



MASSLIVE'S REAL DEALS EMAILS

REACH ENGAGED, ACTIVE BUYERS

REAL DEALS EMAILS FEATURE EXCLUSIVE DISCOUNTS AND OFFERS THAT REACH OVER 93K LOCAL CONSUMERS WHO HAVE ACTIVELY SIGNED-UP TO RECEIVE DEALS ON PRODUCTS, SERVICES, EVENTS AND MORE!

MassLive.com's Real Deals provides you with an effective direct response vehicle that motivates consumers to act on your offer quickly. With a Real Deals email campaign, your brand has the potential to reach over 93,000 opt-in engaged, affluent subscribers from Massachusetts's #1 local website.

Put your brand in front of local consumers who are actively looking for real deals!

Benefits:

- Is an effective and targeted direct response tool that reaches over 93,000 opt-in email subscribers.
- Extends the reach of your brand and marketing message, attracting new customers, increasing your online traffic, and improving customer loyalty.
- Provides you with measurable results - number of emails sent, opened, clicked and various additional metrics.
- Gives you exclusive exposure to subscribers - your Real Deal does not share a voice or rotate with any other brands.

Kick your email up a notch by pairing Real Deals emails with our contest and promotion tool!

From sweepstakes to voting contests, take an interactive approach to engaging with the Real Deals audience.

By combining your email with a promotion hosted on MassLive.com you can increase your reach, drive maximum impact and enable social sharing, all while building upon your own database of opt-in emails.

Drive Revenue + Engage your Audience

+ Build your Email Audience + Drive Leads



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

The screenshot shows an email campaign for a "PRO FOOTBALL U PICK'EM CHALLENGE". At the top, it says "MASSLIVE REAL DEALS" with social media icons for Facebook, Twitter, YouTube, and Instagram. Below that is a "FOLLOW US" button. The main image features a football player in a helmet holding a ball, with the text "PRO FOOTBALL U PICK'EM CHALLENGE" in large, bold letters. A red button says "ENTER THE CHALLENGE". Below the image, the text reads: "Looking to Get In on the Action? COMPETE LOCALLY AND NATIONALLY! Just choose the winners of each round. If your teams win, you WIN! Run and track your office or family pool online for FREE. Compete against VIP Pickers and the MassLive Sports Staff." Underneath, it lists "NATIONAL PRIZES" including an "Overall Grand Prize Trip to Hawaii" and "SURVIVOR GAME PRIZES": Overall: \$500 Amazon Gift Card, 2nd Chance: \$200 Amazon Gift Card, and Random Drawing: \$100 Amazon Gift Card. It also mentions a "Weekly Prize Drawing of NFL themed Fathead". At the bottom, it says "CONTEST RUNS FULL SEASON" and "ENTER THE CHALLENGE!". The footer includes the MassLive logo, social media icons, contact information for Western MA (1350 Main Street, Springfield, MA) and Central and Eastern MA (10 Mechanic Street, Worcester, MA), and links for "UNSUBSCRIBE", "PRIVACY POLICY", and "CONTACT US". A small note at the very bottom states: "You are receiving this email because you opted in to receive advertising emails or newsletters from MassLive.com and its affiliates."