



Hearst Connecticut Media Group

Strategic Marketing Made Simple

- Home
- About Us
- Digital Platforms
- Print
- Specs & Rates
- Contact Us
- Websites
- Digital Marketing

Digital Platforms

Advertise on one of our websites or use our digital expertise to improve your web presense and visibility.

From advertising on our websites and managing your online reputation to creating a custom mobile site, we can help you navigate the digital world.

In addition, our boutique agency, Tower Digital Agency, can extensively provide and manage your digital presence 24/7 as well as create a combined web and print campaign.

- Websites
- Digital Marketing
- Tower Digital Agency





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CT Local Websites

Our core websites and national partnerships offer unbeatable reach and access.

Our four daily and five community sites are together the #1 source for news and information in southwestern Connecticut.

Monthly Traffic	Monthly Page Views	Monthly Unique Visitors
CTPost.com	10,027,400	950,700
NewsTimes.com	6,689,400	497,200
StamfordAdvocate.com	5,415,900	713,600
GreenwichTime.com	2,758,000	248,400
Community Websites	1,297,200	245,700
Total traffic*	26,187,900	2,655,600

We also offer additional digital platforms.

SouthernCTJobs.com
In partnership with Monster.com, a national employment listings site of over 7 million open positions, we bring local employers together with quality local candidates.

inGear.com
Cars, trucks, SUVs – if it’s got four wheels, local buyers can find it here, where they’re looking close to home or statewide.

CTHouseHunter.com
Local experts put you in touch with a place to call home, whether looking for a starter home, waterfront property, luxury real estate or a rental, searchable by amenities, price and area.

Hearst411.com
Connecticut’s premier online business directory, with listings by category on all our daily and weekly digital news sites. Featured listings include a landing page for photos, contact info and other important information about your business or service.

Call 1-203-330-3238 or [contact us here](#).

- Hearst Websites
- Ad Network
- Tower Digital Agency





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Digital Marketing

We offer customized audience solutions for every business, service & institution. Let us help you get found!

Display Banners

Let us design a banner for one of our websites, whether a leaderboard or half banner. We can also create a Rich Media ad with it's interactive visual elements that have superior click-thru rates when compared to a static ad.

Standard Ad Postions:

- 234 x 60 Half Banner
- 728 x 90 Leaderboard
- 300 x 250 Medium Rectangle
- 300 x 600 Half Page on Article Page
- 88 x 31 Micro Bar

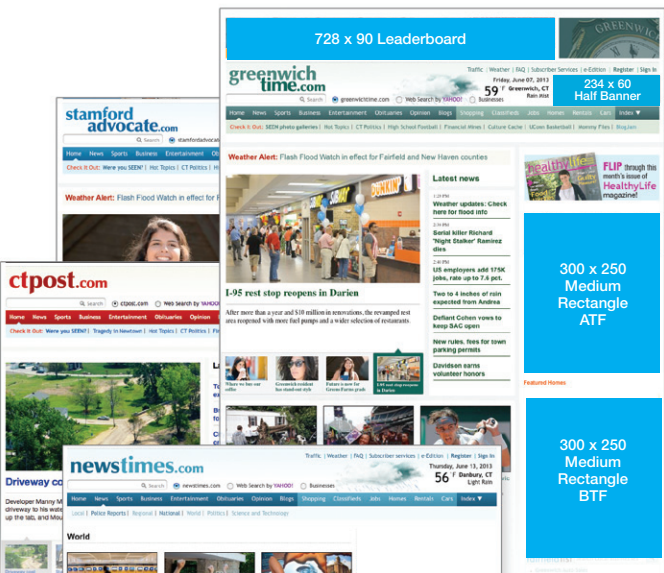
Rich Media Positions:

- Watermark Wrap (1151 x 640)
- Sliding Billboard with Pencil Leave-behind (951x30)
- Overlay ("Post-it") - (200 x 200 average, can go larger)
- Peelback (100 x 100 corner opens to 940 x 940)
- Expandable Billboard (300 x 250 opens to 300 x 600)

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Digital Marketing Tools

- Display Banners
- Custom & Mobile Websites
- Mobile Targeting
- Email Marketing
- Social Media
- SEO/SEM
- Reputation Management
- Tower Digital Agency





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Custom Websites

We can help you transform and optimize your current site or build you a whole new site – multiple levels of service and customization are available.

- E-commerce through PayPal available.
- Easy-to-use editing tool, available 24/7.

Mobile Websites

More consumers than ever are using their smart phones to make purchasing decisions on the go. We can help put your message in front of them when they do.

- Mobile sites offer a better user experience than a desktop site shrunk to fit a smaller screen.
- 9 out of 10 smartphone searches result in an action (purchasing, visiting a business, etc.).

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Mobile Targeting

- Mobile Networks offer banners which can be demo targeted or channel targeted to specific content.
- Can target mobile users within a 5-mile radius of store locations
- Top categories experiencing growth in mobile consumption include social networking, maps, weather, email, & news content.

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Email Marketing

- Provides you with the ability to distribute info to a wide range of specific, potential customers at a relatively low cost by bringing the consumer to your website.
- Targeting capabilities for broad selects such as age, income and occupation, or more detailed characteristics such as interests, illness or select association memberships.

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Social Media

Social Media Management (SMM)

We will set up and/or enhance your business presence on popular social networking sites such as Facebook, Twitter, Google+ and LinkedIn. Multiple service levels available.

Facebook Advertising

We can create sponsored posts and banner ads to enhance your Facebook presence. We can even create custom Facebook pages for you.



YouTube/TrueView

We can help you create a YouTube video that will appear in search results in all the major search engines.

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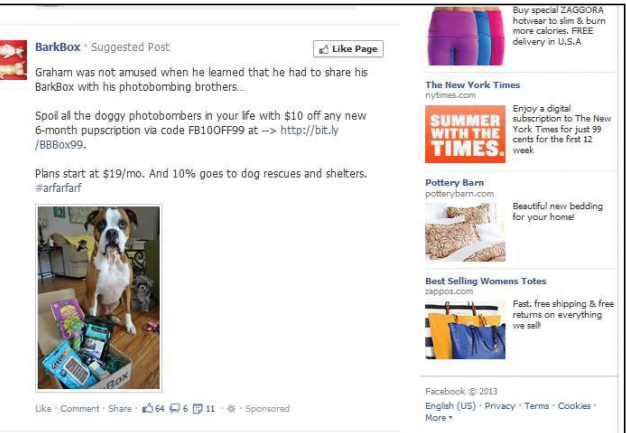
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SEO & SEM

SEO (Search Engine Optimization)

SEO improves your business’ presence on “organic” or free search results . Available at several rate levels to suit your needs, all packages include a video and landing page, custom URL and keyword/ geographic targeting to enhance your search ranking.

SEM (Search Engine Marketing)

Have our team of experts manage your SEM to increase your ranking in paid search results on Google, Yahoo & Bing. We will work within your ad budget and pace your campaign to ensure a consistent ad presence.

Advanced Audience Targeting

We can customize your campaign to just the right audience on a network of over 10,000 national sites, based on geo-graphic, demographic and online search behavior criteria.

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Reputation Management

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Curious about what’s being said about your business online? With Reputation Management, we collect every review, every tweet, every online mention of your business into one report for you.

PR Web

We can help you craft a message that Reaches your target audience instantly, boosts your online visibility and grabs the attention of more than 250,000 RSS subscribers and 30,000 opt-in journalists.

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