

DIGITAL PORTFOLIO OF SOLUTIONS



- Programmatic Advertising
- Web Marketing Services
- Mobile Ad Messenger
- OTT/CTV Advertising
- Social Mirror Ads
- Email Marketing
- Web Visitor ID
- SEO/SEM

Take control of your marketing with the unique selection of digital marketing tools from VistaMedia. Utilize just the ones best for your specific needs, or combine them all for a powerful campaign.



**YOUR GUIDE TO
THE DIGITAL AGE
OF MARKETING**

Up To
25X

The leads using Web ID compared
to your current methods

130
million

We have access to over 130 million valid
consumer and business email addresses

Over
80%

of mobile display ads in the U.S.
are purchased programmatically

85%

of households watch content via OTT/CTV

58%

of adults wake up and
immediately check their email

Over
60

VistaMedia has built and supports over 60
websites and over 20 mobile Apps

2X

Mobile Ad Messenger performs
on average 2x better than
standard mobile banners

Geo-fencing

Addressable geo-fencing allows you to reach individuals
at their specific home or business address

Over 60 Million

Programmatic Impressions
Served in 2026

196

Programmatic Campaigns
in 2026

Over 77 Million

Targeted Emails deployed
in 2026

We have access to

over 130 Million

valid consumer and business
email addresses

VistaMedia was recognized as one of the

**10 most Promising
Digital Marketing
Companies**

by CIO Review Publication



Programmatic Advertising

Businesses are currently utilizing VistaMedia's cutting-edge digital targeting. Tactics include: Geo-Fencing/DeviceID, Site Retargeting, Search/Contextual Targeting & Geo-Targeting. Advertisers track click-throughs, website visits and precise numbers of walk-in traffic generated from ads targeting visitors' phones!

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Mobile Ad Messenger

It is the easiest and most effective tool for local advertisers to engage with their customers on mobile devices. Target the right audience at the right time! Build an AdMessage in under a minute and get live today!

2

PAGE 12

Email Marketing

Permission-based highly targeted email marketing campaigns that deliver results!

- Guaranteed higher click-through
- In-Depth Reporting
- 100% CAN-SPAM Compliant
- Hundreds of targeting options

3

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LocalOne SEO

will increase your local footprint and visibility with LocalOne SEO. Helps your business stand out against competition. Automatically updates business info across multiple listings.

4

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VistaMedia Web Visitor ID

captures the contact information of 25 to 45% of your website visitors with no web form required. You also get the exact pages they visited on the website and how long they spent on each of those pages.

5

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Web Marketing Services

Professional Website design, Search Engine optimization, Search Engine Marketing, Google Sponsored Ads

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Streaming TV/OTT

Reach users on all their screens as they view live or on-demand programming through any connected device.

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Social Mirror Ads

Ads look like your social media display or video posts but appear on other websites and apps and run across all devices using our targeting strategies.

Programmatic Advertising

Digital media continues to become more fractured as more media types go digital. VistaMedia's Programmatic advertising solutions unify the fractured marketplace into a single platform, with a single user interface.

This is modern digital marketing made easy.



WHAT IS PROGRAMMATIC ADVERTISING?

Programmatic advertising with VistaMedia allows a client to reach their ideal target market anywhere, at any time, on any device. Leveraging real time bidding in a live auction environment, VistaMedia's Programmatic solution represents the most scalable audience solutions available in today's world of Programmatic advertising.

DEVICE ID / GEO-FENCING

There are three things you won't leave your house without... Your phone, wallet, and keys. Mobile phones provide a unique view into user behaviors, frequently visited locations, home, and work habits, interests and much more.

WHAT IS GEO-FENCING / DEVICE ID TARGETING?

Every mobile phone has a unique device ID number that is anonymously associated with the carrier of the device. Device ID Targeting and Geo-Fencing take advantage of that by monitoring the location information associated with each device.

MICRO-PROXIMITY / GEO-FENCING

Location based targeting is evolving rapidly, making real time messaging more powerful than ever.

