

AdPortal Local Retail

The ONLY local SMB DIY marketing platform that bundles print, digital and social

Attract and keep new local businesses by giving them the ability to...

Deliver the right message to the right audience at the right time



Print Advertising & Products

Increase print revenue by auto-including options in self-service ad bundles – O&O display, direct mail, inserts and more



Digital Display

Leverage the expertise of your digital team by allowing SMBs to purchase optimized desktop and mobile campaigns



Social Media

Offer profitable Facebook/Instagram campaigns for less than \$100. Link these to programmatic and print, differentiating you from your digital services competitors

NEW FOR 2019



News-style Video

Video is everywhere – YouTube, Facebook, LinkedIn, websites – and SMBs want it. Give SMBs custom videos at affordable prices



Waze Ads

An essential element for brick & mortar SMBs, Waze/LOCAL navigation marketing supercharges print & digital bundles

97% of SMBs execute some form of DIY marketing

Source: "Study: 97% of SMBs DIY Marketing, Most Don't Get It" —LSA Insider, March 6, 2018

74% of SMBs used digital and traditional media together

Source: Borrell's 2017 SMB Survey, N=3,420 advertisers

Now SMB advertisers can self-select from bundled mixed-media packages designed by you to deliver a multi-platform local campaign

