



reimagine >>>  
*main street*  
digitally forward thinking



Reimagine Main Street was created by the Observer-Reporter to help businesses take advantage of the amazing potential of online marketing. Quite literally, re-imagining the main streets of communities.

Physical business locations on main street used to be enough now customers no longer walk into a business without doing some sort of online research. Window displays have been replaced by websites. Google searches are the new way of getting customers through the door. E-commerce has overtaken brick + mortar.

We help businesses capture new potential customers through a variety of online opportunities — ultimately giving you increased exposure. From start to finish, our agency handles everything from building websites + search engine marketing, to social media management, text + email marketing, targeted online advertising + more.

Reimagine your business + get ready to meet the customers you have been missing.

**YOUR DIGITAL JOURNEY:** No matter where you are in your digital journey, we can build your presence from the ground up or take your current marketing campaign to the next level. Based on your needs + goals, we will build a strategic digital program + customized growth plan.

*Free digital health report at [reimaginemainstreet.com](http://reimaginemainstreet.com)*



## SOCIAL MEDIA MARKETING

We can use your social media profiles + social networks to market your products + services to your target audiences. Social media marketing provides companies with a way to reach new customers, engage with existing customers, + promote their desired culture, mission, or tone online. From Facebook + Instagram, to Pinterest, Twitter, Snapchat + beyond, social media marketing can be both strategic + social.



## TARGETED ONLINE ADVERTISING

Using online display + video advertising, our goal is to put you in front of customers who are actively searching for your products + services in various stages of the buying process. We actively search out new + existing customers that meet pre-determined criteria to best promote your business within your target regions.



## SEARCH ENGINE MARKETING

Be on top of your preferred search engine at the exact moment customers are searching for your products + services. Search engine marketing can help you increase online traffic, as well as increase the visibility of your business through strategic keywords.



## WEBSITE DESIGN + MANAGEMENT

Your website is often the first impression new customers get of your business — make sure it truly represents you + leads to a good user experience. It is important that your website is responsive across all digital devices, as well as is frequently updated to include your most important information. Want to revamp your website or start from scratch? Our team can bring your website dreams to life.



## SOCIAL MEDIA MANAGEMENT

We offer a 360 degree solution for your social media platforms. We will create + post custom content, foster engagement + conversation with new + existing followers + designate advertising dollars to help increase your page's overall reach. From Facebook + Instagram, to Twitter, Pinterest, TikTok + beyond, the social media world is constantly evolving — so your strategic + creative approach needs to as well.



## NATIVE ADVERTISING

Native advertising is a form of professional content marketing that places your branded content in front of interested audiences through online + print editorial streams. This gives your content an established platform to build engagement on — it also helps position you as the “industry expert” in your region.



## OVER THE TOP (OTT), CONNECTED TV (CTV) + PAY-PER-VIEW (PPV) ADVERTISING

Video + streaming services are quickly taking over the Internet — why not get in front of these users? We can serve your video ads to specific audiences — thus strategizing your digital ad spend. With platforms such as YouTube, Hulu, Roku + more, the possibilities are truly endless.



### EMAIL MARKETING + MANAGEMENT

Email marketing refers to the ability to “rent” email lists of consumers that meet certain targeted criteria + sending uniquely curated content directly to their inboxes. Email management refers to the ability to collect + grow an in-house, opt-in email marketing list in order to stay in front of your current + potential customers.



### REPUTATION MANAGEMENT

More than 90% of consumers read online reviews before visiting business + more than 88% trust online reviews as much as personal recommendations. You need to understand where your reviews are coming from, respond appropriately + drive engaging conversation to position you as a credible local business.



### TEXT MESSAGE MARKETING

Text message marketing starts with customers opting in to get updates about your business right on their phones. You then have a direct line of contact to keep the loyal followers coming back, as well as drive new followers to your location or website.



### BLOGGING

A blogging platform is a software or service that allows you to create, manage + publish content on the Internet in the form of a blog. Our team can help you create, edit + manage a blog that truly reflects your business, while helping increase your website’s organic reach.



### CREATIVE + DESIGN SERVICES

Having a standardize unique brand is a key component to clearly communicating your business’s messages. From logo creation + product design, to billboard + signage creation, our team will tackle any design project needed for your business. Bringing someone’s “image” to life is our specialty — let us help you find your brand while working on your online voice.



### GOOGLE VIRTUAL TOURS

From Google’s 360 degree VR Tours to Google Adwords, as a certified Google Partner, we can help you reach your target audience + maximize your digital strategy. This interactive experience allows new + existing customers to virtually see your business prior to visiting. Our Google certified photographer creates an online experience for people looking to learn more about your business.



### O-R, HS + ALMANAC ONLINE ADVERTISING

Blanketing Washington, Greene, Fayette + southern Allegheny Counties, our online readership is more than 90% local. Our websites offer unique online advertising opportunities with digital ads, homepage banners, email + section sponsorships, + interactive user experiences.



@ReimagineMainSt



@reimaginemaintreet



@reimaginemaintreet



/ReimagineMainStreet



724.206.2310



info@reimaginemainstreet.com



122 South Main Street  
Washington, PA 15301



reimaginemainstreet.com

We can use your social media profiles + social networks to market your products + services to your target audiences. Social media marketing provides companies with a way to reach new customers, engage with existing customers, + promote their desired culture, mission, or tone online. From Facebook + Instagram, to Pinterest, Twitter, Snapchat + beyond, social media marketing can be both strategic + social.

## HOW IT WORKS

- Show what your business has to offer to potential customers while they scroll through their favorite social media platforms.
- Target potential + returning customers based on geographic + demographic information, as well as online behaviors.

## RATES

Starting at **\$300** / month\*

\*Cost varies on size of industry, target region, audience, competition + reach total.



**2021 NEW YEAR  
NEW SAVINGS**  
ON AUTOMATIC COVERS & LOOPLOCS

**DEL SUPPO  
POOLS**

**2020\*  
best  
FIRST PLACE**  
Observers Register

**2020\*  
best  
FIRST PLACE**  
Observers Register

**3% Cash Back on  
Debit Card Purchases\***  
When you have a  
**CHROME Kasasa®**  
Cash Back Checking Account

**CHROME**  
FEDERAL CREDIT UNION

**OPEN AN ACCOUNT**

\*When simple qualifications are met

**NCUA**

**OCTOBER  
IS FIRE PREVENTION MONTH**

- ✓ RESIDENTIAL ELECTRICAL SERVICE CHECK: \$99
- ✓ WHOLE HOUSE SURGE PROTECTION SPECIAL
- ✓ FREE SMOKE DETECTOR WHEN SCHEDULING A SERVICE CALL

**SE SCHULTZ  
ELECTRIC**  
Residential • Commercial • Industrial  
Service your community for over 40 years!

**SE SCHULTZ  
ELECTRIC**  
Residential • Commercial • Industrial  
Service your community for over 40 years!

**First time  
home buyer?**

Save money  
with a home &  
auto bundle.

