



## Media Group Online, Inc. Website Users Guide



Since its founding during 1990 as THE MEDIACENTER, Media Group Online, Inc. (MGO) has had a single focus – to provide you with the most-recent information about more than 150 retail sectors and the latest research and insights about marketing, advertising, legacy media, the economy, digital media, technology and much more.

To maximize the value of being a Media Group Online member, we created and launched a new Website during March 2017.

The primary goals of our Website upgrade included:

- A more colorful and inviting presentation and experience
- Organization, navigation and content familiar to our members as well as an evolution of the content
- More free content for visitors (non-members) and an opportunity to discover the wealth of proprietary materials available to them when they become members

With the new Website and our continuous addition of new content and new sections of content, we created this guide to make it easier to find the information, insights and ideas that will power your success.

For those who are not yet a Media Group Online member, the guide is an introduction to our unique service and why many local TV stations have relied on MGO for more than two decades.

As always, we encourage and welcome your questions, comments and suggestions as you use the Guide and explore the contents of the new site.



Media Group Online, Inc.

[www.mediagrouponlineinc.com](http://www.mediagrouponlineinc.com)

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Sloatsburg, NY 10974

Phone: 1-866-921-1026

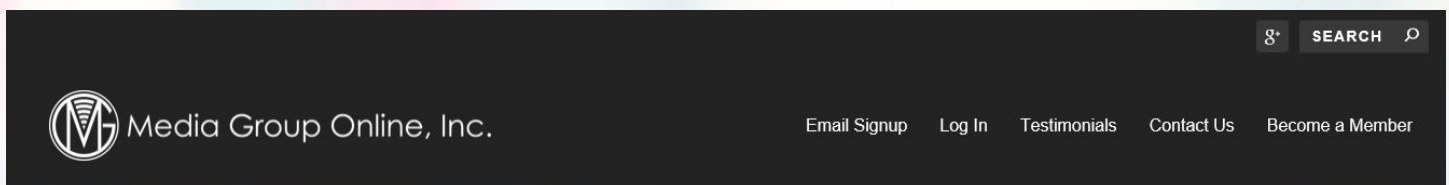
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Email: [info@mediagrouponlineinc.com](mailto:info@mediagrouponlineinc.com)

# Public Home Page

The public home page greets you with powerful photos and statements about why an MGO membership is your strongest and most trusted ally and partner, helping you establish your preeminence as the most knowledgeable and supportive media account executive in your market.

## Top Navigation



- **Email Signup** – Click here to sign up for Media Group Online’s free monthly online newsletter or enter your contact information in the “Free Newsletter” box below.
- **Log in** – Members may click here to log into the Members Section of the site or use the Login box below.
- **Testimonials** – Click here to read testimonials from Media Group Online members about how our content helped them convert prospects into clients and retain more of their clients.
- **Contact Us** – How to communicate with us whenever you have a question, comment or suggestion.
- **Become a Member** – Learn how to join the hundreds of TV station account executives across the country who benefit every day from their valuable membership.



**LATEST NEWS:**  
Media, Retail, Marketing, Advertising and the Economy




**2018 RESTAURANT TREND PREDICTIONS FROM 10 FAST CASUAL CEOs**  
Editor's note: This is part 1 in a series of

**LATEST NEWS:**  
Digital Media and Technology



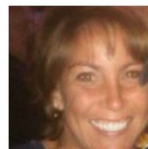



**HOW CAN BANKS USE SOCIAL MEDIA TO ENGAGE MILLENNIALS?**  
In this picture taken on December 5, 2017, Jia Xinru browses her smartphone in her office lounge in

**FREE NEWSLETTER**  
Insights, Analysis and Newer Subscriber Content



\* Indicates required  
Email Address \*  
First Name

The right sidebar includes a handy login box, featured testimonials and social media links.

LOGIN	TESTIMONIALS	FOLLOW US
Username <input type="text"/> Password <input type="password"/> <input type="checkbox"/> Remember Me <input type="button" value="LOG IN"/> <a href="#">Forgot Password</a>	<b>GREAT PROMOTION IDEAS</b>  Through key points in Media Group Online’s ‘Concert, Music, and Theater’ presentation and the ‘Family Fun Week’ promotion idea that I amended to fit for Cirque du Soleil, I was able to secure a \$15,000 buy.	 <b>FACEBOOK</b>  <b>YOUTUBE</b>  <b>TWITTER</b>



## Latest News

A primary feature of the Website's public home page is the Latest News section. On our old site, these stories were only accessible to members after login, but now they are available to all visitors. We want the MGO Website to be your "go-to" place for all the latest news stories. We research and add new stories almost every day.

