Web-Tech Online Services

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Web-Tech Online Magazines

TOYTOWNWEB.COM | TOOLTOWNWEB.COM | GardnerMAgazine | Fitchburg Leominster MAgazine | GREATER GREENFIELD.net | MonadnockRegion.net 40 cities and towns | GreaterWorcester.net | GreaterCapeCod.com | Hampden County Magazine | Hampshire County Magazine | Berkshire County Magazine | Massachusetts Internet Radio

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Competitive Media Solutions

Meeting Reach and Frequency Challenges

Some of the challenges:

- **Newspaper Readership** is constantly eroding. Circulation is down. Readers spend less time each day with the paper than ever before. It is no secret that as a result even many large newspapers have gone out of business over the last few years.
- **Traditional Radio** listenership is on the decrease. Reach has only declined from 96% to 93% in the last 20 years, but time spent listening is down, especially at home, so achieving results in this medium requires substantial expenditure to get enough frequency to generate awareness of your business.
- **Television viewing** is fragmented. Advertising on the very few blockbuster shows is unaffordable by the local advertiser. A comprehensive cable campaign can be expensive.
- **Direct Mail** has become known as junk mail. Most is thrown away without being read and doesn't reach the desired potential new customer.
- **Paper Yellow pages** have suffered more than 50% usage erosion and many online yellow pages often yield useless results from other communities.
- **Business Websites** reach only those consumers already looking for a specific business or a type of business or service. And that's only when they are done right.

The essential Internet:

- **The Internet** has grown to be the medium of choice reaching an ever-growing audience.
- **Business Websites** reach consumers looking for more about your specific business or about your type of service.
- **Internet Advertising** is the replacement solution for local advertisers looking for reach and frequency.

The Web-Tech Online Magazines solution:

- **Creation of Business Websites** which are noticed by the search engines and thus by potential customers.
- **Internet Advertising** on our long established online magazines providing reach, frequency, co-exclusivity, and an instant forum for any other type of multimedia including print, audio, video, and brochures. Starting at only $75 per month for a 24/7 365 ad campaign for your business. Banner ad and Yellow pages included.
- **Yellow pages** on our online magazines - better viewed at lower cost (only $200 per year)

View more details about our services at Web-Tech.us or WN12.com