STATE FARM® INSURANCE AGENT  
**Megan Chicone**  
**State Farm**

**Contact me  
TODAY!**

**PROTECT YOUR FAMILY  
FROM THE FLU OR COLDS  
LET US CLEAN YOUR HOME!**

**GET A FREE QUOTE**

**SAFETY  
TOP  
PRIORITY**

**MAID  
with care**

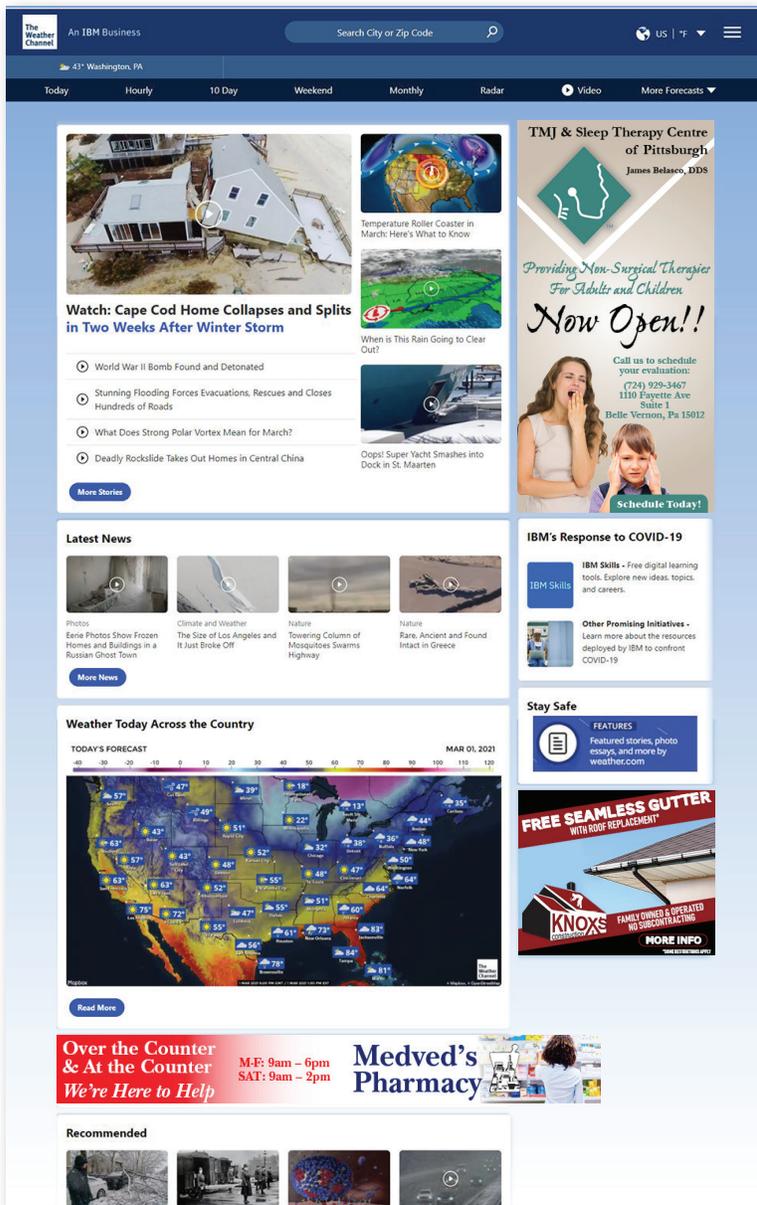
**SEXUAL VIOLENCE  
DOESN'T  
DISCRIMINATE  
BY GENDER**

Neither do we.  
We see you. We believe you. We are here for you.

**SPHS** CARE Center  
STTARS Program

**CLICK FOR MORE INFO**

Paid for with Pennsylvania Tax Dollars. Campaign created by Fatality Facts.



Using online display + video advertising, our goal is to put you in front of customers who are actively searching for your products + services in various stages of the buying process. We actively search out new + existing customers that meet pre-determined criteria to best promote your business within your target regions.

## HOW IT WORKS

- We create user profiles based on past search, purchase history + online behaviors to match your products + services with the right people at the right time.
- Target potential + returning customers based on geographic + demographic information.
- Display what products + services your business has to offer to customers at different stages of the buying process.

## RATES

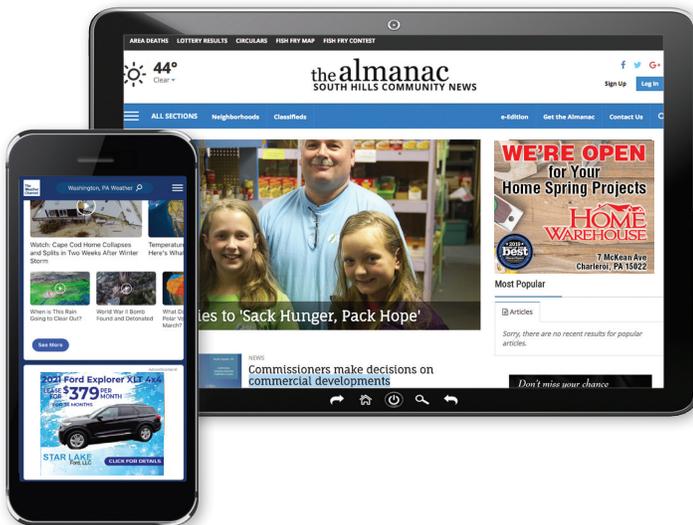
25,000 impressions <b>\$300</b> / month	75,000 impressions <b>\$575</b> / month
--	--

50,000 impressions <b>\$450</b> / month	100,000 impressions <b>\$625</b> / month
--	---

*\*Cost varies on size of industry, target region, custom audience, competition + reach total.*

*\*Campaign duration is typically 30 days; however custom campaigns are available upon request.*

*\*Geofence campaigns available upon request.*



Be on top of your preferred search engine at the exact moment customers are searching for your products + services. Search engine marketing can help you increase online traffic, as well as increase the visibility of your business through strategic keywords.

## HOW IT WORKS

- Catch people when they are specifically in the market for your products + services.
- Show potential + returning customers your services + products the moment they are searching for them.
- Recapture those who have been previously interested in your products, services + business.