Latest News is divided into two categories:

### Media, Retail, Marketing, Advertising and the Economy

To be a successful media representative, it's important that you are well-informed not just about media and retail, but also macro-economic issues, so we've expanded the selection of news stories to include:

- The nation's economic performance metrics
- Consumer and small business owner confidence indices
- Employment
- The political climate and legislation that affect you and your clients
- New research and insights about consumer habits and trends



### Digital Media and Technology

The second category focuses on the latest trends in digital media and technology:





- E-commerce; social media; email, content and mobile marketing; augmented and virtual reality; and much more.
- Internet of Things (IoT), robotics, artificial intelligence (AI), machine learning and other technologies that will and are already having profound effects on media, retailing and the economy.

To the right of the New Stories section is where all visitors and members are invited to sign up for our free monthly newsletter.

# Content Presentation

Below the News Stories section is a presentation of MGO's six major content categories.

- Industry Profilers and PowerPoints
- Special Reports
- New Media Insights Reports
- Automotive Update Reports
- Sales Management Insights Reports
- TV Commercials

<p><b>INDUSTRY PROFILERS AND POWERPOINTS:</b> Up-to-date reports on more than 150 retail sectors</p>  <p><b>USED VEHICLES MARKET 2018</b> As published in Edmunds Used Vehicle Market Report, February 2017, total used vehicles sales...</p> <p><b>CARPET CLEANING &amp; RESTORATION PRESENTATION 2018</b></p> <p><b>AUTO GLASS REPAIR 2017</b></p> <p><b>CARPET CLEANING SERVICES 2018</b></p>	<p><b>SPECIAL REPORTS:</b> In-depth reports on the most important media, retail, marketing and demographic topics</p>  <p><b>TRENDS 2018</b> Leaning Forward into the Future The future never waits for anyone or anything. It is eager and...</p> <p><b>RETAIL</b></p> <p><b>MAXIMIZING TV STATIONS' DIGITAL AD REVENUES</b></p> <p><b>CO-OP ADVERTISING: MAKING THE MOST OF CO-OP DOLLARS</b></p>	<p><b>NEW MEDIA INSIGHTS REPORTS:</b> Latest information from the world of digital media and technology</p>  <p><b>THE SMARTPHONE OBSESSION – YOU THINK?</b> If you remember the time before cellular and smartphones (and maybe even during ancient history...</p> <p><b>THE MEDIA WATERING HOLE IS SHRINKING</b></p> <p><b>CONSUMERS ARE DRIVING THE FUTURE OF V-COMMERCE</b></p> <p><b>PREPARING FOR THE GEE WHIZ OF 5G</b></p>
<p><b>AUTOMOTIVE UPDATE REPORTS:</b> Latest topics and issues in the automotive industry and dealerships</p>  <p><b>DECEMBER 2017 AUTOMOTIVE UPDATE</b> The End of Days... for Driving Bob Lutz is no starry-eyed Millennial entrepreneur with aspirations to...</p> <p><b>November 2017 Automotive Update</b></p> <p><b>OCTOBER 2017 AUTOMOTIVE UPDATE</b></p> <p><b>SEPTEMBER 2017 AUTOMOTIVE UPDATE</b></p>	<p><b>SALES MANAGEMENT INSIGHTS REPORTS:</b> Ideas to make sales managers' job easier and maximize the sales team's performance.</p>  <p><b>MANAGEMENT INSIGHTS JANUARY/FEBRUARY 2018</b> 4 Ways to Make 2018 the Best Year for Your Team It's a new year and, as is the tradition, it's an...</p> <p><b>MANAGEMENT INSIGHTS NOVEMBER/DECEMBER 2017</b></p> <p><b>MANAGEMENT INSIGHTS SEPTEMBER/OCTOBER 2017</b></p> <p><b>MANAGEMENT INSIGHTS JULY/AUGUST 2017</b></p>	<p><b>TV COMMERCIALS:</b> View samples of dozens of TV commercials that advertisers in other markets have used successfully.</p>  <p><b>OPTICAL SERVICES</b> The latest samples of Optical Services TV commercials that advertisers in other markets have used successfully. There's nothing like seeing an ad in action to prove to local businesses that television advertising isn't out of...</p> <p><b>TRAVEL SERVICES</b></p> <p><b>BEVERAGES</b></p> <p><b>PET STORES</b></p>

Each displays the newest content in the category. Members have instant access to materials they can use to expand their knowledge base and make them an integral part of any prospect or client pitch. Each report or content title is a live link to that content, which is accessible with a login.