WHAT IS GEO-FENCING / MICRO-PROXIMITY?

Geo-Fencing and Micro-Proximity targets people based on their current actual physical location. If a marketer wants to reach anyone currently residing in 15 selected motels in real time, now they can. With Micro-Proximity, marketers identify specific commercial locations where their ideal target audience is located.

CONVERSION ZONE

By "fencing" your business as a conversion zone, we can track & report actual foot traffic from people who have seen your ad.

FACEBOOK ADVERTISING

Device ID targeting capabilities can now be published to Facebook! Device ID targeting is a cookieless historical geo fencing solution that allows marketers to create custom, unique, and robust 1st party audiences as well as track foot traffic from these users to brick-and-mortar locations.

The power of social media in 2025 cannot be overstated. Coming off of a year where social engagements were mostly virtual, Facebook and other social media channels continue to see increases in active users and time spent on the platform. More than 60% of the U.S population over the age of 12 uses Facebook, and users spend an average of 34 minutes per day on the platform. With nearly 80% of those users only accessing the platform via their mobile device, Facebook Device ID is a must-have in any marketing mix.

PROGRAMMATIC VIDEO

Video Advertising is a fun and unique way to connect with a target audience. Many marketers have already made the investment in high quality video content and are seeking ways to creatively introduce that content to their target audience. VistaMedia's Video Advertising solutions can help brands tell a story to the desired target audience in real time, at anytime, anywhere in the world.

WHAT IS PROGRAMMATIC VIDEO?

Programmatic Video and Video Advertising is simply running 15-second, 30-second, and long form video ads within online video content at scale. Commonly referred to as Pre-Roll advertising, Programmatic Video is as scalable as banner advertising with all of the innovative targeting options but in a more desirable video format. With features such as skippable vs non-skippable, completion rates, viewability and more, Video Advertising has never been easier or better for a local marketer.

Programmatic Video Advertising offers all of the features standard banner ads offer, but in a video format. Programmatic Video is now as scalable as banner advertising with all of the innovative targeting options in the more desirable video format.

Footfall Attribution

2,222

Footfall Unique Responders

3,015

Footfall Total Visits

2,222

Footfall Unique Responders

3,015

Footfall Total Visits

Household Visits Heatmap



Footfall Responses By Target Audience

Name	Responses
Morehead City Waterfront (9)	2222
VGI - VGI - Sanitary Restaurant - 147933 - POI - April 22	2201
Beaufort Waterfront (9)	608
Atlantic Station Shopping Center (6)	574
Atlantic Beach Circle	385

Footfall Responses By Destination Location

Name	Responses
VGI - Sanitary Restaurant - 147933 - POI - JUNE 22	2222

Footfall Responses By City

City	State	Responses
MOREHEAD CITY	NC	129
NEWPORT	NC	91
RALEIGH	NC	51
BEAUFORT	NC	47
NEW BERN	NC	40
HAVELock	NC	37

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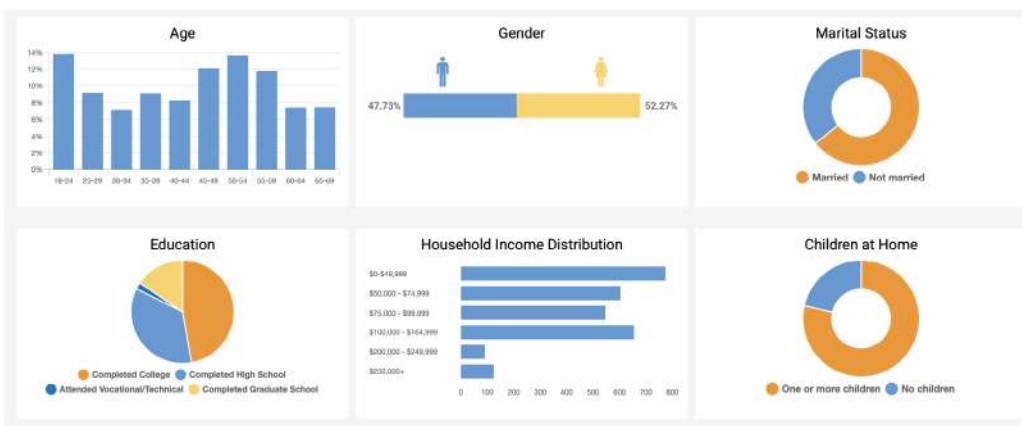
Footfall Responses By Zip Code

