

MY BUCKHANNON

digital marketing guide



MY BUCKHANNON

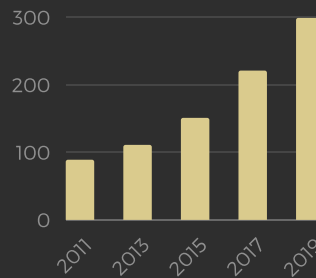
TRENDS THAT ARE RESHAPING
THE NEWS AND MARKETING INDUSTRIES

6HR 42MIN

THE AVERAGE U.S. ADULT SPENDS
6 HOURS AND 42 MINUTES
CONSUMING DIGITAL MEDIA
EVERY. SINGLE. DAY.



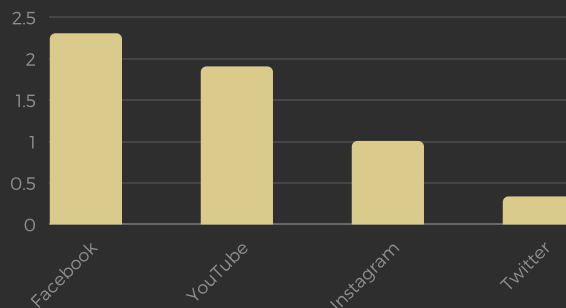
9 OUT OF 10 ADULTS
NOW RECEIVE ALL
OR PART OF THEIR
NEWS ONLINE



ONLINE ADVERTISING
HAS GROWN FROM
\$88 BILLION IN 2011
TO \$298 BILLION IN 2019

SOCIAL MEDIA SERVICES

IN BILLIONS OF USERS



TRENDS IN DIGITAL NEWS & MARKETING



RICH MEDIA ADS
ARE THE FASTEST
GROWING MARKET



MOBILE
ADVERTISING IS
NOW 2X DESKTOP



SUBSCRIPTIONS
REMAIN IMPORTANT



BANNER AD
REVENUE GREW
BY 23% IN 2019

Marketing Menu

MY BUCKHANNON

WEBSITE & SOCIAL MEDIA AD

Vibrant, 1080px square ad that rotates 24/7 on our high traffic community news website, www.mybuckhannon.com, and as a paid sponsored post on our popular Facebook & Instagram pages. Each ad package includes campaign creation, advanced targeting & retargeting, custom audience creation, statistical analysis and regular updates. You're in good hands — sit back, relax, and catch up on the local news. (All packages come with a complimentary My Buckhannon premium membership.)

Set Your Monthly Budget:

Tier 1 - Petite (\$90/month)

Tier 2 - Slim (\$180/month)

Tier 3 - The Usual (\$270/month)

Tier 4 - Classic (\$360/month)

Tier 5 - Jumbo (\$540/month)

Tier 6 - Giant (\$720/month)

Tier 7 - Mega (\$900/month)

Tier 8 - Massive (\$1,080/month)

Tier 9 - Colossal (\$1,260/month)

Tier 10 - Epic (\$1,440/month)

PARTNERED STORY

We'll write about your business, publish the content on our website, include it in our daily email newsletter and share it on social media. Each story also includes a \$60 sponsored social media post.

\$200 EACH



ONE-DAY WEBSITE POPUP

Pops up on top of the home page and stories on mybuckhannon.com for maximum impact.

\$150 EACH



SPONSORSHIPS

Sponsor a recurring content segment, like the Athlete of the Week.

\$250/MONTH



LANDING PAGE

A special webpage on the mybuckhannon.com site tailored to your business message. Includes one year of hosting.

\$250 PER PAGE



AD DESIGN

Graphic design for your website ads. Can include video/HTML 5 animation.

10% OF CORE AD SPEND




SOCIAL MEDIA MANAGEMENT

Let us take over your paid social media. We'll design, implement and monitor campaigns on Facebook and Instagram using a monthly budget you determine.

PRICE VARIES BY CLIENT

ADVERTISING ON MYBUCKHANNON.COM



VA Hospital seeking Valentines for Vets — and supportive mail on regular days, too


February 2, 2021, Ben Grimes, Buckhannon, West Virginia

CLARKSBURG — National Salute to Veterans Patient Week is celebrated from Feb. 1 through 14, and folks in the Voluntary Service Department at the Louis A. Johnson VA Medical Center in Clarksburg are asking West Virginia residents to join in the celebration.

This year, participation is even more critical, as the center is currently closed to visitors due to the COVID-19 pandemic.

Jeannine Romans, voluntary service specialist at the Louis A. Johnson VA Medical Center, said they are asking for Valentine Day Cards to be sent to the Center for hospitalized Veterans. Valentines for Veterans may be mailed to: A Veterans, Louis A. Johnson VAMC, c/o P.O. Box Medical Center Drive, Clarksburg, WV 26301.

However, cards sent through the U.S. postal service will be held for 30 days before distributing to patients to reduce the risk to patients.