## TARGETING OPPORTUNITIES

- Multiple Ad functions + Text Ads that appeal to various groups
- Click-to-call on Mobile
- Conquesting
  - Targets Competitors by Name
- Focus on Quality Score
- Site Links + Extensions
  - Call Outs, Phone, Snippets
- Bid Adjustment
  - Day, Time, Location, Keyword, Etc.
- Site Remarketing

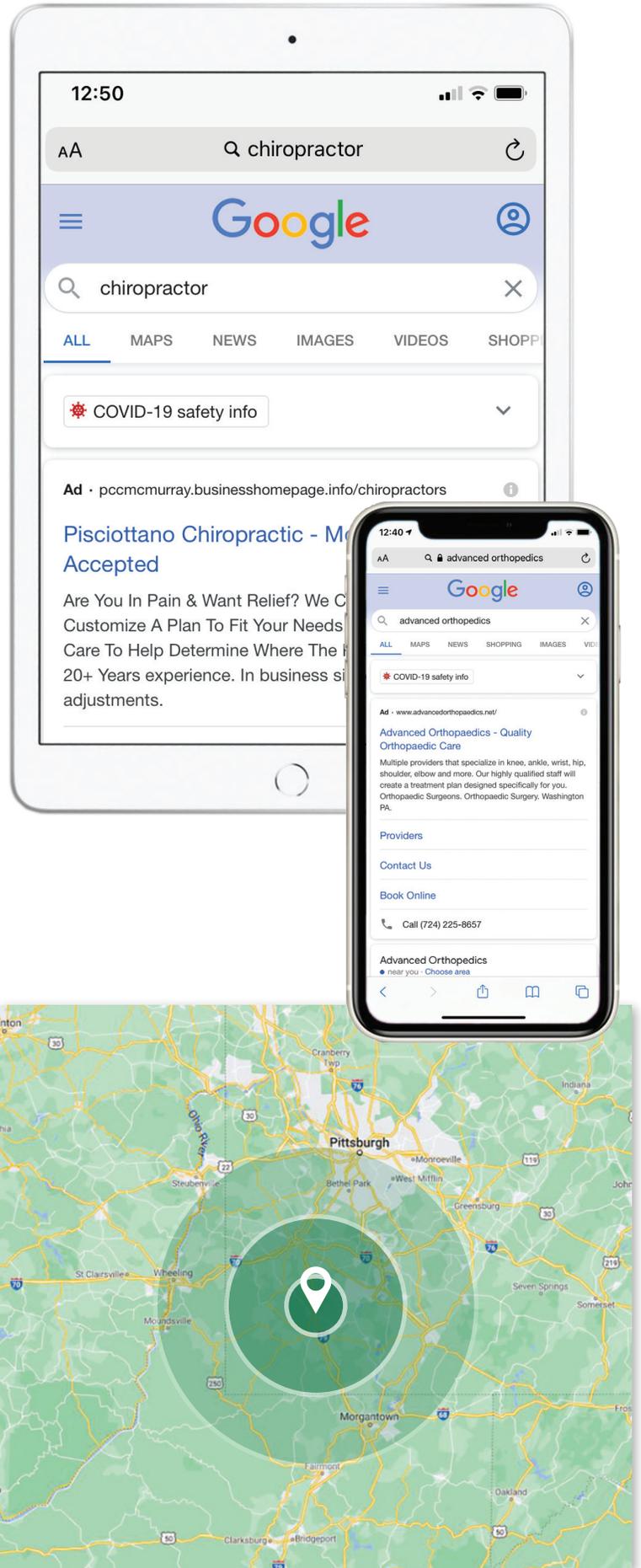
Ads can appear on Google\*, Yahoo, Bing + other search platforms.

\* Google owns more than 87% of search.

## RATES

Starting at **\$300** / month\*

\*Cost varies on size of industry, target region, audience, competition + reach total.





Your website is often the first impression new customers get of your business — make sure it truly represents you + leads to a good user experience. It is important that your website is responsive across all digital devices, as well as is frequently updated to include your most important information. Want to revamp your website or start from scratch? Our team can bring your website dreams to life.

## PROGRAM INCLUDES:

- Responsive, mobile-friendly site
- Site indexed to Google
- Custom curated content
- Stock Photos to enhance design
- Google Analytics installed + monthly report

## WEBSITE ON STEROIDS\*

Any website build with RMS has the opportunity to launch their new site to potential + returning customers with discounted targeted + observer-reporter.com, thealmanac.net or heraldstandard.com impressions.

50k impressions	75k impressions	100k impressions
<b>\$400</b> / month	<b>\$575</b> / month	<b>\$800</b> / month

\*add on available for 3 months post web build.

## RESPONSIVE WEBSITE DESIGN RATES

20-Page Website <b>\$6,000</b> set-up	15-Page Website <b>\$4,500</b> set-up
10-Page Website <b>\$3,000</b> set-up	5-Page Website <b>\$1,500</b> set-up
3-Page Website <b>\$900</b> set-up	1-Page Website <b>\$600</b> set-up

*Custom Websites available upon request.*

## RESPONSIVE WEBSITE MANAGEMENT RATES:

\$125 per month	Domain, SSL, Hosting, Website Theme Management, 5 Monthly Updates Included
-----------------	--



We offer a 360 degree solution for your social media platforms. We will create + post custom content, foster engagement + conversation with new + existing followers + designate advertising dollars to help increase your page's overall reach. From Facebook + Instagram, to Twitter, Pinterest, TikTok + beyond, the social media world is constantly evolving — so does your strategic + creative approach.

## SOCIAL MEDIA MANAGEMENT PACKAGE\*

**\$400** per month w/ auto renew\*\*

### Package includes

- Profile set-up + design
- Content engagement strategy plan
- Content creation, schedule + distribution
- Fan commentary + message management
- Following of related people + businesses
- Audience building program — \$100 in social media advertising budget per month

## SOCIAL MEDIA SETUP + DESIGN

**\$150** per platform

### Package includes

- Profile set-up + design
- Custom header design

## PLATFORMS MAY INCLUDE

- Facebook
- Instagram
- Twitter
- Pinterest
- Google
- Snapchat
- TikTok
- YouTube

*\* Other social media platforms can be added for \$150 each per month*

*\*\*Social media management requires a 30-day cancellation with auto renew.*





Video + streaming services are quickly taking over the Internet — why not get in front of these users? We can serve your video ads to specific audiences — thus strategizing your digital ad spend. With platforms such as YouTube, Hulu, Roku + more, the possibilities are truly endless.

## HOW IT WORKS

- Using targeted online video advertising, you tell us who your ideal customer is + we will help get your message in front of the right people at the right time
- Using targeting information such as geographic + demographic information, as well as past search, purchase history + online behaviors, we serve video ads through various networks.
- Networks + platforms include (but are not limited to): YouTube, AppleTV, Roku, Hulu, ESPN+, Fire TV, Chromecast.

## RATES

1,000 views	6,000 views
<b>\$300</b>	<b>\$1,800</b>
2,500 views	10,000 views
<b>\$750</b>	<b>\$3,000</b>

**OVER THE TOP (OTT), CONNECTED TV (CTV)  
+ PAY-PER-VIEW (PPV) ADVERTISING**



## EMAIL MARKETING

Email marketing refers to the ability to “rent” email lists of consumers that meet certain targeted criteria + sending uniquely curated content directly to their inboxes.

