



2019 Local Advertiser Survey

The nation's largest survey of advertising and marketing decision makers within all industries across local U.S. markets

2019 FIELD DATES:
April 29 – June 30

NEW! topics for 2019

- ✓ Video deep dive into YouTube & OTT
- ✓ Best source of leads
- ✓ Advertising budget considerations
- ✓ Advertising effectiveness perceptions
- ✓ Ad rep evaluations
- ✓ And more...

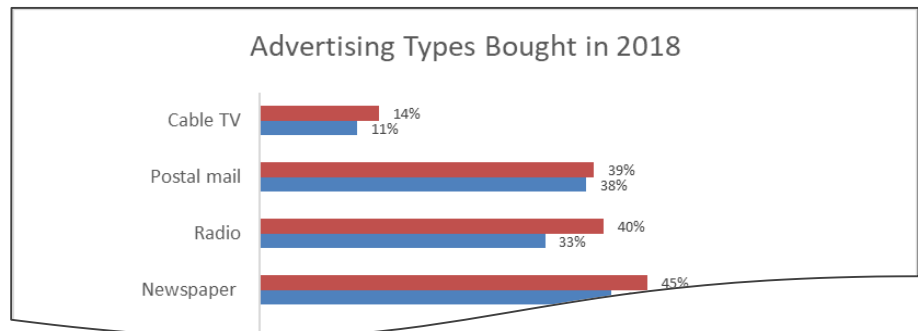
Also included:

- ✓ Marketing spend in 2018 by advertising category
- ✓ Anticipated budget changes in 2019
- ✓ Social media channel use and effectiveness
- ✓ COMPLETELY SEPARATE AGENCY SURVEY INCLUDED

Get open-ended comments from your customers.

"Make things simple. There's so much out there and so much to choose from. It can be overwhelming. The easier you present your products the more likely I am to buy it. If I'm confused. I don't."

Find out how your advertisers compare against the national benchmark.



3500+

Businesses typically respond

100+

Industries captured

100+

Local markets

41

Average number of questions answered

30+

Advertising categories measured

Use results to:

- Improve sales training
- Update sales materials
- Inform revenue projections
- Understand threats
- Identify opportunities
- Build advertiser relationships



Sample Questions

2019 Local Advertiser Survey

2019 FIELD DATES:
April 29 - June 30

****This is a sample, not all questions asked are included here**

MARKETING EXPERTISE

About how many years have you been involved in making advertising and marketing decisions for any company?

GENERAL BUSINESS PROFILE

About how many full- or part-time employees work at your company?

How many years has your business been operating?

What is the range of gross annual revenues for your business?

INDUSTRY DETAIL

Which of the following industries best categorizes your business?

TYPES OF MEDIA USED IN 2018

Which of the following types of advertising/marketing did you use last year (2018)?

When your business used the following media, did it include an online element? (ie. impressions to run on a website, listing in an online and print directory, featured in an email)

MEDIA SPENDING IN 2018

About how much money (US \$) did your business spend on advertising last year -- in 2018?

About how many companies would you say you bought advertising/marketing services from in 2018?

LEAD SOURCE

Which of the following sources best provide you with new customers? That is how do people most often hear about your services and products that have not shopped with you or visited your business before?

2019 SPENDING OUTLOOK

Earlier, you estimated your business spent [\$X] on advertising in 2018. Will that increase or decrease in 2019?

Below is a list of the types of advertising/ marketing your business used in 2018 - will you continue to use each type MORE, About the same, LESS, or Not at all ?

MARKETING STRATEGY & MEDIA INTERACTIONS

About how many companies would you say your business bought advertising/ marketing services from in 2018?

When buying advertising how often do you deal with an advertising rep vs. buying advertising in a self-serve manner with no human interaction?

In general, please rate how much each of the following influences whether you trust a sales rep?

When your business used the following media, did it include an online element?

Local Agencies answer a different set of questions, focused on how they make marketing decisions for their clients.



FAQs

2019 Local Advertiser Survey

2019 FIELD DATES:
April 29 - June 30

WHAT IS THE LOCAL ADVERTISER SURVEY?

Borrell Associates conducts a survey of local advertisers each year. This is done with the help of local media organizations throughout the country. In 2018, more than more than 3,500 businesses completed the survey.

HOW IS THE SURVEY CONDUCTED?

We use an online survey platform to host our survey, which we program and manage for all participating media companies.

As a participating media company, you send your local advertisers an email asking them to participate. The link is unique your media outlet, allowing the results to be collected for an individual property and compared to the overall national averages.

WHO TAKES THE SURVEY / WHO SENDS THE EMAILS?

As a participating media company you send the list to your advertiser clients. You always maintain ownership of your list.

We will provide suggested copy for 3 emails (1 initial invitation and 2 reminders) as well as a timeline of when to send those emails to drive participation from your local businesses.