Zip Code	Responses
28557	129
28570	91
28516	47
28532	37
28512	27
28562	27

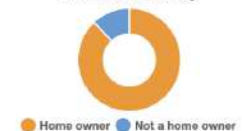
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Responders Profile



Home Ownership



Media Usage

Dwelling Type



Interests

DISPLAY REPORT

The Retreat at Crabtree Falls

Snapshot

Impressions
154,752

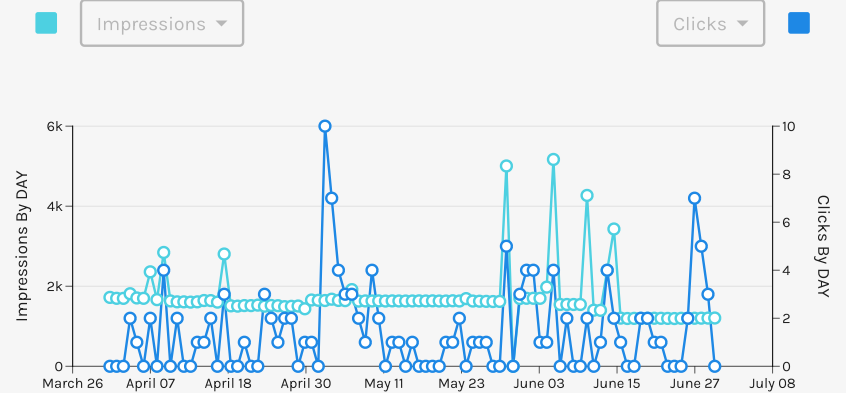
Clicks
134

CTR
0.09%

Conversions
340

Data by Time Frame

DAY



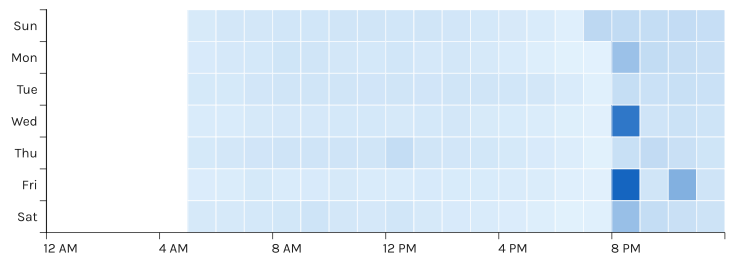
Conversions

Post Impression Conversions
276

Post Click Conversions
64

Total Conversions
340

Data by Users' Hour of Day (IMPRESSIONS)



Top Performing Channels

Channel	Impressions
	16,593
	14,592
	3,980
	2,748
	2,323

Top 5 results displayed in table.

Device Type

Type		↓ Impressions	Clicks	CTR
	Desktop	74,079	39	0.05%
	Mobile	69,709	70	0.10%
	Tablet	10,960	25	0.23%
...	Other	4	0	0.00%

Over-The-Top / Connected TV

(OTT/CTV STREAMING TV)

With VistaMedia's advanced OTT/CTV offering, advertisers can reach consumers streaming content on both the big screen in the living room and small screens with household-level precision, unmatched audience targeting, and advanced attribution for online or offline conversions.

