

# Get started with the most cost-effective way to attract new customers



**EXCLUSIVE DEAL**

**CBS LOCAL Offers™**

**\$20 for \$40 Worth of Food and Drinks at The Vin Club**



SALE ENDS IN

**18:13:56**

SAVE

**50%**

**BUY NOW**

## PREMIUM ADVERTISING AT NO UP-FRONT COST

Enjoy a feature promotion on CBS Local, where hundreds of thousands of people turn to for daily local recommendations.

- Exclusive exposure through a premium online spotlight
- A dedicated newsletter emailed directly to thousands of eager subscribers
- A professionally crafted editorial with eye-catching imagery

## BENEFITS TO YOU

Immediate and noticeable results that you can track and measure:

- Build a truly local loyal customer base
- Viral distribution through email, Facebook and Twitter
- Low-risk investment: proportional to the success of your promotion

## GET STARTED

We'll help you come up with an exclusive and irresistible promotion to introduce your business, and provide incentives for customers to purchase your offer in a time-limited fashion. After the promotion ends, we'll send you a check and arm you with tools to track your promotion's success.

## LEVERAGE QUALITY CBS PROGRAMMING

CBS brings the best in entertainment, sports, and news programming to your city. These engaging programs drive hundreds of thousands of viewers to the Los Angeles CBS Local website where your business is prominently featured on the home page—channeling the reach of a national brand right to your doorstep.

**LATE SHOW**  
*with David Letterman*



**CSI:**  
CRIME SCENE INVESTIGATION

**Contact us today to schedule your promotion!**

[cbs@townhog.com](mailto:cbs@townhog.com) ▪ 877-227-9806 ▪ [offers.cbslocal.com](http://offers.cbslocal.com)

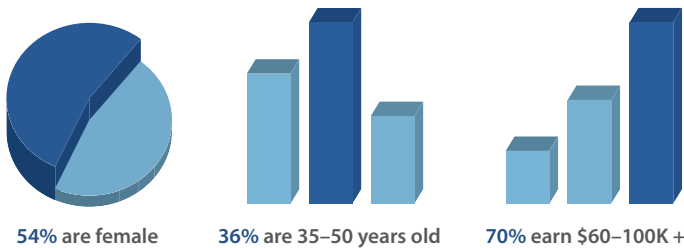


## HOW IT WORKS

1. Readers discover your feature spot on CBS Local Offers or via email
2. They read your editorial and share it with friends
3. Before time runs out they purchase your offer right on the spot
4. When the promotion ends they receive a voucher and bring it to your door

## GET TO KNOW YOUR FUTURE CUSTOMERS

Our users are well connected, largely educated and affluent.



## SAVVY BUSINESS OWNERS LIKE YOU ARE SAYING...

"As you may suspect we get many phone solicitations here, but after talking for a few minutes I knew we could work with you. And I'm glad we did. Our promo was a huge success! One of the first people to redeem her offer enjoyed our class so much she said she was going to sign up for a year!! Amazing!!"

—Peter Barnett, Black Dog Yoga Studio

"You did a great job in advertising our business. We had an excellent turn out and increased our customer base. We would do business with you again in the future."

—Cheryl Pierce, Ageless Beauty

"We're so, so excited to start seeing new faces in the studio and we couldn't be happier with the turn out!"

—Cynthia Baltodano, Core Pilates on 17th

## MORE REASONS TO TEAM UP WITH CBS LOCAL

**Brand power.** CBS brings the best in entertainment, sports, and news programming, and drives hundreds of thousands of viewers to CBS Local. Your business prominently featured on the home page channels the reach of a national brand right to your doorstep.

**Sound investment.** CBS Local Offers not only brings the exposure of conventional advertising, but also delivers you high-value customers who are primed to have a great experience and return.

**Flexible partnership.** We work with you to create and schedule your promotion. We pay 100% of your due amount as soon as the promotion ends, and do not charge you transaction fees.

**Easy and simple.** A team of expert marketers, copywriters, and graphic designers develop your promotion. Handling new customers is as simple as collecting their vouchers.



Contact us today to schedule your promotion!

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