

Geo-Targeted Advertising

About:

Mark's List Media is the only LGBT site in Florida capable of targeting ads to geographic locations worldwide. Why is this important? Thirty percent of Mark's List traffic is found in three counties, Miami-Dade, Broward and Palm Beach. Twenty percent of traffic is found in the remainder of Florida. The rest is spread out across the United States and worldwide. Tailoring a unique message to these different geographic areas improves advertising effectiveness which leads to a better result. In some cases a local business might want to only deliver ads in a small geographic area.

Benefits:

Geo-Targeting eliminates ad waste by only delivering ads to people that might react to them. Geo-Targeting also makes the Mark's List site more interesting to the user by displaying only the ads that are relevant to them.

Recommended Uses:

A few examples are presented here. A small restaurant on Miami Beach probably does not want to deliver ads to people in Moscow or even Tampa. A hotel on Fort Lauderdale Beach would more than likely benefit by running three sets of ads, one for Spa Services targeted to people in South Florida, another ad to increase staycations directed at residents of Tampa, St Petersburg, Orlando and Jacksonville and a third set of ads directed at people outside of Florida that focuses on reasons to stay longer or business travel.

A business in New York might want to target Manhattan residents only.

Businesses could Geo-Target locals with special prices (Happy Hour, Early Bird) and send a different message to out-of-towners like "Voted Best Burger by Readers of the Florida Agenda", "Closest Hotel to St Petersburg Beach" or "Se Habla Español."

Another way that a business might use geo-targeting is to deliver ads in different languages. For example an ad in Spanish could be delivered only in Spanish speaking countries or locally in predominantly Spanish speaking enclaves.

There are so many possibilities that Geo-Targeting offers that unfortunately we are only able to cite a few here. Your account rep will assist you in creating ads that reach your target audience.

How it works:

Mark's List and all of our associated sites use Google's Doubleclick for Publishers (DFP) to deliver the more than 500,000 banner ads that are served throughout the site daily. DFP allows Mark's List to target any city, metropolitan area, state or country on earth.

Contact your Mark's List sales rep to get started Geo-Targeting ads today!

Florida resident special delivers in Florida *only*

\$99 A NIGHT
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Lords SOUTH BEACH
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Value without price delivers outside of Florida

YOU DON'T NEED TO PAY A LOT TO PLAY A LOT
AN APPROPRIATELY
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HOTEL **Lords** SOUTH BEACH
AT NASH