### Target Geography

- Target by radius or zip codes + cities

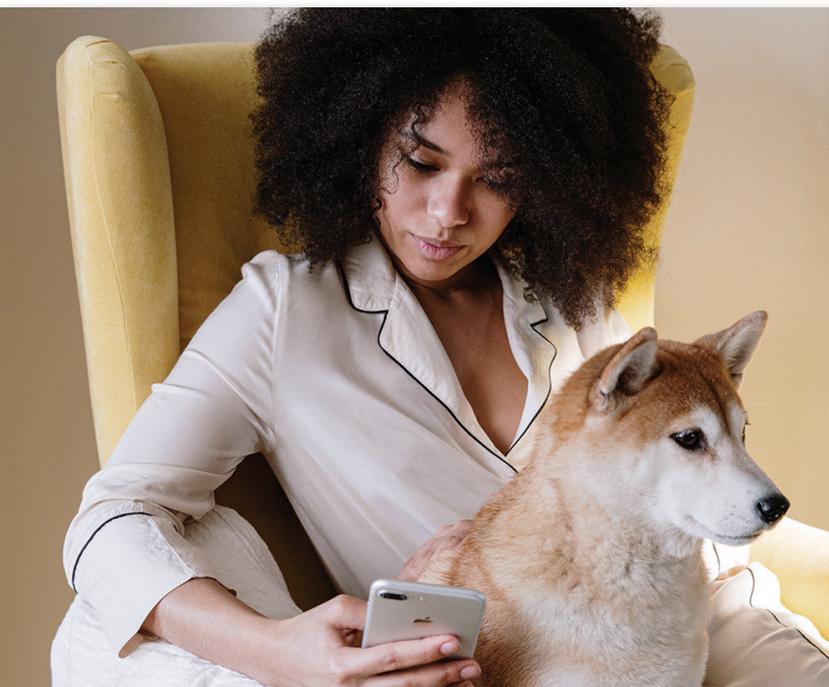
### Target Demographics

- Target potential customers by age, income, gender, length of residence + more

### Target Behaviors

- Target individuals by interests, purchase intent, purchase history + more

**Targeted. Measurable. Scalable.**



## RATES PER Eblast

30,000*	75,000	150,000
<b>\$750</b>	<b>\$1,550</b>	<b>\$2,950</b>
50,000	100,000	200,000
<b>\$1,150</b>	<b>\$2,000</b>	<b>\$3,600</b>

*\*Minimum charge (\$700) is for 30,000 emails + does not include professional HTML design. HTML email design is \$250.*

*Additional campaigns with more than 200,000 emails available.*

## MEASUREMENT

We will provide a detailed report on the 8th day after your campaign. It will provide your open rate + click rate for each embedded link.

We guarantee a minimum open rate of 8% + click rate of 1%, but anticipate better results.

## EMAIL MANAGEMENT

Email management refers to the ability to collect + grow an in-house, opt-in email marketing list in order to stay in front of your current + potential customers.



## RATES PER MONTH

includes blasts / month

less than 5,000 emails	less than 15,000 emails
<b>\$500</b>	<b>\$1,250</b>
less than 10,000 emails	less than 20,000 emails
<b>\$900</b>	<b>\$1,650</b>

*\*Custom plans for 20,000+ emails available.*

More than 90% of consumers read online reviews before visiting business + more than 88% trust online reviews as much as personal recommendations. You need to understand where your reviews are coming from, respond appropriately + drive engaging conversation to position you as a credible local business.

## REPUTATION MANAGEMENT

**\$300** / month

This package provides you access to our reputation management software, with a dashboard completely customized to your business.

This package also includes our team responding to **ALL** reviews for your business.

After your custom dashboard is setup, we are available to provide ongoing support as needed.

- Personalized Review Responses on Google, Yelp, Facebook + more.
- Built-in Review Generation to encourage more guest feedback.
- Ongoing monitoring of the online conversation about your business.
- Customer service that is available to help ensure your business succeeds.

## GOOGLE + DIRECTORY LISTINGS

A business directory is an online list of businesses within a particular niche, location or category. One way local businesses can be found online by searchers is through business directories.

Having consistency with how your name, address + phone appear can help your business appear organically more often, as well as assist with your branding.

- Corrections to incorrect + inconsistent business listings
- Creation + submission to new + applicable local + national directories

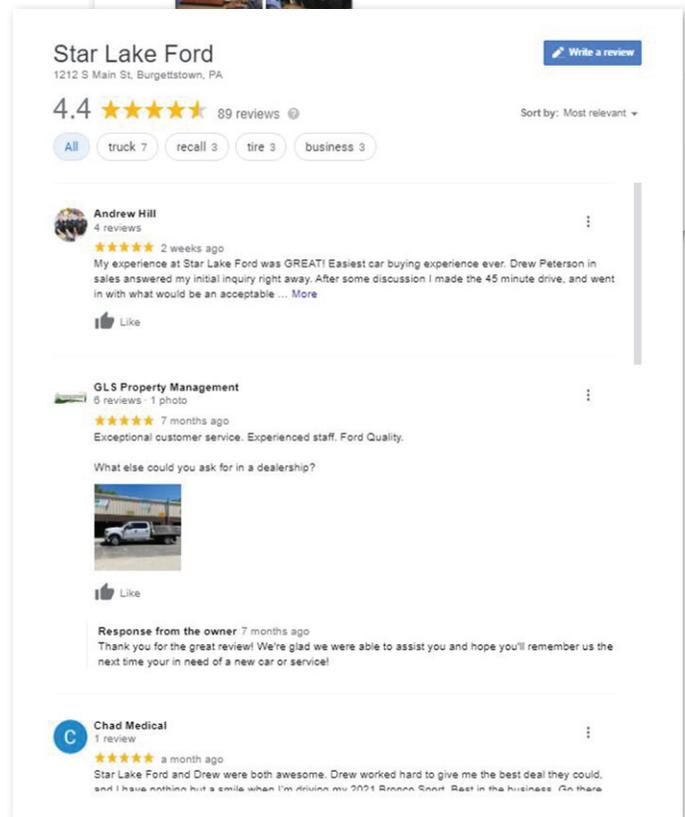
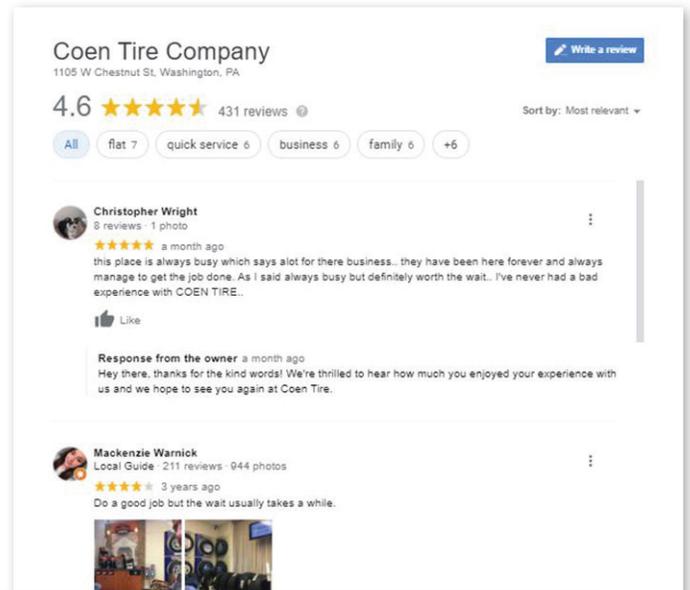
### Directory Listings