PACKAGES CPM ALL 20,000 MINIMUMS

STREAMING TV

60% Large / 40% Small
\$30.00 CPM

STREAMING TV

60% Large / 40% Small
with Audience Targeting
\$35.00 CPM

STREAMING TV PLUS

Serving across a variety of inventory
with a high percentage on large screens
\$30.00 CPM

STREAMING TV PLUS

with Audience Targeting
\$35.00 CPM

STREAMING TV PREMIUM

Serving on high quality, non-fast channels
\$45.00 CPM

STREAMING TV PREMIUM

with Audience Targeting
\$50.00 CPM

ADDRESSABLE STREAMING TV

(Includes Foot Traffic Reports)
\$50.00 CPM

OVER 85%

of U.S. households now have a Connected TV device—whether by stick, dongle, puck, cube or built-in Smart TV capabilities- and every quarter a million more households cut their cable/FIOS cord and move to CTV.

Our unmatched audience targeting allows us to reach individuals based on Address, Behavior or Demographics can also provide foot traffic or online conversion reporting.



SAMPLE REPORT

BAJA AMUSEMENTS

Streaming TV / Programmatic Video / Audio Report – Baja Amusements
2024-06-01 – 2024-09-30

Baja Amusements / Streaming TV / 3793410 - Streaming TV - Large Screen - Audience

Project Summary

- Strategy: Baja Grand Prix in Ocean City, MD wanted to drive more local awareness of their adrenaline-packed race park and other amusements
- Execution: Connected TV/ OTT videos were developed to showcases excitement/thrills and reasons why locals should visit. Basic display tactics were employed for a campaign that ran June 1- Sept
- Results: 161,013 ads served with a 97% completion rate of 157,117

Snapshot

Impressions

161,013

Clicks

58

CTR

0.04%

Conversions

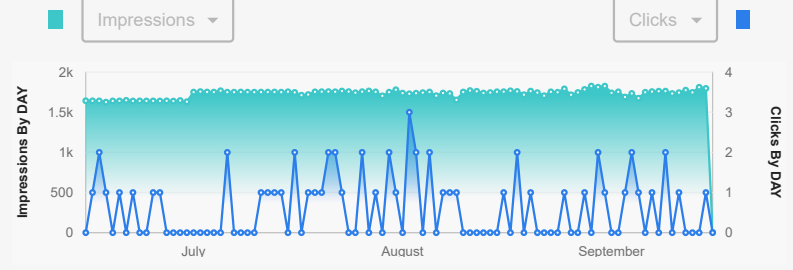
0

Completed Views

157,117

Data by Time Frame

DAY



Streaming TV / Programmatic Video / Audio Report – Baja Amusements
2024-06-01 – 2024-09-30

Baja Amusements / Streaming TV / 3793410 - Streaming TV - Large Screen - Audience

Streaming TV / Programmatic Video / Audio Report – Baja Amusements
2024-06-01 – 2024-09-30

Baja Amusements / Streaming TV / 3793410 - Streaming TV - Large Screen - Audience

Performance by Ad Groups

Name	↓ Im...	Clicks	CTR	Comple...	Comple...	Convers...
Large Screen - Optimization	83,013	31	0.04%	81,088	97.06%	0
Large Screen	69,543	27	0.04%	67,705	95.94%	0
Large Screen - Premium	8,457	0	0.00%	8,324	98.42%	0
Total	161,013	58	0.04%	157,117	96.64%	0

Geography

Zip Codes	Location	↓ Impressions	Clicks	Conversions
21801	Salisbury, Maryland	74,382	19	0
21804	Salisbury, Maryland	45,695	15	0
21842	Ocean City, Maryland	21,678	12	0
21811	Berlin, Maryland	17,746	9	0
21850	Pittsville, Maryland	1,101	0	0
Total		161,013	58	0

Top Performing Channels

Channel	↓ Impressions	Completion Rate
Roku	20,601	98.31%
Plex	16,405	99.06%
Samsung TV Plus	15,965	98.57%
Vizio	12,612	97.58%
Fox News	2,871	99.06%

* Top 5 results displayed in table.

