



talonmediaagency.com



DISCOVER OUR FULL SUITE OF DIGITAL & PRINT SOLUTIONS

Talon Media agency offers advanced, comprehensive advertising solutions to meet the full lifecycle of a marketing campaign, whether you are launching a new brand, rebranding or growing your market reach.

DIGITAL SERVICES



- ◆ Programmatic Display
- ◆ Streaming Video & TV
- ◆ Facebook & Instagram
- ◆ Email Marketing
- ◆ Streaming Audio
- ◆ Website Builds
- ◆ Geo Fencing
- ◆ Search Engine Marketing
- ◆ Search Engine Optimization
- ◆ Pre-roll Video, Youtube Ads
- ◆ Alt Networks (21+)
- ◆ Creative Services

OWNED MEDIA



The Berkshire Eagle
Berkshires Week
Berkshire Business Journal
Shopper's Guide
The B magazine
Best of The Berkshires

LOCAL ADVERTISING



Display Ads (Print)
Native Advertising
Sponsored Events
Local Radio Stations
Inserts and Swag
Direct Mail



DIGITAL SERVICES

UNDERSTAND THE BENEFITS AND FEATURES OF OUR SUITE OF DIGITAL PRODUCTS.



PROGRAMMATIC DISPLAY

Programmatic Display is designed to boost any business seeking to get their message in front of their target market, in any place, at any time.



AFFORDABLE WEBSITES

Reach more local customers with a custom-built, search optimized, mobile-ready, social-friendly website for your business.



FACEBOOK & INSTAGRAM

Leverage the power of two billion monthly Facebook users and 500 million daily Instagram users with some of the most precise audience targeting available today.



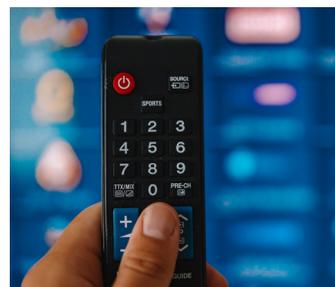
EMAIL MARKETING

Securely deliver your message to specific consumers using hundreds of targeting options via a dedicated email blast.



STREAMING AUDIO

Music is everywhere in today's society. It is with us when we get up in the morning, go to work, sit at our desks, go to the gym, while we eat, and everywhere in-between.



STREAMING VIDEO & TV

Reach users on all of their screens as they view live or on-demand programming through any connected device. Ask about OTT/CTV and addressable TV.

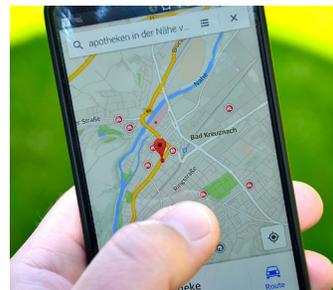
DIGITAL METHODS

**UNDERSTAND THE BENEFITS
AND FEATURES OF OUR MOST
POPULAR DIGITAL TOOLS.**



GEO FENCING: DEVICE ID

Mobile phones provide a unique view into user behaviors: frequently visited locations, home, work, browsing habits, interests and much more.



GEO FENCING: MICRO PROXIMITY

Target people on their mobile devices based on where they are in real-time.



SEARCH ENGINE MARKETING (SEM)

Our custom approach separates our team from other providers in the market, ensuring your solution is customized to your needs.



ORGANIC SEO (SEARCH ENGINE OPTIMIZATION)

Organic SEO results are the cornerstone of maximizing your online referral traffic from search engines. Over two-thirds of search-related clicks come from Search Engine Optimization.



LOCAL SEO (SEARCH ENGINE OPTIMIZATION)

Improve your business' local visibility to drive foot traffic and phone calls. Expand your footprint by ranking higher locally while getting engaged with your customers.



PRE-ROLL VIDEO

Pre-Roll Video is a robust tool for precise targeting and can increase both brand recall and intent to purchase.

OWNED MEDIA

UNDERSTAND THE BENEFITS AND FEATURES OF OUR SUITE OF LOCALIZED PRODUCTS



THE BERKSHIRE EAGLE

The main and only local daily newspaper of the Berkshire region with deep roots and continuous history in this area since 1789.



THE B MAGAZINE

High-end quarterly publication for local mavens, wide-eyed tourists and affluent second home owners.



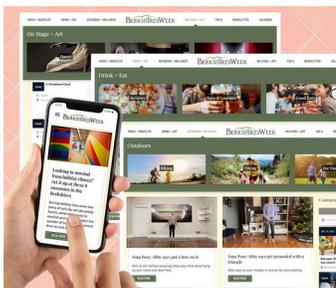
BERKSHIRE BUSINESS JOURNAL

Each issue contains articles and information focusing on key sectors of the local economy. Mailed monthly to business professionals and bulk dropped throughout Berkshire County.



SHOPPER'S GUIDE

"Buy Local-Support Local" is not a fad but a way of life in the Berkshires. The Shopper's Guide is a way to connect buyers and sellers in the tri-state region: Western MA, Northern CT & Upstate NY.



BERKSHIRES WEEK

During the summer and fall, Berkshires Week covers what not to miss on the region's vibrant cultural scene.



BEST OF THE BERKSHIRES

Surveyed and published annually, with 45,500 print audience and 100,000+ visitors to a dedicated website.

LOCAL ADVERTISING

UNDERSTAND THE BENEFITS AND FEATURES OF OUR SUITE OF LOCALIZED PRODUCTS.



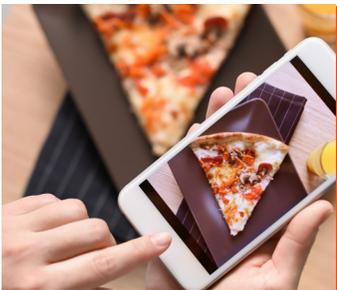
DISPLAY ADS (PRINT)

We are building on a tradition of over two centuries of serving New England communities through newspaper publication, journalism and advertising for commercial clients.



NATIVE ADVERTISING

Let us tell your story in a modern way that reads and feels just like a news article. It will convey powerful ideas that build positive relationships between consumers and merchants.



SPONSORED EVENTS

Trust our experience in producing a broad range of events, including everything from large trade-show style expositions, to outdoor food festivals and educational seminars.



INSERTS AND SWAG

Spread your message far and wide. We offer insert programs in The Berkshire Eagle, and other publications in the Northeast. Plus, we will produce promotional merchandise (swag) for your brand.



LOCAL RADIO STATIONS

The power of local radio stations remains a strong advertising channel for brands through on-the-air engagement and within communities they serve.



DIRECT MAIL

From postcards and self-mailers to brochures and letters, we can fulfill all your direct mail needs with our in-house print and mail services.