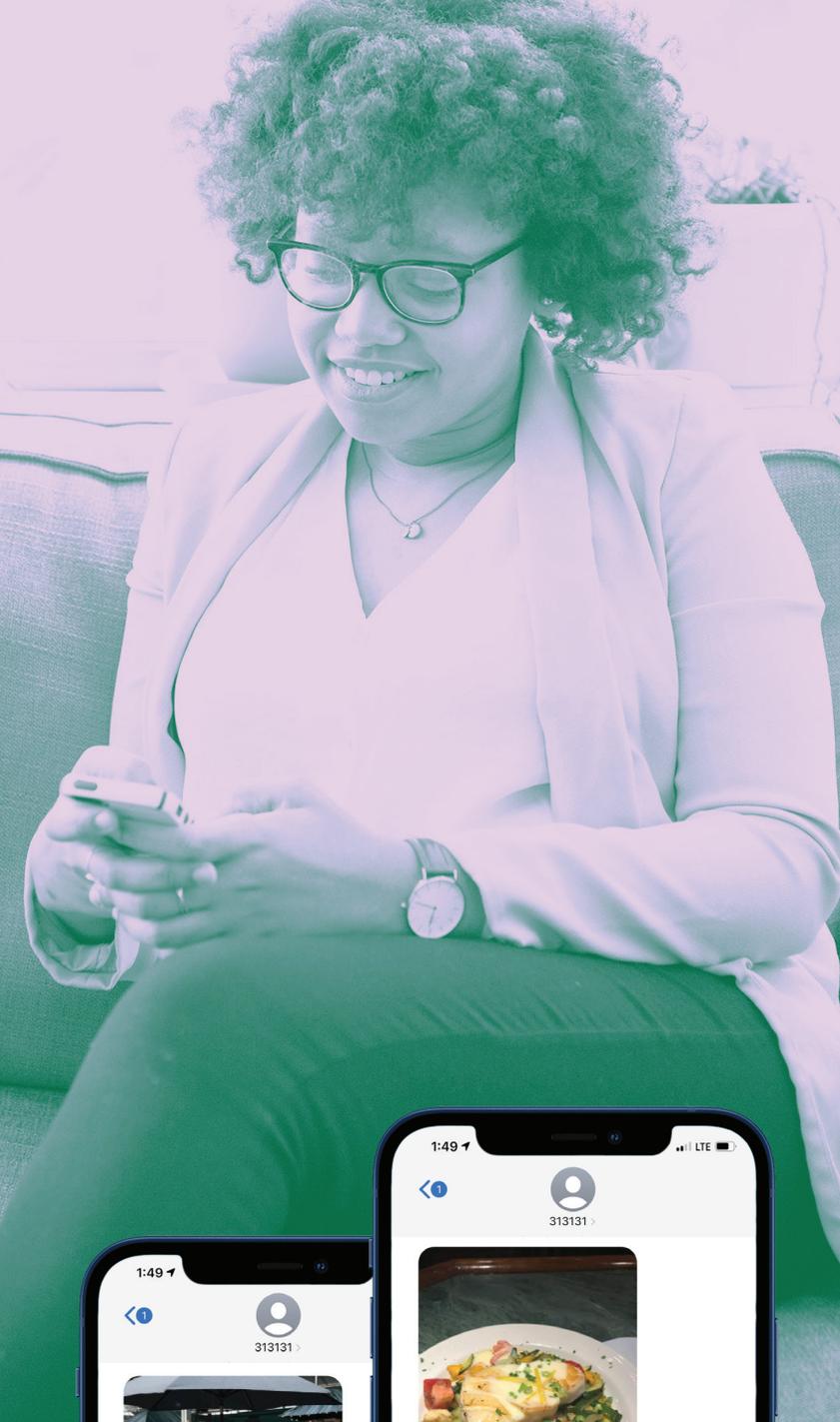
Google or Yelp listing creation + claiming

**\$150** / each

### Directory Submission + Clean-up

10 listings	50 listings
<b>\$150</b>	<b>\$525</b>
20 listings	100 listings
<b>\$275</b>	<b>\$1,000</b>





Text message marketing starts with customers opting in to get updates about your business right on their phones. You then have a direct line of contact to keep the loyal followers coming back, as well as drive new followers to your location or website.

## HOW IT WORKS:

1. Choose a custom keyword\* and promote it to your customers
2. Customers subscribe to your campaign by texting keyword to 313131
3. Customers **receive** mobile offers
4. Customers **redeem** mobile offers

*\*Custom keyword can be as short as two letters and are subject to availability.*

*Want to see it in action? Text ezpromos to 313131*

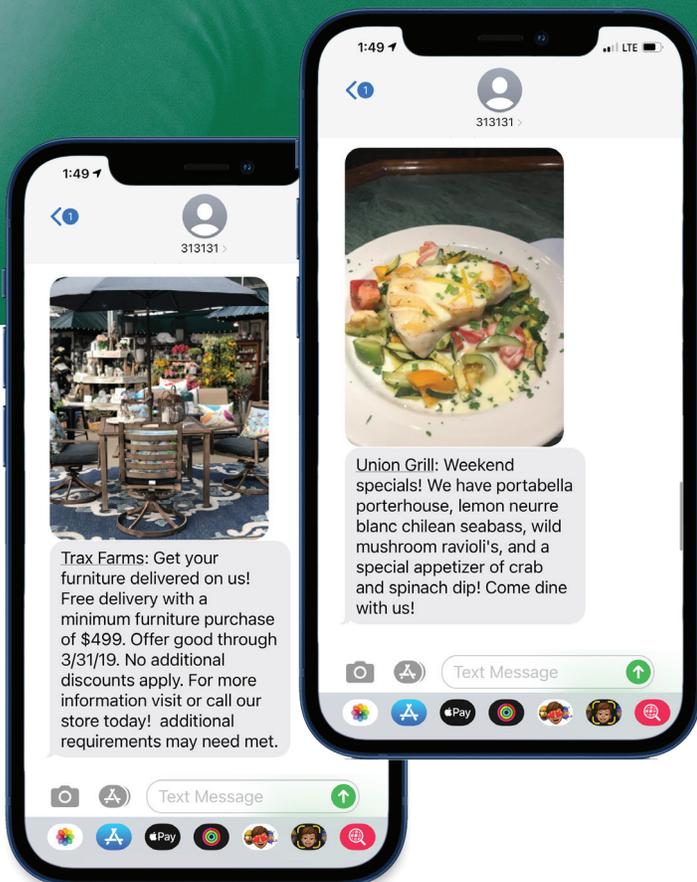
## TEXT MARKETING FEATURES

- 97% open rates
- Personal
- Permission based (opt-in)
- Cost effective
- Immediate
- Highly targeted
- Time sensitive
- Environmentally friendly