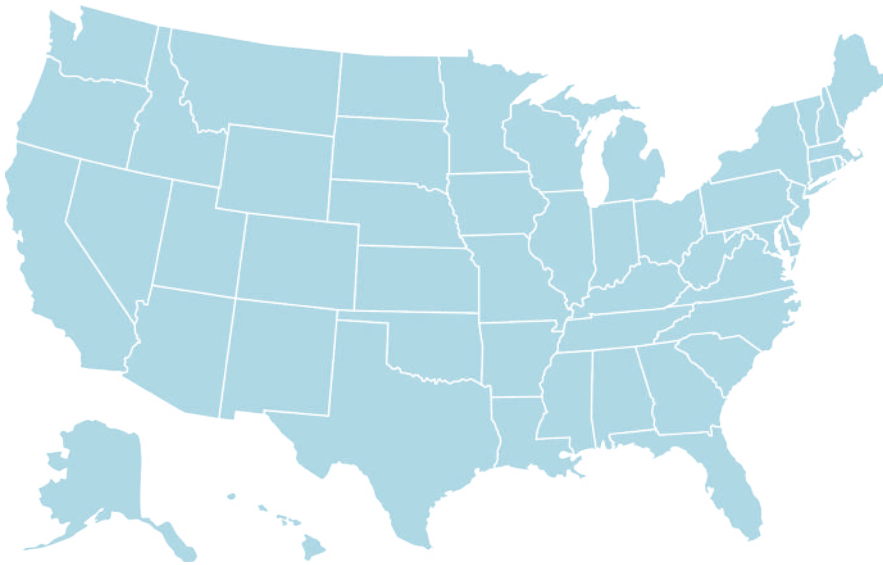
Device Type

Type	↓ Impressions	Completion Rate
Connected TV	161,013	96.65%

Email Marketing

Permission-based highly targeted email marketing campaigns that deliver results!

- Fast, efficient and cost-effective
- One of the largest databases
- Measurable, real-time results
- Same day turnaround times
- Guaranteed higher click-through
- Complements multi-channel



TARGETING OPTIONS

- Age
- Gender
- Presence of Children (POC)
- Household Income (HHI)
- Net Worth
- Homeowners
- Home Value
- Length of Residence (LOR)

And More!

Opt-in Email Database

Comprised of over 120 million records and nearly 750 available demographic and lifestyle selects. Your exact targets will be reached with accuracy, as your message is delivered.

In-Depth Reporting

Our in-depth tracking shows you open and click percentages, clicks broken out by mobile vs desktop and web browser, and a heat map – helping you analyze your results and see how recipients are engaging with your ads.

100% Can-Spam Compliant

Create custom lists tailored to your product or service, ensuring the correct audience receives your message.

Omni-channel Options Available:

• Display & Retargeting options • Amazon OTT/CTV programs

Hashed emails available for social media display ads

CAMPAIGN REPORT

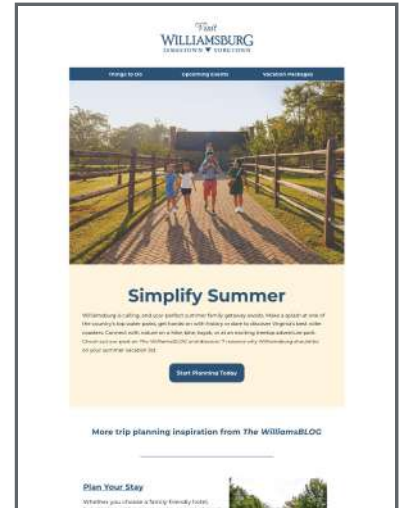
VISIT WILLIAMSBURG

Campaign Summary

Name: Visit Williamsburg Initial Active Mature March 26 2024

From/Brand:	Visit Williamsburg		
Headline:	It's never too early to plan the perfect summer family vacation		
Broadcast Date:	03/26/2024		
Audience:	824,000	ID:	2023007
Views:	157,206	Clicks:	18,079
View %:	19.08%	Click %:	2.19%

Campaign Creative



CAMPAIGN STATS

Views | 19.08 % Total Views 157,206



Clicks | 2.19 % Total Clicks 18,079



CTVR | 11.50 %



Clicks by Device

	Desktop	
	61.41%	11,102
	Mobile	
	38.59%	6,977

CLICKS BY WEB BROWSER



10,111
Chrome



1,538
Edge



930
Firefox



4,962
Safari



538
Other

Mobile Ad Messenger

SCAN QR
TO BUILD A
DEMO NOW!



