



PROMOTE YOUR VALUE WITH VIDEO

VIDEO SOLUTIONS BY MASSLIVE MEDIA

196M AMERICANS WATCH VIDEOS MONTHLY¹

MassLive Media offers high-quality video production for local businesses looking to connect with customers and stand out from the competition.

EDUCATE AND ENTERTAIN PROSPECTIVE CUSTOMERS:

- Tell your business story
- Introduce new products or services
- Answer customer questions
- Improve engagement on your website and social channels
- Differentiate your brand in the marketplace

AVERAGE INTERNET USERS SPEND

88%
MORE TIME

ON BUSINESS WEBSITES WITH VIDEO.²

VIDEO SOLUTION COMPONENTS*

- Professional filmmaker and field producer
- HD camera, audio equipment and lighting kit
- 2-hour shoot at one location
- Online music license
- Two rounds of revisions

INVESTMENT OPTIONS

PACKAGE 1

One (1) up to 60-second edited-for-web spot.

PACKAGE 2

One (1) up to 60-second edited-for-web spot.
One (1) up to 15-second edited-for-web spot.

PACKAGE 3

One (1) up to 3-minute edited-for-web spot.
One (1) up to 60-second edited-for-web spot.
One (1) up to 30-second edited-for-web spot.

7 IN 10
PEOPLE VIEW BRANDS IN A MORE POSITIVE LIGHT AFTER WATCHING INTERESTING VIDEO CONTENT FROM THEM.³

PROFESSIONAL VIDEO IS A DIFFERENTIATOR. ONLY

8.9%
OF SMB'S HAVE HIGH-QUALITY VIDEO.⁴



For more information on our Video Advertising Solutions, email masslivesales@masslive.com or visit www.MassLiveMedia.com.

Source: 1. comScore, Video Metrix, December 2014; 2. Mist Media, Social and Digital Media Revolution Statistics 2013; 3. Axonn Research; 4. eWeek.com, 2014. *Fees will apply for additional revisions, extra cuts from existing footage, new shoots or extensions of original shoots, subtitling services, rushes, raw footage previews/selects, shoot cancellations or rescheduling without 72 hours notice, and order cancellations.