These content categories are the portals for all visitors to explore the almost-encyclopedic materials available to them as an MGO member. (Access to the actual reports and other content requires a membership login.)

Please notice that each of the six content categories is color-coded, which is consistent throughout the site.




# Members' Home Page

Although MGO members can access content from various links on the public home page, the new site features a Members' Home Page, accessible upon login and with links to all the various sections and categories of content.

## Top Navigation

- **Home** – Return to the Home page from any page on the site.
- **Account** – A link to Member Account Settings to create and update your profile.

- **Members Area** – Click here and select “Industries” from the dropdown menu to access a page of all the industry categories for our reports.
- **Contact Us** – How to communicate with us whenever you have a question, comment or suggestion. stores, automotive, email marketing, etc.



The screenshot shows the Members' Home Page layout. At the top is a navigation bar with the MGO logo, 'Media Group Online, Inc.', and links for Home, Account, Members Area, and Contact Us. Below this is a 'MEMBERS' section with a welcome message and a 'READ MORE' button. The main content area is divided into several columns of news and reports, including 'LATEST NEWS' for Media, Retail, Marketing, Advertising and the Economy, and Digital Media and Technology. There are also sections for 'INDUSTRY PROFILERS AND POWERPOINTS', 'SPECIAL REPORTS', 'NEW MEDIA INSIGHTS REPORTS', 'SALES MANAGEMENT INSIGHTS REPORTS', 'TV COMMERCIALS', and 'OPTICAL SERVICES'. A search bar is located in the top right corner of the page.

The right sidebar includes a handy login box, featured testimonials and social media links.

The top third displays a link to the Local Search Association's Co-op Directory, which was added to the site during July 2017. Next to it are the two Latest News categories.

To the right is a Search tool into which you can enter the specific information you are seeking, such as department stores, automotive, email marketing, etc.

Below it is a Search by Industry tool with a dropdown menu of industry titles, which can be selected to take you directly to the relevant content.

The middle of the page displays the six major content categories as they are on the public home page.

- Industry Profilers and PowerPoints
- Special Reports
- New Media Insights Reports
- Automotive Update Reports
- Sales Management Insights Reports
- TV Commercials

A third tier of content categories has been added to provide access to these sections:

- Advertising Strategies & Promotional Ideas
- Sales Training Aids
- Broadcast Planning

The right sidebar features linked boxes to the two News Stories categories, the nine content categories and the LSA Co-op Directory. They are all color-coded.

# Industries Category Page

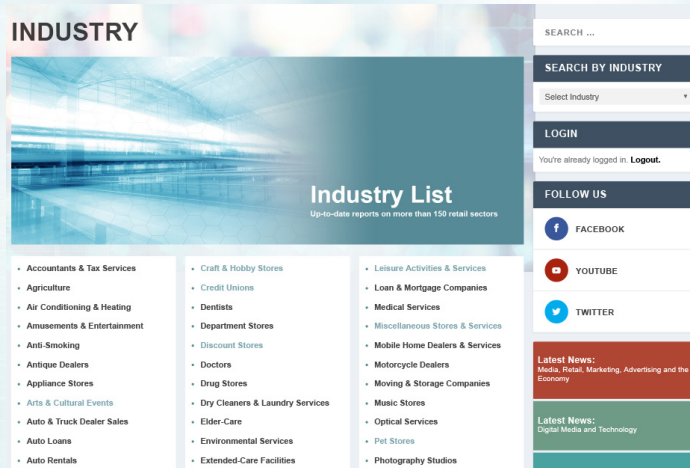
You can access the Industries Category Page via two links.

- Click on the “Industries” link in the dropdown menu under “Members Area” in the top navigation of the Members Home Page (or any page).
- Click and hold the link “Search Industry” under “Search by Industry” at the top of the right navigation.

Some Industry Categories, such as “Beverages,” will take you to a page with multiple Business Profilers and PowerPoint Presentations. Beverages includes Soft Drinks, Bottled Water, Beer and Wine & Spirits.