Mobile Made Easy.

Reach your customers with a
unique, engaging mobile ad!
It's SIMPLE... and it WORKS.



Scrolling "Ticker"
unit that looks like
Breaking News



Target the right
audience in the
right location



Change
messaging
quickly & easily



Superior results



What do we do?

To put it SIMPLY... Vista AdMessenger is THE easiest and most effective tool for local advertisers to engage with consumers on mobile to drive traffic to stores, services and events.

Build an AdMessage in under a minute and get live today!

<https://demos.myadmessenger.com/demotool#/>

CASE STUDY

MARTINSBURG-BERKELEY, WEST VIRGINIA

Martinsburg-Berkeley, WV is a small historic town neighboring northern Virginia. They are home to several fun events and want to make sure these events are promoted to their eastern neighbors across the Virginia border. Over 150,000 Ad Messenger ads were delivered and more than 4,000 people visited the event's website with a click thru rate (CTR) of 2.8%. It's also just not that hard to talk people into attending a doughnut eating contest!



Title:

Martinsburg-Youth Fair 3 Messages June
2024 = 507



Start Date:

Jun 30, 2024 GMT-4



Advertiser:

Martinsburg-Berkeley CVB



End Date:

Aug 10, 2024 GMT-4

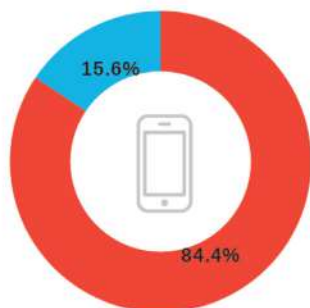
AdMessages Preview



"Carnival at the Berkeley County Youth Fair! August 3 - August 10."



OS Split



● Android ● iOS

Best Performing AdMessage



● A / Carnival at the Berkeley County Youth Fair! August 3 ...
● B / Annual Berkeley County Youth Fair is August 3 - Aug...
● C / Doughnut Eating Contest at the Berkeley County Yout...

PRODUCT INFO

LocalOne SEO

Increase your local footprint with this Local SEO product

LOCAL SEO STATS

for businesses:

2.7x

more likely to be
considered reputable

7x

more clicks

70%

more likely to
attract location
visits

50%

more likely to
purchase

LocalOne SEO is perfect for franchise, multi-location and small-to-medium-size businesses looking to expand their footprint and stand out against their competition.

LocalOne Features

- Build and maintain 60+ traffic-driving listings across the web.
- Google Business Profile (GBP) setup, maintenance, and optimizations. Includes one GBP post and up to five review responses per month.
- Custom UTM tracking implementation.
- Generate new reviews from customers on a semi-annual basis.
- Track monthly progress.

LocalOne Benefits

- Learn what people typed into Google to find your business
- Be in front of new potential customers by ranking higher throughout the web
- Get found on Google, Amazon Alexa, Waze, Bing, Siri, and much more!

Vista Web Visitor ID



GET FIVE TO 25X THE LEADS

You develop strategies and tactics to get people to come to your website, and they do. Then 95% of those visitors wander around a bit and leave. No kiss goodbye. No forwarding address.

VistaMedia Web Visitor ID gives you a second chance to connect with 25 to 45% of those visitors you generated.



What we do.

VistaMedia Web Visitor ID captures the contact information of 25 to 45% of your website visitors with no web form required. You can get name, email address, postal address and phone number. You also get the exact pages they visited on the website and how long they spent on each of those pages. That's pretty amazing stuff if you want to start a conversation with people you know are interested in your product or service.



Post card campaign available whereas determined leads are mailed a postcard after visiting your website.

Price is dependent on postcards sent.



Social Mirror

Social Mirror ads look like your social media display or video posts but appear on other websites and apps and run across all devices using our targeting strategies.