Folks may also send messages to MsJGCTN@gmail.com. Romans said even though right now there's a special push to get mail, cards and well wishes into the hands of the hospitalized Veterans for Valentine Day, every day should be Veterans Day and Veterans patients could use mail on regular days, too.

Romans said the Valentines for Vets program is something they do each year.

"This year, we also set up a virtual Valentine also because of the pandemic," Romans said. "We have had a great response with those and have actually received about 100 of those in the last few days. These are distributed among the patients. We are able to reproduce the digital Valentines on paper that has not been outside of our facility and those are delivered to the patients each day along with their newspapers. That way the patients are receiving mail."

Patients really enjoy receiving the Valentines and well wishes, and Romans said when the gates to visit them, many veterans have asked them and put them up on their wishlists.



"It is nice to see that the patients really appreciate that folks are thinking of them," she said. "We will carry the digital greetings beyond Valentine's Day, and it was the pandemic that created that, it is working out really well."

Romans said that since March 13, 2020, volunteers at the center have had to stand alone and not come into the facility — and visitors have not been able to visit their loved ones, so the greetings and Valentines are much-needed to brighten the Veterans' spirits.

"Generally, we receive a lot of mail around Memorial Day, Independence Day, Christmas.

WELCOMES Silas G. Garvey, MD / Pediatrician
NOW TAKING APPOINTMENTS 304.472.1100


Website ads are the bread-and-butter traditional advertising option on My Buckhannon, appearing within stories, on the home page and inside the posts feed.

SAM'S PIZZA
30TH ANNIVERSARY

Thank you to all our customers for your support over the years. This milestone wouldn't be possible without you.



ORDER ONLINE




CRT announces new Clarksburg-area medical route for residents without rides to appointments

By Ben Grimes February 2, 2021

Buckhannon County Health Board will soon be making it a little more manageable for veterans and people in Clarksburg without a driver's license.

[Continue Reading »](#)



Fairmont State University continues surveillance testing program

By Ben Grimes February 2, 2021

In response to a mandate by West Virginia Governor Jim Justice, Fairmont State University launched its spring semester COVID-19 surveillance testing program for Tuesday, February.

[Continue Reading »](#)

ST. JOSEPH'S HOSPITAL

Diagnostic Services

304-473-2053

One Amalia Drive, Buckhannon

• Ultrasounds • Mammograms • X-rays
MRIs • Cat Scans • Blood Draws



Core ads appear on nearly all pages

Your ad will appear:

- * On the homepage
- * Inside story content
- * In other highly visible locations

Ads rotate: Every view is unique


Each ad spot will rotate between advertisers every time a page is loaded. This reduces 'ad fatigue' while allowing your valuable message to be seen over, and over, and over.

MY BUCKHANNON SOCIAL MEDIA

Active
Started running on Feb 6, 2021
ID: 436676154434276

My Buckhannon
Sponsored

Add some citrus to your daily diet this winter → Halo clementines are on sale at Shop n Save this week, along with boneless NY Strip Steaks, 80% lean ground beef and 7-Up bottles. If you haven't already, stop by and check out the new store in Buckhannon!




See Ad Details

Active
Started running on Feb 5, 2021
ID: 440971867023509

My Buckhannon
Sponsored

Caroline's Closet has the outfits you need to look your best during this most amorous of months. 🥰 Shop online to see all the latest looks.



See Ad Details

Active
Started running on Feb 3, 2021
ID: 331063014682239

My Buckhannon
Sponsored

In the coming weeks, we'll be showcasing the many career training programs offered right here in Buckhannon at the Fred Eberle Technical Center. This week, we're featuring a career that's always in demand in the Mountain State → Auto Collision Repair.



See Ad Details

Active
Started running on Feb 4, 2021
ID: 756825771917309

My Buckhannon
Sponsored

"Being ranked Number 1 for small hospitals in West Virginia shows that here in Weston we are performing at the highest level for civic leadership and community benefit and value of patient care. This is why we do what we do every day, for every patient, every time."



See Ad Details

Active
Started running on Feb 4, 2021
ID: 714043805923842

My Buckhannon
Sponsored

The outpatient infusion center at St. Joseph's Hospital in Buckhannon is open Monday through Friday. Tap to learn more.




See Ad Details

Active
Started running on Feb 3, 2021
ID: 948738455680085

My Buckhannon
Sponsored

St. Joseph's Hospital in Buckhannon offers an array of diagnostic services, including Ultrasounds, Mammograms, X-Rays, MRIs, Cat Scans, Blood Draws and more.