- The rotating banner at the top of the page features the current Business Profilers
- The left column lists all Profilers in descending order by year.
- The right column lists the PowerPoint presentations.
- The bottom of the left column lists Advertising Strategies and Promotional Ideas
- The middle of the right column lists Commercials and Storyboards
- The bottom of the right column lists Industry Press Highlights

Other Industry Categories relate to a single Business Profiler, such as “Jewelry Stores,” where you’ll find the same content selection.



**INDUSTRY**

SEARCH ...

**SEARCH BY INDUSTRY**

Select Industry

**LOGIN**

You're already logged in. **Logout.**

**FOLLOW US**

FACEBOOK

YOUTUBE

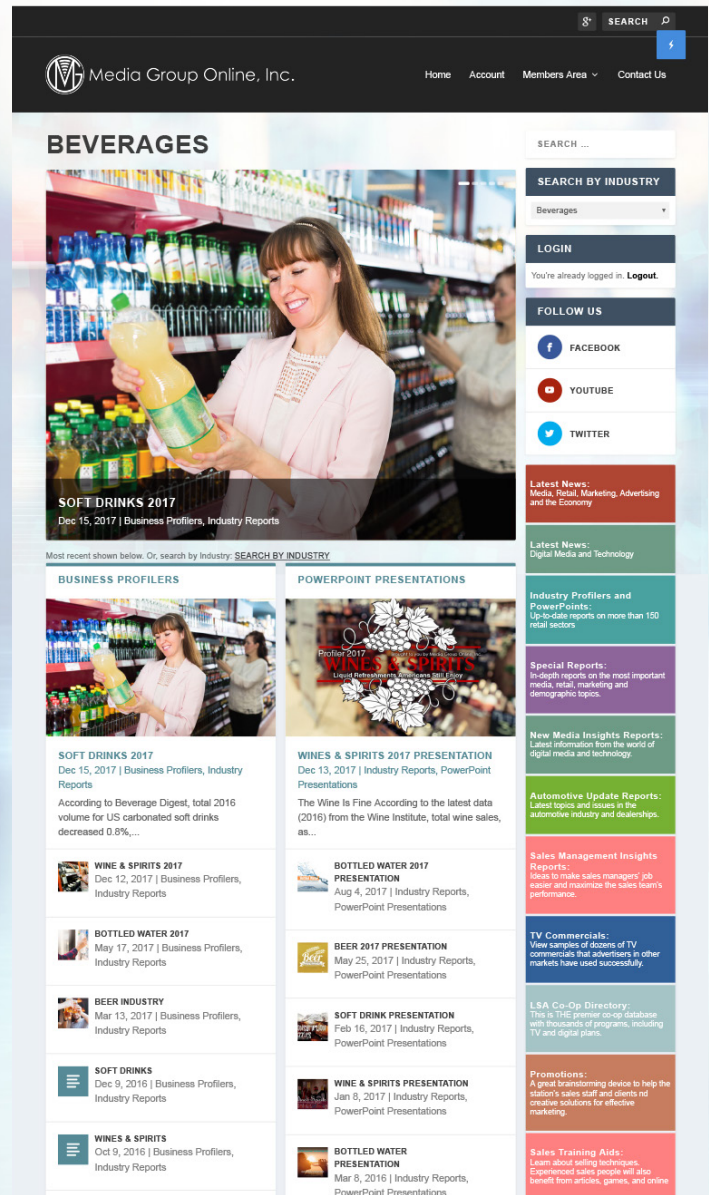
TWITTER

**Industry List**  
Up-to-date reports on more than 150 retail sectors

- Accountants & Tax Services
- Agriculture
- Air Conditioning & Heating
- Amusements & Entertainment
- Anti-Smoking
- Antique Dealers
- Appliance Stores
- Arts & Cultural Events
- Auto & Truck Dealer Sales
- Auto Loans
- Auto Rentals
- Craft & Hobby Stores
- Credit Unions
- Dentists
- Department Stores
- Discount Stores
- Doctors
- Drug Stores
- Dry Cleaners & Laundry Services
- Elder-Care
- Environmental Services
- Extended-Care Facilities
- Leisure Activities & Services
- Loan & Mortgage Companies
- Medical Services
- Miscellaneous Stores & Services
- Mobile Home Dealers & Services
- Motorcycle Dealers
- Moving & Storage Companies
- Music Stores
- Optical Services
- Pet Stores
- Photography Studios

**Latest News:**  
Media, Retail, Marketing, Advertising and the Economy

**Latest News:**  
Digital Media and Technology



SEARCH ...