Social Mirror display or video ads:

We take your post and create it as an ad – that looks just like (and links to) the social post and your website – and run it across thousands of websites and apps!

The ad has three Call-To-Action opportunities:

- Clicks on the Social Media logo and your profile image, take the users to your Social Media business page.
- Clicks on the Call-To-Action button take the users to your website.
- Clicks on the social media icons take the users to your post on the social platform where they can "like" "comment", "share", etc.
- We can report the total number of these clicks in your monthly report.



Social Mirror ads mirror these platforms:



Social Mirror CTV ads:



Additional Call-To-Action Button Options:

Click To Call
Click To Email
Click For Directions

Social Mirror Ads Targeting Strategies:



BEHAVIORAL TARGETING



KEYWORD TARGETING



ARTIFICIAL INTELLIGENCE TARGETING



RETARGETING



CUSTOM AUDIENCE MATCHING & LOOKALIKE TARGETING


GEO-FENCING & GEO-RETARGETING
(Not Available for Native Video)

Available:



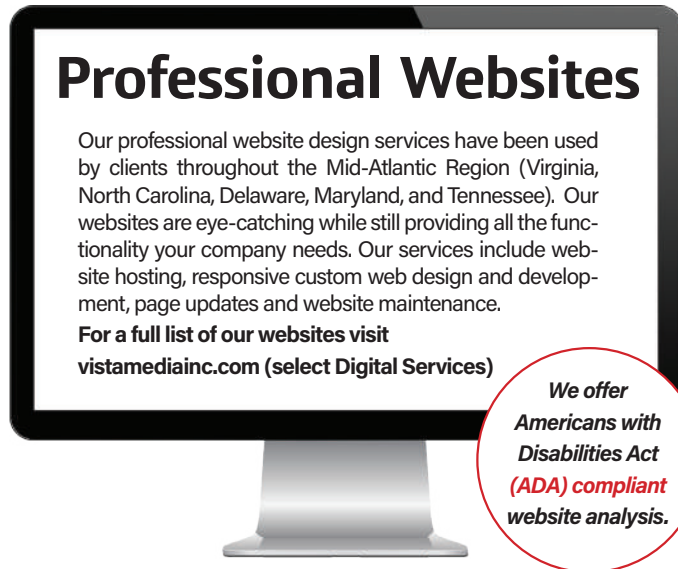
ON-SITE VISIT TRACKING


Website Visitor ID
FEED

Rates Begin At

\$18CPM with 100k minimum impressions.

Web Marketing Services



HERE IS A LIST OF SOME OF OUR WEBSITES:

amestuxedos.com	gowilliamsburg.com
arsenalenterprisecapital.com	jeffersonrestaurantva.com
awfularthursobx.com	jimmysobxbuffet.com
awfularthursbeachshop.com	jollyrogerobx.com
basssodfarm.com	lynchburgliving.com
beachbraids.com	mamastevesva.com
beachcarousel.com	murphyspub.com
beacheventsvb.com	murphyspubvb.com
beachmulch.com	nagsheadbenfranklin.com
capeshotel.com	newyorkdelipizza.com
coastalelementshvac.com	obxgym.com
coastalvirginiamag.com	puttputt.com
corollaraceway.com	schoonerinnvb.com
cosmospizzaobx.com	sundogsrawbargrill.com
creativeshorebuilders.com	veteranselectric.net
cuttysarkvb.com	virginiabeachhotelassociation.com
donutzonastick.net	wallsdds.com
doughboypizza.com	williamsburgwalkingtours.com
duckparasail.com	wireduplynchburg.com
firesidechophouse.com	

Web Services Rates

Websites:

Custom Website..... Quote needed

- **Level 1 Website:** Includes: Development, Hosting, SSL for 12 months upon launch.
Basic SEO for 12 months. Does not include Email Hosting OR Domain Transfer..... **\$1,800**

Other Services:

