



Local Online Advertising: the New Paradigm

Are you leaving Internet advertising revenue on the table?

Studies show that the majority of consumers are researching items online before making offline purchases. As a result, local online advertising has exploded into a multi-billion dollar opportunity.

Banner ads were just the tip of this iceberg. Media pundits from Ad Age to Borrell are predicting a 30 percent decline in banner advertising over the next five years. Why just sell a banner when you can be selling so much more? Local Thunder, an online advertising pioneer, can help you create, sell and maintain an Internet marketplace with immediate and long-term revenue potential.

Declining revenues from traditional channels will continue to affect newspapers and broadcasters for the foreseeable future. However, you are uniquely positioned to realign ad sales with shifting consumer habits. Give consumers the rich content they seek online and give advertisers a new way to connect with paying customers. Early adopters are cashing in now.

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How It Works



Local Thunder advertising sites can be custom branded to your existing look and feel, or designed with a fresh new look. It's all up to you. Typical home page components include featured offers, personalized greetings, messaging capabilities, and a categorized list of advertisers.

How It Works: Rich-Content for Advertisers



The Local Thunder customer service team provides full support to advertisers whenever they wish to refresh their Showcases. Those who prefer to do it themselves can easily update content using our Ad/Gen® Showcase builder software.

Your Branding. Our Internet Expertise.

Your media outlet has invaluable branded equity within your community. You've earned the trust of your audience. If you build an Internet marketplace populated with local advertisers, they will come. And you don't need a big IT department to maintain your advertising site. We'll do it for you.

Unlike Internet directories and do-it-yourself options that are unable to support claims of easy income, the Local Thunder platform offers real revenue potential. This rich content forum allows your sales force to utilize the consultative skills that have already proven successful in selling your traditional media.

Local Thunder's turnkey Internet advertising platform includes:

- Website design, activation, and 24/7 hosting, customer support and maintenance
- Sales training and ongoing support
- Rich-content advertising maintained by Local Thunder
- Ad/Gen® Showcase builder (page design)
- Safe/Gen® technology (electronic gift certificates)
- Support for audio and video content
- Ability to segment advertisers by geography (geo-targeting)
- Opt-in membership program with bi-weekly email blasts
- Ongoing technology and feature upgrades

Your Internet marketplace site can be up and running in as little as eight weeks. The Local Thunder design team will work with you to establish a brand identity. We'll provide product sales training, as well as sales tools that make the benefit of rich features crystal clear to advertisers. We'll help you increase consumer traffic and grow your advertiser base every month—to keep your ROI increasing each quarter.

How It Works: e-commerce



Using our proprietary Safe/Gen® e-commerce technology, local consumers can shop for discounted electronic gift certificates from your advertisers, which you monetize as new Internet revenue.

Your customers are looking for new and interactive ways to reach consumers. Consumers are looking for local information. Local Thunder helps you connect the two. It's a new model: advertising as content. And it's creating a new revenue center for media outlets across the country.

Localizing the World Wide Web

The **buy local** movement is in high gear. And consumers always appreciate new ways to make informed purchasing decisions. With an Internet marketplace powered by Local Thunder, you will be filling a local void, providing retailer information that consumers are eager to find.

Visitors to your stand-alone advertising site are not looking for news, weather or sports; they are self-qualified shoppers, in search of information and discounts. Our e-commerce component allows shoppers to purchase advertiser gift certificates at a discounted price and receive them via email within seconds of a secure transaction. Approximately three quarters of all members opt-in to receive bi-weekly emails.

Media outlets that have already diversified through Local Thunder have experienced a turnaround in negative trends and are enjoying incremental growth every month. Continued growth is assured, as consumers become increasingly reliant on the Internet for information, local shopping opportunities and discounts. Even if the size of your current team is insufficient to take on Internet advertising sales, Local Thunder can give you a boost. Ask us about creating a scaled-down custom program to meet your needs.

How It Works: Opt-in Email Marketing Campaigns



Local Thunder allows your customers to market to qualified consumers who have opted-in to receive regular email updates. These email blasts can add new inventory and incremental online revenue to your company's bottom line. Seamless consumer sweepstakes and surveying tools foster 1-on-1 conversations between your company, your advertisers, and your local consumers.

Become a Local Thunder Success Story

Across the country, media outlets are redefining themselves with the help of Local Thunder. We'd love to show you how it's working for them—and how it can work for you. If our Internet marketplace platform feels like it might be a good fit and you'd like a customized demonstration, email Local Thunder Sales at sales@localthunder.com or call 1-866-781-9360.

About Local Thunder

Local Thunder, headquartered in Portland, Maine, offers innovative Internet solutions to help local media outlets leverage strong offline brands with online revenue. The Local Thunder team is comprised of experienced media, IT and marketing professionals. Our proprietary technology and results-oriented tools are designed to help you succeed now and in the future. Our unparalleled customer service department is dedicated to supporting you every step of the way.

It's a win-win-win: for your advertisers,
your customers, and your bottom line.

For a demonstration of the Local Thunder online advertising platform,
contact us at sales@localthunder.com or call 1-866-781-9360.

We'll show you how to put your local advantage to work.



We create the showcase. You collect the revenue.

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