**SEARCH BY INDUSTRY**

Beverages

**LOGIN**

You're already logged in. **Logout.**

**FOLLOW US**

FACEBOOK

YOUTUBE

TWITTER

**Latest News:**  
Media, Retail, Marketing, Advertising and the Economy

**Latest News:**  
Digital Media and Technology

**Industry Profilers and PowerPoint:**  
Up-to-date reports on more than 150 retail sectors

**Special Reports:**  
In-depth reports on the most important media, retail, marketing and demographic topics.

**New Media Insights Reports:**  
Latest information from the world of digital media and technology.

**Automotive Update Reports:**  
Latest topics and issues in the automotive industry and dealerships.

**Sales Management Insights Reports:**  
Ideas to make sales managers' job easier and maximize the sales team's performance.

**TV Commercials:**  
View samples of dozens of TV commercials that advertisers in other markets have used successfully.

**LSA Co-Op Directory:**  
This is THE premier co-op database with thousands of programs, including TV and digital plans.

**Promotions:**  
A great brainstorming device to help the fastest sales staff and clients no creative solutions for effective marketing.

**Sales Training Aids:**  
Learn about selling techniques. Experienced sales people will also benefit from articles, games, and online

**BEVERAGES**

SEARCH ...

**SEARCH BY INDUSTRY**

Beverages

**LOGIN**

You're already logged in. **Logout.**

**FOLLOW US**

FACEBOOK

YOUTUBE

TWITTER

**Latest News:**  
Media, Retail, Marketing, Advertising and the Economy

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**SOFT DRINKS 2017**  
Dec 15, 2017 | Business Profilers, Industry Reports

Most recent shown below. Or, search by Industry: **SEARCH BY INDUSTRY**

**BUSINESS PROFILERS**

**POWERPOINT PRESENTATIONS**

**SOFT DRINKS 2017**  
Dec 15, 2017 | Business Profilers, Industry Reports

According to Beverage Digest, total 2016 volume for US carbonated soft drinks decreased 0.8%,...

**WINE & SPIRITS 2017 PRESENTATION**  
Dec 13, 2017 | Industry Reports, PowerPoint Presentations

The Wine Is Fine According to the latest data (2016) from the Wine Institute, total wine sales, as...

**WINE & SPIRITS 2017**  
May 17, 2017 | Business Profilers, Industry Reports

**BOTTLED WATER 2017 PRESENTATION**  
Aug 4, 2017 | Industry Reports, PowerPoint Presentations

**BEER 2017 PRESENTATION**  
May 25, 2017 | Industry Reports, PowerPoint Presentations

**SOFT DRINK PRESENTATION**  
Feb 16, 2017 | Industry Reports, PowerPoint Presentations

**WINE & SPIRITS PRESENTATION**  
Jan 8, 2017 | Industry Reports, PowerPoint Presentations

**BOTTLED WATER**  
Mar 8, 2016 | Industry Reports, PowerPoint Presentations

**BOTTLED WATER 2017**  
Dec 9, 2016 | Business Profilers, Industry Reports

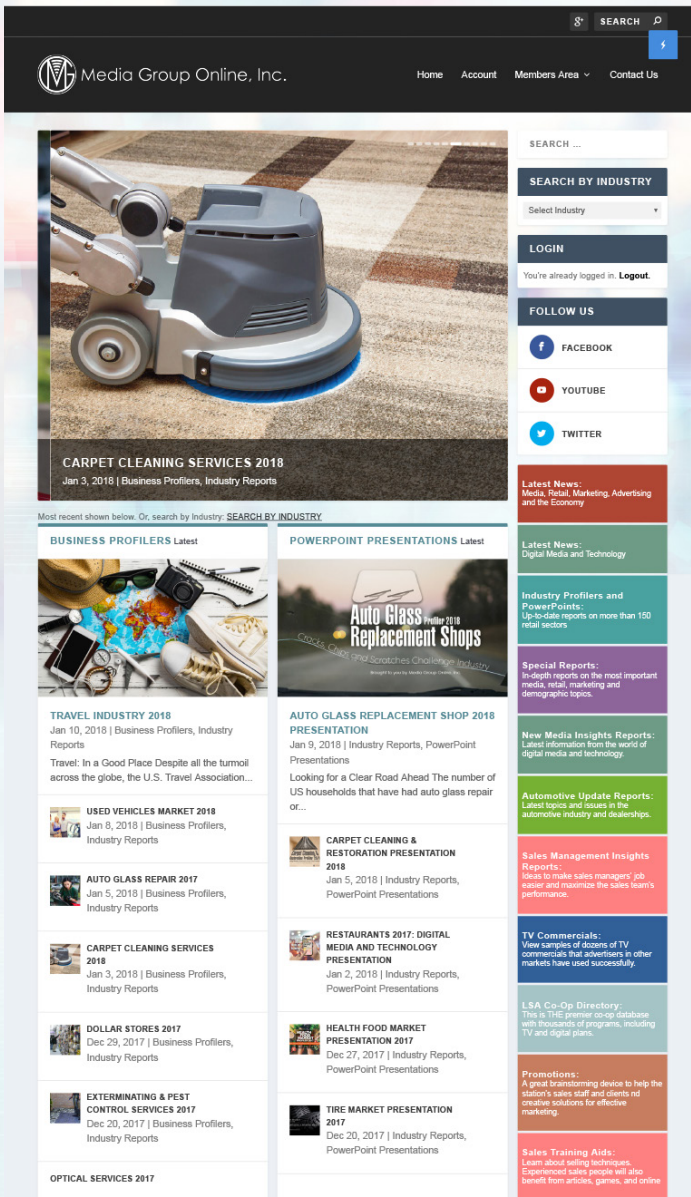
**WINE & SPIRITS**  
Oct 9, 2016 | Business Profilers, Industry Reports