Response rates will depend on the quality and size of your list. We suggest sending to no fewer than 5,000 emails to get a minimum sample size for your company.

WHAT IS THE DELIVERABLE?

Each participating media company will receive an Excel workbook that displays the answers to every question posed in the survey – as well as a comparison to a national average. This report will serve as a great scorecard of local marketing trends.

You'll receive answers to all open-ended questions answered by your respondents. And, you'll receive a separate contact file listing those businesses who completed the survey and entered the contest.

WHAT DO MY ADVERTISERS GET OUT OF THIS?

Survey respondents will be:

- Entered into a drawing for a \$500 VISA gift card.
- Invited to an exclusive SMB panel maintained by Borrell Associates
- Providing valuable insights and opinions to help their local media companies improve



Deliverables

2019 Local Advertiser Survey

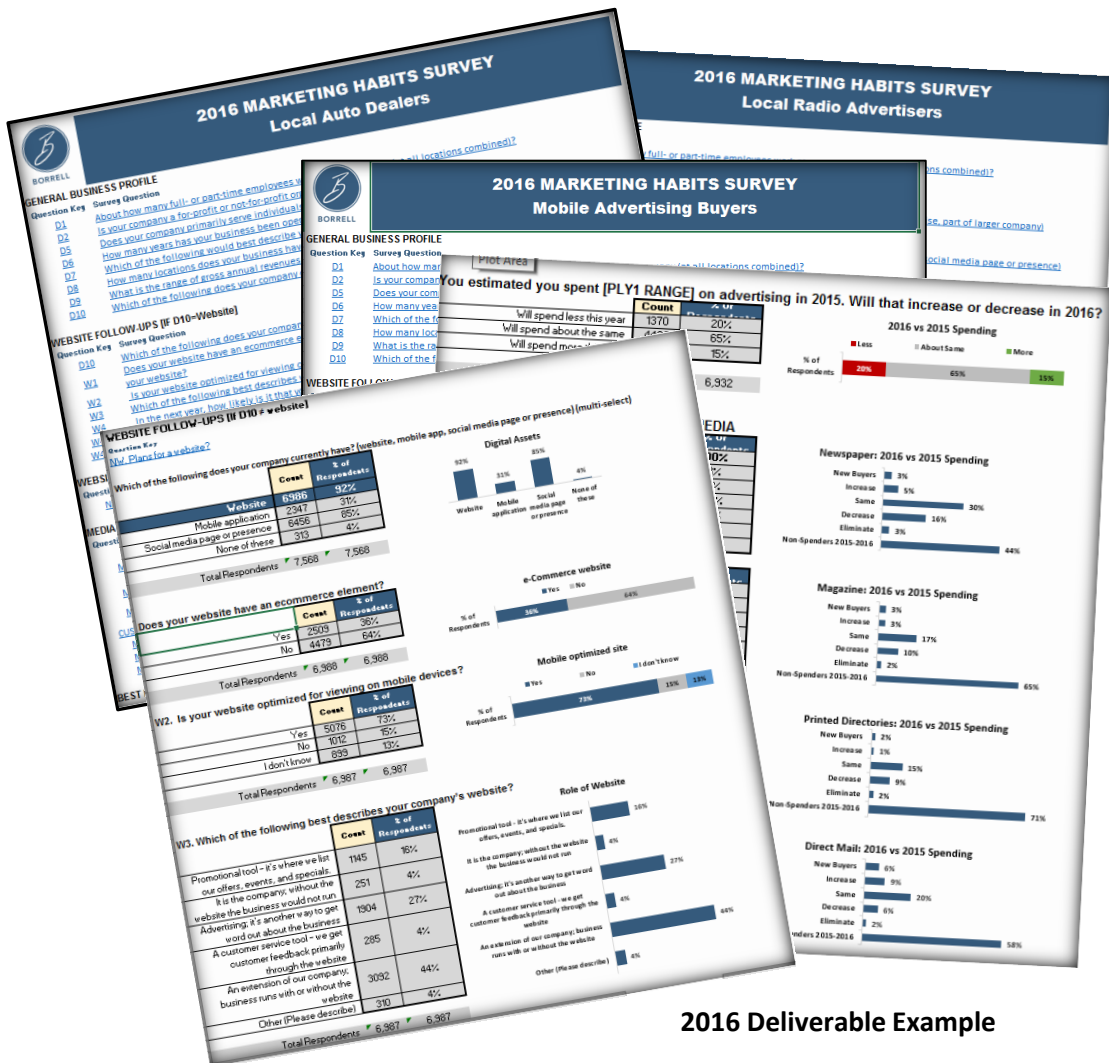
2019 FIELD DATES:
April 29 - June 30

Each market that garners 50 or more respondents will receive an excel workbook showcasing their specific market's responses.

Every market answer is compared to the U.S. average.

If the market is part of a larger media group, a comparison to the media group's average is also included.

Bottom line: Every individual market is compared to a larger dataset.



2016 Deliverable Example