

# NCPS MARKETING

Print.  
Online.  
Social.

## North Carolina Press Services is your first call for all statewide buys – print and digital.

NCPS has everything you need for a successful, full circle, print and online marketing campaign. We can help you create and utilize a complete media mix to reach and im-pact your target market.

### Print

Print advertising in NC newspapers is a cost-effective solution that enables advertisers to reach large audiences on a small budget.

- 152 Daily and Weekly North Carolina Newspapers
- 2.1+Million circulation / 5.2+Million print readership
- Any size ad, any market
- Statewide placement at a fraction of the cost

### Digital

NCPS's digital display ads and email marketing campaigns give you the ability to pinpoint your target audience behaviorally, demographically, and geographically.

Digital campaigns are:

- Targeted: they reach the exact prospective customer you are looking for - no matter the device.
- Optimized: they are optimized 2-3 times each week, yielding 2-3 times the engagement.
- Branded: they tie the rest of your marketing efforts together and communicate your message.
- Measurable: see how often your ads and emails are seen or clicked on, or if they improved website traffic.

### Social Media

North Carolina Is the Most Social Media-Obsessed State. Researchers found that state residents looked up social media platforms more than 9 million times per month, amounting to 867.87 searches per 1,000 residents. Facebook had 6.12 million average monthly searches. Source: The News & Observer

- Run ads on mobile and desktop newsfeeds.
- Drive traffic and interactions to your social media & website.
- Track specific social actions with conversion pixels.
- Receive campaign reports featuring transparent data via your RPM Dashboard.

### Planning and Placement

Our experienced team works for you to make your job easier. One call gets you a single point of contact and a quote within 48 hours. You then place one order and receive one invoice.