## RATES

Up to 999 messages / month <b>\$300</b> / month	2,000 to 3,999 messages / month <b>\$575</b> / month
1,000 to 1,999 messages / month <b>\$425</b> / month	4,000 to 5,999 messages / month <b>\$775</b> / month

*No contract required. Pricing includes one keyword. Additional keywords can be purchased for \$100 each.*



# TEXT MESSAGE MARKETING

A blogging platform is a software or service that allows you to create, manage + publish content on the Internet in the form of a blog. Our team can help you create, edit + manage a blog that truly reflects your business, while helping increase your website's organic reach.

## HOW IT WORKS

- Custom, curated content for your business + industry.
- Professionally written piece that includes up to 7 hyperlinks to help boost your website SEO.

## RATES

**\$250** / blog\*

*\*Discounts may apply if a frequency is purchased.*



*The*  
**TWELVE DAYS**  
*OF*  
**CHRISTMAS**  
*Sale*  
**NOV 28 - DEC 14**

**DEL SUPPO POOLS** **Tri-State Pool Covers**

**DELSUPPOPOOLS.COM** **TRISTATEPOOLCOVERS.COM**  
**724-379-5066** **877-317-POOL**

Having a standardize unique brand is a key component to clearly communicating your business's messages. From logo creation + product design, to billboard + signage creation, our team will tackle any design project needed for your business. Bringing someone's "image" to life is our specialty — let us help you find your brand while working on your online voice.

## RATES

**Annual Report**

**\$1,250** Up to 15 pages

**Logo Design**

**\$300** Includes 5 options

**Billboard Design**

**\$2,500** Includes 2 options

**Flyers/Posters/Business Cards**

**\$250** Includes 2 options

**Additional Services**

Quotes available upon request

*May your days be merry & bright*

Tri-State Pool Covers DEL SUPPO POOLS

blueprints  
break barriers • build futures  
powered by community action

2019..2020  
**ANNUAL REPORT**

GREATER PITTSBURGH SOUTH HILLS  
**FOOD TRUCK festival**

CORKS & KEGS 2020  
ENTERTAINMENT • CRAFT BEER • WINE • FOOD

**kidsFEST**

**WE CAN HELP**

**FORECLOSURE ASSISTANCE** **CREDIT REPAIR** **HOME PURCHASE ASSISTANCE**

blueprints  
break barriers • build futures  
powered by community action

**Home Ownership Center**  
Services are Free of Charge

**877.814.0788** **MYBLUEPRINTS.ORG**

From Google's 360 degree VR Tours to Google Adwords, as a certified Google Partner, we can help you reach your target audience + maximize your digital strategy. This interactive experience allows new + existing customers to virtually see your business prior to visiting. Our Google certified photographer creates an online experience for people looking to learn more about your business.

## BENEFITS OF GOOGLE TOURS

- Invite customers inside to experience the ambiance and decor of your business to entice them to come visit in-person.
- Add premium imagery to your presence in Google Search results, Google Maps + Google+.
- Customers can see Google Business View Tours on their computers, smartphones + tablets.
- Google Virtual Tours can be embedded onto websites + Facebook pages.
- Includes 10 still professional photos of your business

## RATES

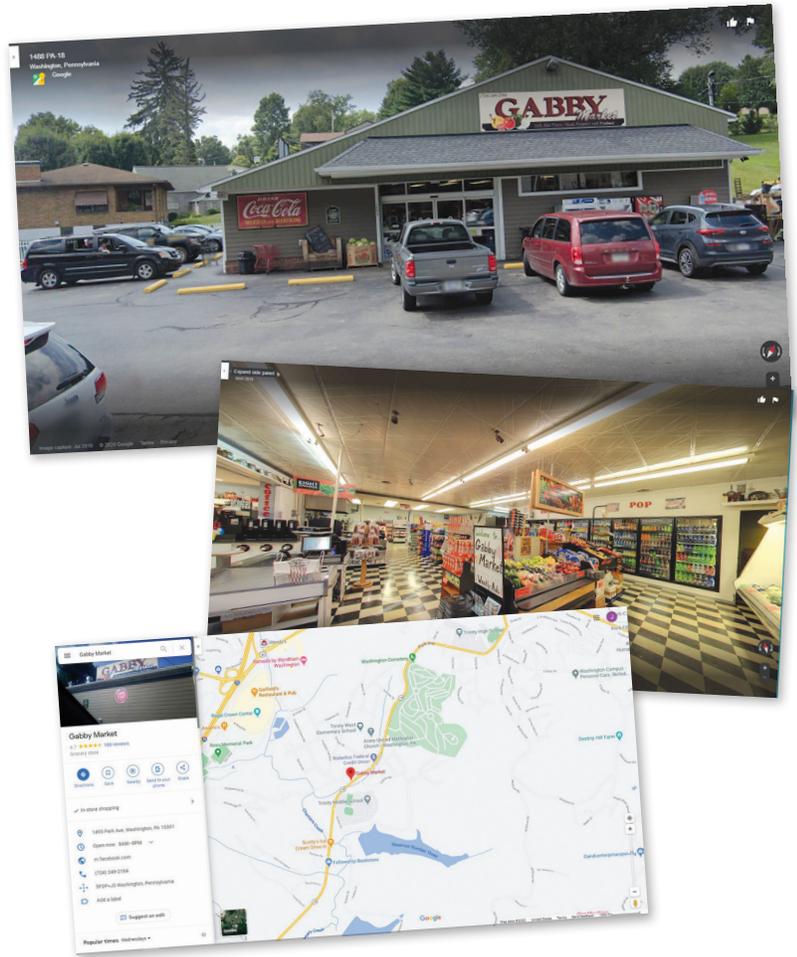
**\$100** per spin (estimate 2 spins per room)