See Ad Details

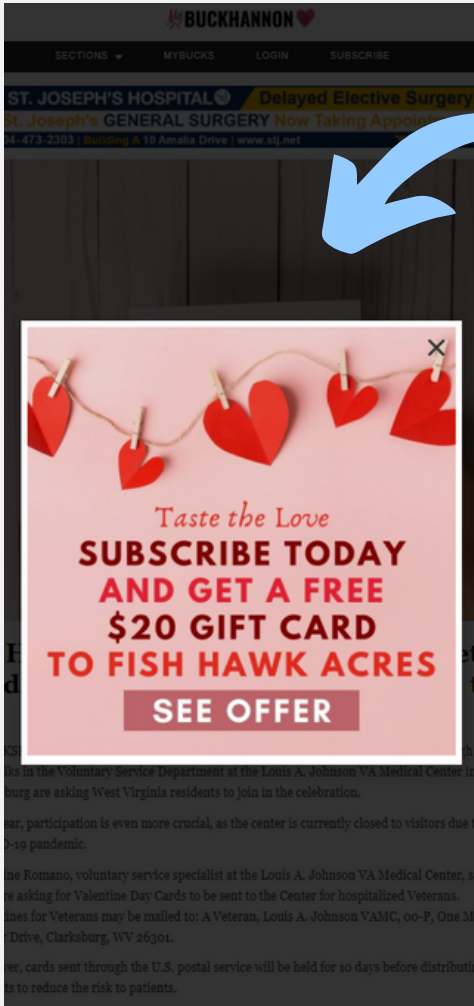
Included with every ad

Ads sold on mybuckhannon.com are featured on our social media pages. The reach and impressions of your core ad package will increase proportionally with your ad budget.

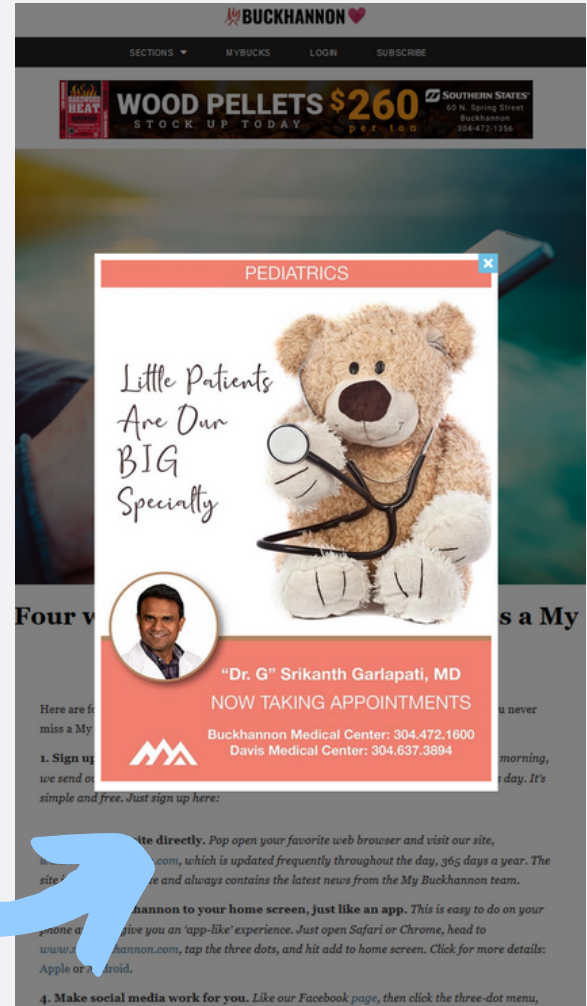
Videos, graphics & more

We'll either make a fun video, interactive link or colorful graphic to use for your post. Engaging advertising on both the website and social media is a benefit you won't find anywhere else.

POPUPS



Nothing is more impactful than a popup ad, which takes over the full screen on both desktop and mobile devices. To ensure a pleasant user experience, these are limited in number and duration.



Runs for one full day

Users will see your popup every time they visit My Buckhannon on the day your popup runs. Popups appear on the home page and with most stories.

Videos, graphics & more

Because they are impossible to miss, popups tend to be one of the most highly converting ad formats. In other words, per impression you can expect to get more clicks than from a normal ad.

WHY DIGITAL MARKETING WORKS

Businesses spend \$90 billion a year on online advertising, and that number keeps growing every day. The time to invest in digital marketing isn't tomorrow. It's today.



The Right People

Most of your customers probably live right down the street. Or maybe they don't. With a good digital marketing campaign, it doesn't matter. Your budget goes further because you're always reaching your most valuable audience.



The Right Place

What do people carry with them all the time? It's not a newspaper. Not a TV. Not a radio. It's a phone, a phone on which they consume hours of digital media every single day.



The Right Time

When's the right time, you ask? The first thing many people do when they wake up is reach for their phone. They check it again at lunch, on breaks, after dinner, before bed. So when's the right time? The right time is all the time.



Just Right.

Digital marketing is flexible, adaptable, mathematical. You can see what works, and what doesn't. A good digital marketing campaign isn't 'set it and forget it.' It's a living, breathing thing that evolves and grows alongside your business.