



HARRISBURG REGIONAL  
CHAMBER & CREDC.



**ABC27 Interactive has partnered with the Harrisburg Regional Chamber to offer you a 10% discount on ABC27 Interactive campaigns!**

ABC27.com is Central PA's trusted online news, weather and community resource and has the market penetration to get your business in front of your target audience all within your budget. Below are just some of the programs offered for a successful, stellar campaign.

#### **TARGETED DISPLAY ADVERTISING**

Targeting sections, time frames and/or geographical locations is a great way to ensure that your message is placed alongside relevant editorial content and targeted to active readers looking for trusted local information.

#### **VIDEO ADVERTISING**

Deliver your message to a captive audience by placing your Pre-Roll ad in front of loyal viewers eager to watch our online video news stories delivered by the abc27 news team.

#### **ABC27 NEWS AND WEATHER EMAIL PROGRAMS**

Readers who want their top local headlines and/or weather forecasts delivered directly to their inboxes can choose to receive the abc27 eNewsblast daily and/or abc27 eWeatherblast every day. Reserve in advance for this! Sponsorship books quickly!

#### **CUSTOMIZED EBLASTS**

Share your promotional offers, open houses and events with the community! Your message will make an impact with a customized stylish email, delivered to potential consumers who have elected to receive your offer and may be more likely to take advantage of it.

#### **HIGH IMPACT & RICH MEDIA**

Get maximum visibility and increase awareness! Works great for event marketing or part of an overall branding campaign.

#### **SEASONAL COMMUNITY SECTIONS**

Share your business and all that you have to offer in the highly sought after and frequently visited Seasonal Sections that appear on abc27.com throughout the year. They include a robust package at a very economical investment.

- Summer Fun Guide – launches May 15
- Fall Fun Guide – launches September 15
- Holiday Fun Guide – launches November 1
- A New You for the New Year – launches December 15



#### **CONTESTS**

Increase awareness of your event, product or service while building a qualified opt-in email list with an abc27.com online contest. Also includes an online ad campaign.

#### **MOBILE**

Our mobile channels allow advertisers to make instant connections with a powerful audience even when they are on the go!

**For more information, contact Melissa Spohn today at [mospohn@abc27.com](mailto:mospohn@abc27.com) and/or 717-214-3945 ext. 13**



Working For You – on air, online and on the go!