Page Basic Website:

- 1) Home Page
- 2) About Us Page
- 3) Services Page
- 4) (Customer Preference)
- 5) Contact Us Page

\$399.90

Additional Pages:
\$125.00 ea.

Online Profile Management

Local Listing Management

\$149.90
per month

MARKET LEADER

Monthly Video Distribution (2 Videos per month)

Video Display Ads

Social Media Posting

Viewership Tracking

\$199.90
per month

ENTERPRISE

Monthly Video Distribution(2 Videos per month)*

Sponsored Video Display Ads

Social Media Posting

Viewership Tracking

\$325.90 (\$100 ad credit)
per month

Ad Pricing Break Down

DISPLAY AD PRICING

\$0.60 - \$1.09

Average Cost-per-click

\$2-\$4

Effective CPM

INDUSTRY AVERAGE

\$1.05 - \$2.20

Average Cost-per-click

\$5-\$9

Effective CPM

VIDEO AD PRICING

\$0.70 - \$1.60

Average Cost-per-click

\$10-\$22

Effective CPM

INDUSTRY AVERAGE

\$2.00 - \$5.00

Average Cost-per-click

\$20-\$40

Effective CPM

OTT AD PRICING

\$32

Effective CPM

INDUSTRY AVERAGE

\$45

Effective CPM

Low-Cost Streaming TV Ads Production

Low cost, efficiency-based video production.

Typical Cost Range

\$399.90 to \$4,999.90

Production Company Size

Usually one/two videographers, freelancers or production company.

Experience Level

Ranges from minimum industry experience to considerable industry experience levels.

Expertise / Creativity Level

Moderate to high creative capabilities and expertise.

Typical Projects

Small business clients, lower-cost web projects, simple video projects, volume shooting projects

Marketing/Business Input

This level level still has professional production technicians and bring advanced marketing and strategic skills / industry knowledge to the project.

Questions



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