

For Immediate Release



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### ***You've Never Seen Newspaper Ads Like These Before!***

Targeted Publications +Media offers new advertising solution for Hampton Roads businesses.

**NORFOLK- January 2010 – Targeted Publications +Media, a division of Pilot Media, is proud to announce a revolution in newspaper advertising – Precision Ads!** This unique technology – making its global debut in Hampton Roads – offers small businesses a radically new solution: target just the readers that matter to you with a large, full-color ad wrapped around the front of the newspaper, for just 15¢ per home.

Precision Ads are positioned on top of The Virginian-Pilot inside its delivery bag for optimal exposure for a client's selected targeted audience. The customized micro-zoned print solution would allow advertisers to geo- and demographically target segments of the marketplace in which The Pilot is distributed.

Pilot Media and its technology partner have worked hard over the past two years to develop an advertising solution that was designed around the needs of the small business owner. The results speak for themselves:

- **Affordable:** Spend as little as \$150 with no contract required
- **Efficient:** Pick just the readers that matter to you, geographically and demographically
- **Visible:** Ad sizes start at a generous 8 ½" x 3 ½" and go as large as 8 ½" x 11"
- **Colorful:** Get a full-color ad printed on bright white, premium stock – at no extra cost!
- **Prominent:** Your ad will be placed in front of the Pilot – impossible for readers to miss.
- **Clutter-free:** No more than 12 ads per wrap, so yours won't get lost in a crowd.
- **Full-control:** Manage your campaign at your convenience – 24/7.

*"If you decided newspaper advertising wasn't for you in the past, take another look - this is not your father's newspaper ad solution!"* –John Dowd, Developer of Precision Ads.

*"Every business owner knows they need to advertise, but in the past small businesses have had trouble finding solutions that were both affordable and effective. With Precision Ads we can fill that need better than any product in the market. It's a powerful new offering in our line-up of advertising solutions."* –Ski Miller, General Manager of Precision Ads.

In January 2010 Targeted Publications +Media will launch this innovative solution. Interested companies should contact Ski Miller, General Manager– Precision Ads at 757-222-3993 or visit [www.PrecisionAds.com](http://www.PrecisionAds.com).

About: Targeted Publications +Media, a division of Pilot Media Company, is a diversified niche media company. We offer multi-media solutions for advertisers looking to reach unique audiences by delivering high-quality, meaningful, thought-provoking and award-winning print publications, web sites, marketplaces and events. For more information, visit [www.targetedpubsplus.com](http://www.targetedpubsplus.com)

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