- **Domain Transfer** to VistaMedia **\$165**
- **Website Hosting** for 12 months **\$180**
- **Website SSL** for 12 months..... **\$99**
- **Website Hosting, SSL plus 24 hours maintenance** (12 months)..... **\$2,560**
- **Level 1 Website, 12 month support Plan** (Hosting, SSL, 8 hours of maintenance per year **\$995**
- **Level 1 Website Copywriting Services** **\$500**

ADA (Americans with Disabilities Act):

ADA Compliance Accessibility (Monthly Maintenance)
..... **\$50 per month**

ADA Compliance Accessibility Site Upgrade **\$900**

Other Misc/Website Updates Hourly Rates:

- **Hourly Rate**, \$95 per hour for website, basic content and image updates **\$95 per hour**
- **Specialty Programming**, \$145 per hour (would need to be quoted if request falls outside the scope of basic content and image updates) **\$145 per hour**

The Power Of Digital

Programmatic

1

Businesses are currently utilizing VistaMedia's cutting-edge digital targeting. Tactics include: Geo-Fencing, Site Retargeting, Search/Contextual Targeting & Geo-Targeting. Advertisers track click-throughs, website visits and precise #'s of walk-in traffic generated from ads targeting visitors' phones!

Display

Advertiser Rate

\$12 CPM

Non-Advertiser Rate

\$14 CPM

Geofencing (Microproximity)

Advertiser Rate

\$18 CPM

Non-Advertiser Rate

\$20 CPM

Geofencing (Device ID)

Advertiser Rate

\$19 CPM

Non-Advertiser Rate

\$21 CPM

Minimum

50k impressions per tactic, per month

Mobile Ad Messenger

2

It is the easiest and most effective tool for local advertisers to engage with their customers on mobile devices. Target the right audience at the right time! Build an AdMessage in under a minute and get live today!

Ad Messenger

Advertiser Rate

\$13 CPM

Non-Advertiser Rate

\$15 CPM

Minimum

50k impressions

Email Marketing

3

Permission-based highly targeted email marketing campaigns that deliver results!

- Guaranteed higher click-through
- In-Depth Reporting
- 100% Can-Spam Compliant

Targeting options

Age, Household Income (HHI), Net Worth, Homeowners, Home Value, Area Geo-Targeting and More!

CONSUMER / BUSINESS

Advertiser Rate

\$19 CPM

Non-Advertiser Rate

\$21 CPM

Minimum

50,000 Email Deployment

Omni-channel

Options Available:

- Display & Retargeting
- Amazon OTT/CTV

The demand for media in all genres of publishing has led to our comprehensive digital offering. Today, this offering includes a wide array of digital media designed to target specific audiences with laser accuracy and allow a hyper-local approach.

LocalOne SEO

4

Will increase your local footprint and visibility with LocalOne SEO. Helps your business stand out against competition. Automatically updates business info across multiple listings.

LocalOne SEO

\$300 per month-
Advertiser,
Minimum 6 months

\$400 per month-
Non-Advertiser,
Minimum 6 months

Vista Web ID

5

Captures the contact information of 25-45% of your website visitors, no web form required. Name. Address. Postal address. Email address. You also get the exact pages they visited on the website and how long they spent on each of those pages. That's pretty amazing stuff if you want to start a conversation with people you know are interested in your product or service.

Rates Begin At

Advertiser Rate
\$600/Month

Non-Advertiser Rate
\$800/Month

Web Marketing Services

6

With over 30 years experience in the industry we help your business reach its fullest potential.

Services offered:

*Professional Website design,
Search Engine optimization,
Search Engine Marketing,
Google Sponsored Ads*

CUSTOM RATES

Streaming TV/OTT

7

Reach users on all their screens as they view live or on-demand programming through any connected device.

Rates Begin At

\$30CPM with 20k minimum impressions.

Social Mirror Ads

8

Social Mirroring Ads look like your social media display or video posts but appear on other websites and apps and run across all devices using our targeting strategies.

Rates Begin At

\$18CPM with 100k minimum impressions.

DIGITAL PORTFOLIO OF SOLUTIONS



YOUR GUIDE TO THE DIGITAL AGE OF MARKETING