



MASSLIVE'S CONTESTING TOOL

REACH A VAST AUDIENCE AND GROW YOUR LEADS LIST!

PROMOTE AN EVENT, PRODUCT LINE, GRAND OPENING OR ENHANCE YOUR BRAND AWARENESS!

How does it work?

We will create a customizable contest to meet your needs. A variety of input fields including custom options can be added to capture valuable information. The contest length is set to your timeline and a random winner is selected. A full list of opt-in contact information and contest performance are provided post-contest. Put your brand in front of local consumers who are actively looking for real deals!

Where will the contest be hosted?

The contesting tool is embeddable on MassLive.com and Facebook. With over 3.3 million unique monthly visitors on MassLive.com¹, you can promote your contest through a display ad campaign and by emailing our first party email opt-in list with over 120,000 subscribers, MassLive's "Real Deals."

Benefits:

- **Customizable Design** - your message, your graphics, your brand
- **Shareable** - via email or social media. Add an additional entry option to drive the participants to share it.
- **Reach** - grow your audience and boost your brand awareness
- **Engagement** - interactive content to excite and connect with your targeted audience
- **Opt-Ins** - build a stronger database with a list of opt-in contact information

1. Burt Analytics, April 2016



For more information contact your local Account Executive or email masslivesales@masslive.com. Visit www.masslivemedia.com to see all of our digital advertising solutions.