

# Integrated Solutions that Deliver Audience and Drive Results.



**Newspaper  
Advertising**

**Digital  
Media**



**Targeted  
Publications**



**Direct  
Marketing**



**Advertising  
Services**



**Pilot**  
**MEDIA**  
PRINT DIGITAL DIRECT MARKETING

# Integrated solutions to fit your advertising needs

## Newspaper Advertising

**Daily Newspaper:** Reach the largest consumer audience in South Hampton Roads with The Virginian-Pilot. Our diverse audience, targeted sections and unique advertising products make it the perfect place to get your message out and grow your business. We offer a variety of retail, classified, specialty and targeted delivery options. Each product gives you the flexibility of reaching the right customers when they're ready to buy.



### Display Advertising:

- Retail Sections
- Classified Sections
- City Zone Tabs
- Themed Sections
- Savings Weekly (Total Market Coverage)
- Special Sections

### Inserts:

- Free Standing Inserts
- Custom Cards

### Specialty Items:

- Ad Bags
- Front Page Notes
- Insert Wrappers
- Unique Ad Sizes



## Targeted Publications

**Targeted Print:** When you need to reach specific target groups without waste, there's no better option than Pilot Media's targeted publications. Each of these products is oriented to a specific audience such as military, parents, business decision makers, seniors, women and more. Each of our targeted publications offers dynamic websites for an extended multi-media reach.

### Advertising Options:

- Hampton Roads Employment Weekly
- The Flagship/Military Newspapers
- Apartment Book
- Auto Guide
- Inside Business
- Seniority
- Tidewater Parent
- Vow Bride
- Style Weekly (Richmond)
- Belle (Richmond)



*Whether you need to reach the entire market or one household, we offer multiple platforms to reach and engage your audience.*

## Digital Media

[PilotOnline.com/](http://PilotOnline.com/)  
[HamptonRoads.com](http://HamptonRoads.com) is the region's most popular web site with more unique visitors than any other local site. You can choose from tools like search engine marketing, display options and mobile solutions to drive your business.



### Advertising Options:

- Search Engine Marketing and Optimization
- Social Media Marketing
- Display Advertising
- Vertical Sites – Jobs, Cars and Homes
- Mobile Marketing
- Video Advertising



 **PilotOnline.com**  
 **HamptonRoads.com**

Google

YAHOO!

bing

twitter

facebook

LinkedIn

## Direct Marketing

**Pilot Direct** is a full-service, database direct marketing company. We offer our customers strategic planning and execution of local, regional and national targeted mail and e-mail campaigns. Our many products include postcards, mailers, letters, brochures, e-mail messages and personalized web pages. We can pinpoint and find your best prospects and customers by analyzing your data through criteria such as lifestyle, demographics and geography.



### Advertising Options:

- Database Analysis and Customer Profiling
- List Service, Data Management and Warehousing
- Response Tracking
- Variable Digital Printing
- Commercial Offset Printing
- Creative Design
- E-mail Marketing
- Personalized URLs



 **Pilot Direct**  
www.pilotdirect.com

## Advertising Services

No matter the size, industry or location of your business, one of the most important pieces of the marketing puzzle is a solid strategic foundation. That's why Pilot Media offers a full suite of resources to serve you in every way. From market overview to customer profiles, from media planning to creative services we deliver the insights and services you need to succeed.

- **Research** – with our staff of researchers and our full suite of research products we can provide data and information that will help you better understand the market and local consumers. This information will help you identify opportunities for growth.
- **Marketing Consultation** – we can help you craft your unique value proposition so that you will be able to differentiate your business from your competition. Identifying and articulating your value proposition is key to your marketing messages.
- **Co-op** – we have a staff of full-time experts that can help you identify and secure co-op funding from your suppliers. Why not let your supplier help carry the cost of your advertising program?
- **Creative & Production Services** – whether you need a print ad, online ad, a direct mail piece or even a video production we can do it all. We have skilled, award-winning professionals who are waiting to serve your creative and production needs.
- **Events Management** – our team of event managers is skilled at organizing, promoting and implementing events of all sizes and venues. Jump start your promotions plan now by adding an event.

# Product Grid

	Mass Reach	Demographic Targeting	Geographic Targeting	Run Dates
<b>NEWSPAPER ADVERTISING</b>				
Main News, Hampton Roads	●			Daily
Sports, Daily Break	●	●		Daily
Classifieds	●	●		Daily
Business	●	●		Sunday
Gracious Living	●	●		Sunday
North Carolina Broadsheet		●	●	Sunday
Color Comics	●			Sunday
What's On (TV Listing)		●		Saturday
Pulse	●	●		Thursday
Drive (Auto Section)	●	●		Friday
Home (Real Estate Section)	●	●		Saturday
CareerConnection (Jobs Section)	●	●		Sunday
Va Beach Beacon, Suffolk Sun (City Tab)		●	●	Thu & Sun
Chesapeake Clipper (City Tab)		●	●	Fri & Sun
Portsmouth Currents (City Tab)		●	●	Sunday
Norfolk Compass (City Tab)		●	●	Sunday
NC Coast (Outer Banks, NC, City Tab)		●	●	Seasonal
Your Corner (W. Branch, N. Suffolk, Churchland)			●	Wednesday
Your Corner (Isle of Wight)			●	Monthly
Home Search		●		BiWeekly
Savings Weekly (Total Market Coverage)	●			Thursday
Special Sections	●	●	●	Varies
Inserts (Preprints/Weprints/Custom Cards)	●	●	●	Varies
Ad Bags/Insert Wrappers/Front Page Notes	●		●	Varies
<b>TARGETED PUBLICATIONS</b>				
Auto Guide		●		Weekly
Hampton Roads Employment Weekly		●		Weekly
The Flagship/Military Newspapers		●	●	Weekly
Inside Business		●		Weekly
Apartment Book		●		Monthly
Tidewater Parent		●		Monthly
Seniority		●		Quarterly
Vow Bride		●		Semi-Annual
Style Weekly (Richmond)		●	●	Weekly
Belle (Richmond)		●	●	Monthly
<b>DIGITAL MEDIA</b>				
PilotOnline.com/HamptonRoads.com	●	●	●	Daily
Drive/CareerConnection/Real Estate		●	●	Daily
Search Engine Marketing/Optimization	●	●	●	Daily
Social Media Marketing	●	●	●	Varies
Mobile Marketing		●		Daily
<b>DIRECT MARKETING</b>				
Direct Mail	●	●	●	Varies
E-Mail Marketing	●	●		Varies
Personalized Web Pages	●	●		Varies