### Google Tour Overlay

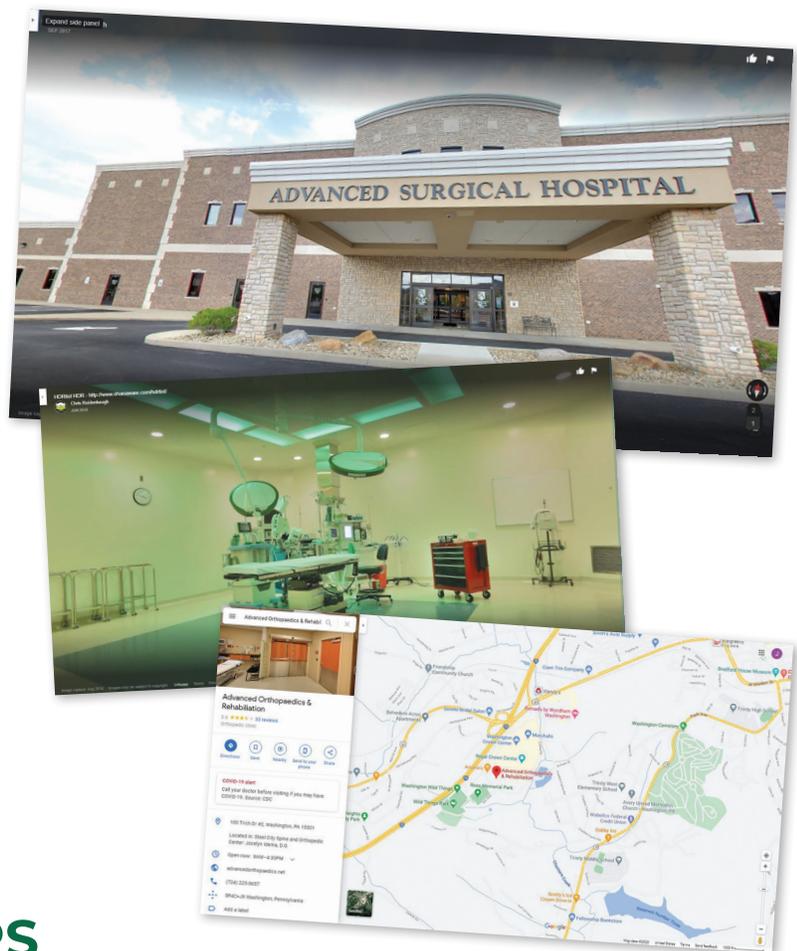
Text overlay on your virtual tour that provides info on your business.

**\$150** / month

*\* Google Tour quotes are customized for each business.*



A premium quality, 360° virtual tour of your business powered by Street View technology. It's simple, fast + affordable.



with Google

# G GOOGLE VIRTUAL TOURS



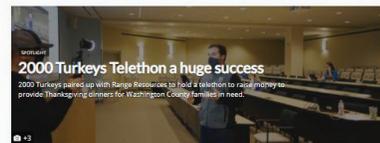
1200x42



1200x400



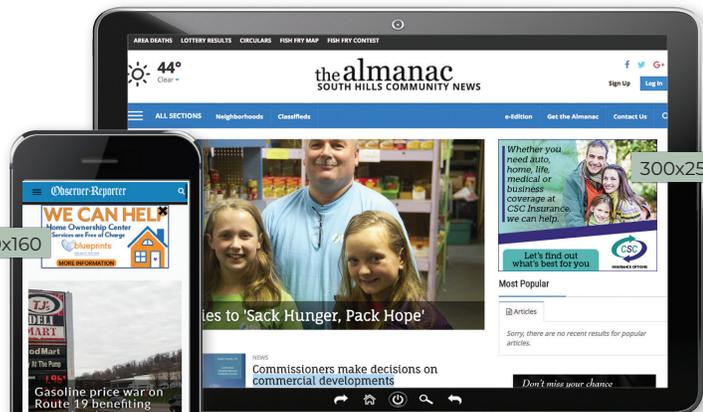
300x600



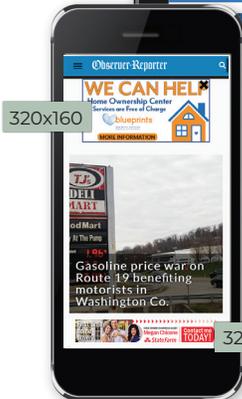
Sponsorship



728x90



300x250



320x160

320x50

Blanketing Washington, Greene, Fayette + southern Allegheny Counties, our online readership is more than 90% local. Our websites offer unique online advertising opportunities with digital ads, homepage banners, email + section sponsorships, + interactive user experiences.

## HOMEPAGE BANNER

Ad sizes include:

- 1200x42 desktop
- 1200x400 desktop expanded
- 320x42 tablet
- 320x160 tablet expanded

\$299/Day

## RUN OF SITE IMPRESSIONS

\$10 CPM | Ad sizes include:

- 300x250 universal
- 320x50 mobile
- 728x90 desktop
- 300x600 desktop

25,000 impressions  
**\$250**

50,000 impressions  
**\$500**

75,000 impressions  
**\$750**

100,000 impressions  
**\$1,000**

Additional impression packages available upon request.

## OR, HS + ALMANAC ONLINE + EMAIL SPONSORSHIPS

\$350/MONTH + UP

Options include, but not limited to:

- App
- e-Edition
- Obituaries
- Community News
- Weather
- Police Beat
- Lottery
- Steelers News
- Daily Poll
- Podcasts
- Video
- OR Online
- Sports Update
- Email News

\*Please inquire about specific email sponsorship opportunities.

### Dimensions

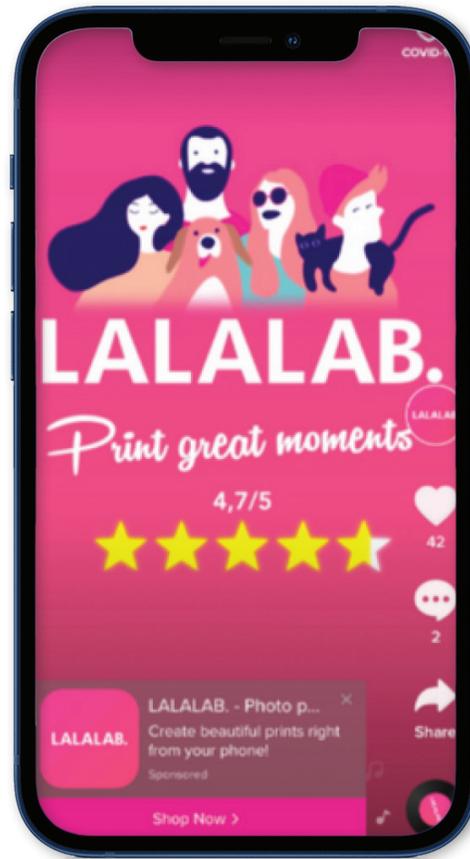
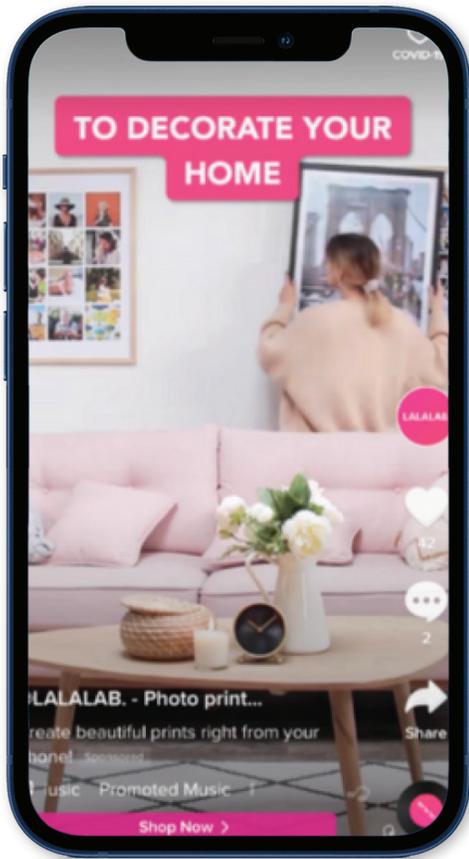
All dimensions are listed in pixels as the width x height.

### Formats

JPG, GIF, and PNG formats are accepted. A click thru URL should be included with each ad.

### Resolution

All files should be 72 dpi and in RGB mode. Files should be not exceed 200KB.



We can deliver ads to a targeted group of users on the globally popular app — Tik Tok. These type of video + text ads provides companies with a way to reach neneu customers, engage with existing customers, + promote their desired culture, mission, or tone online.

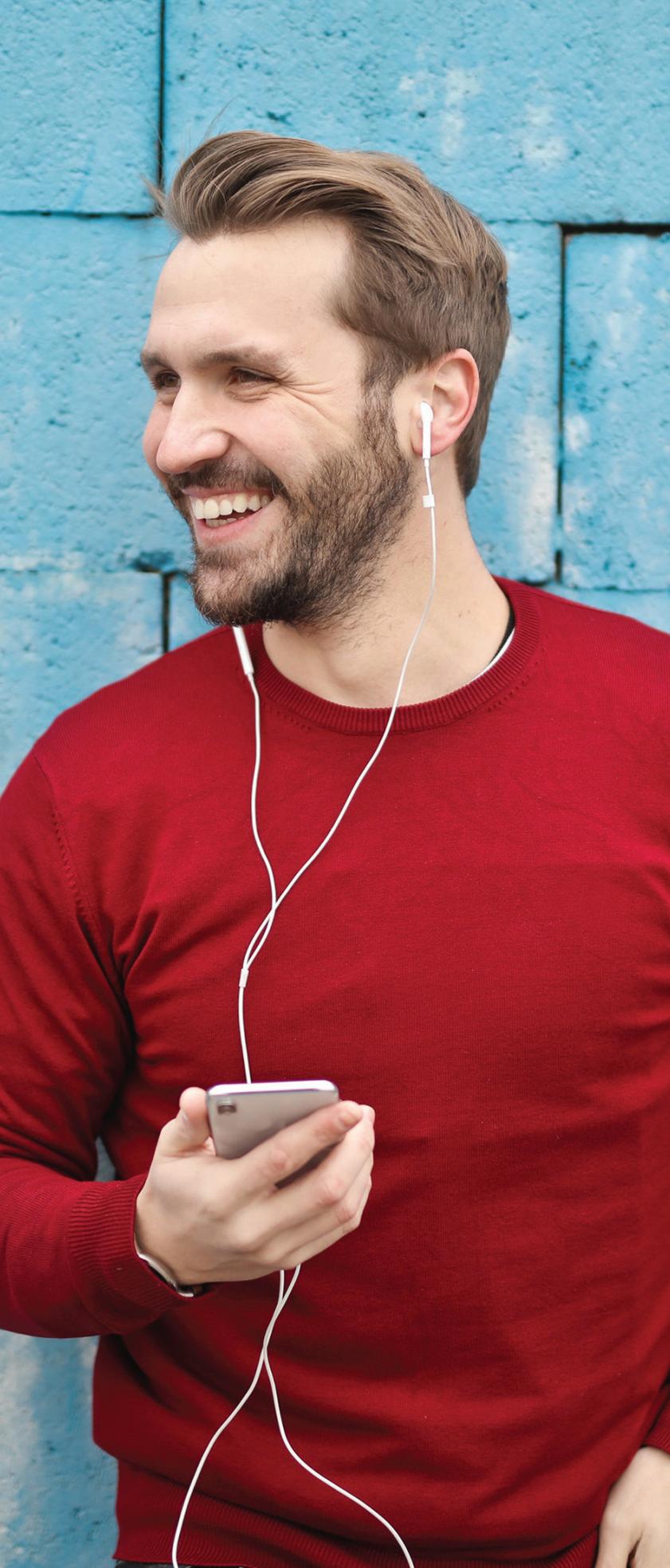
## HOW IT WORKS

- Show what your business has to offer to potential customers through video advertisements as they scroll through the globally popular app
- Target potential + returning customers based on interests, online behaviors, demographic + geographic information\*
- All ads served on mobile devices, will link to the advertisers website + include a video advertisement, business's logo, company name + up to 100 characters of text

\* Age range for Tik Tok ads is 13-65+

## RATES

1,000 views <b>\$300</b>	6,000 views <b>\$1,800</b>
2,500 views <b>\$750</b>	10,000 views <b>\$3,000</b>



Capture the attention of your target audience members by projecting your message directly through their headphones + speakers.

Streaming audio is the top activity for time spent online over social media, online games + online video. The ideal time to implement streaming radio would be when the advertiser is looking to raise awareness, communicate a more in-depth message + increase their overall media presence. These ads may be :15 second or :30 second spots + some may also include a digital companion ad.

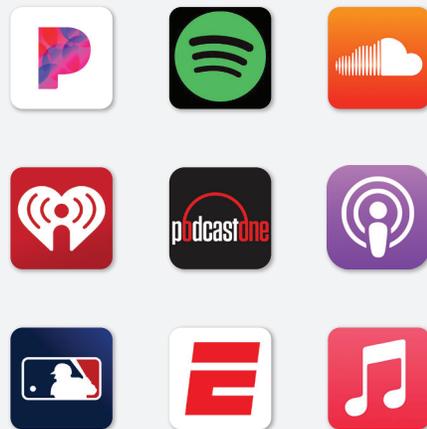
## HOW IT WORKS

- Audio ads target consumers when they may not be actively looking at a screen.
- Audio ads include satellite radio, streaming music services + podcasts.
- Audio ads can be targeted based on geographic + demographic information, as well as online behaviors + interests.
- Ads can be :15 second or :30 seconds + some may include a companion 300x250 ad that is clickable to a website or landing page.

## RATES\*

500 plays <b>\$900</b>	1,000 plays <b>\$1,300</b>
1,250 plays <b>\$1,450</b>	1,500 plays <b>\$1,625</b>

\* Campaigns with additional plays are available upon request.  
\*\* Recording, editing + creation of radio spot is an additional \$150.



**STREAMING AUDIO** 11