# Industry Profilers and PowerPoints

You can access the Business Profilers/PowerPoints Library page from a number of places on the Members' Home Page.

- Click on "Members Area" in the top navigation of the Members Home Page (or any page), and then "Industries" in the dropdown menu.
- Click on the title or accompanying photo of the newest Profilers and PowerPoints featured in the left module in the first tier of reports on the Members Home Page.
- Click on the 3rd box in the right sidebar: Industry Profilers and PowerPoints.



## Business Profilers Library Page

- The rotating banner at the top of the page features the newest Profilers.
- The left column lists all Profilers in descending order by year.
- The right column lists all PowerPoint presentations.
- Click on any of the Business Profilers to access the page where you can download the Word document of the Profiler.
- Click on any of the PowerPoint presentations to access the page where you can download the PowerPoint document.




# Special Reports

You can access Special Reports via the same links as Business Profilers/PowerPoints:

- Click on “Members Area” in the top navigation of the Members Home Page (or any page), and then “Special Reports” in the dropdown menu.
- Click on the title or accompanying photo of the newest Special Reports featured in the center module in the first tier of reports on the Members Home Page.
- Click on the 4th box in the right sidebar: Special Reports.

**SPECIAL REPORTS:**  
In-depth reports on the most important media, retail, marketing and demographic topics



**Trends 2018**

**TRENDS 2018**  
Leaning Forward into the Future The future never waits for anyone or anything. It is eager and...

**RETAIL**

**MAXIMIZING TV STATIONS' DIGITAL AD REVENUES**



The screenshot shows the 'SPECIAL REPORTS' library page. At the top, there is a navigation bar with the company logo and links for Home, Account, Members Area, and Contact Us. Below the navigation, a large banner for 'Co-op Advertising' is featured. To the right of the main content is a sidebar with a search bar, a 'SEARCH BY INDUSTRY' dropdown menu, and social media links for Facebook, YouTube, and Twitter. The main content area displays a grid of report thumbnails, including 'Trends 2018', 'Retail', 'Maximizing TV Stations' Digital Ad Revenues', 'Co-op Advertising', and 'Local TV News'. Each thumbnail includes a title, a brief description, and a 'READ MORE' button. The sidebar also contains several 'Latest News' and 'Special Reports' sections with brief summaries and 'READ MORE' buttons.

## Special Reports Library Page

- As with Business Profilers/PowerPoints, the top rotating banner features the newest Special Reports.
- Both the left and right column lists all Special Reports in the library.
- Use the numbered boxes at the bottom of the page to access older reports.
- Click on any report listing to access its individual page where you can download the PDF of the report and its matching PowerPoint presentation.







# Automotive Update Reports

You can access Automotive Update Reports similarly to the other content modules:

- Click on “Members Area” in the top navigation of the Members Home Page (or any page), and then “Automotive Update Reports” in the dropdown menu.
- Click on the title or accompanying photo of the newest Automotive Update Reports featured in the left module in the second tier of reports on the Members Home Page.
- Click on the 6th box in the right sidebar: Automotive Update Reports.

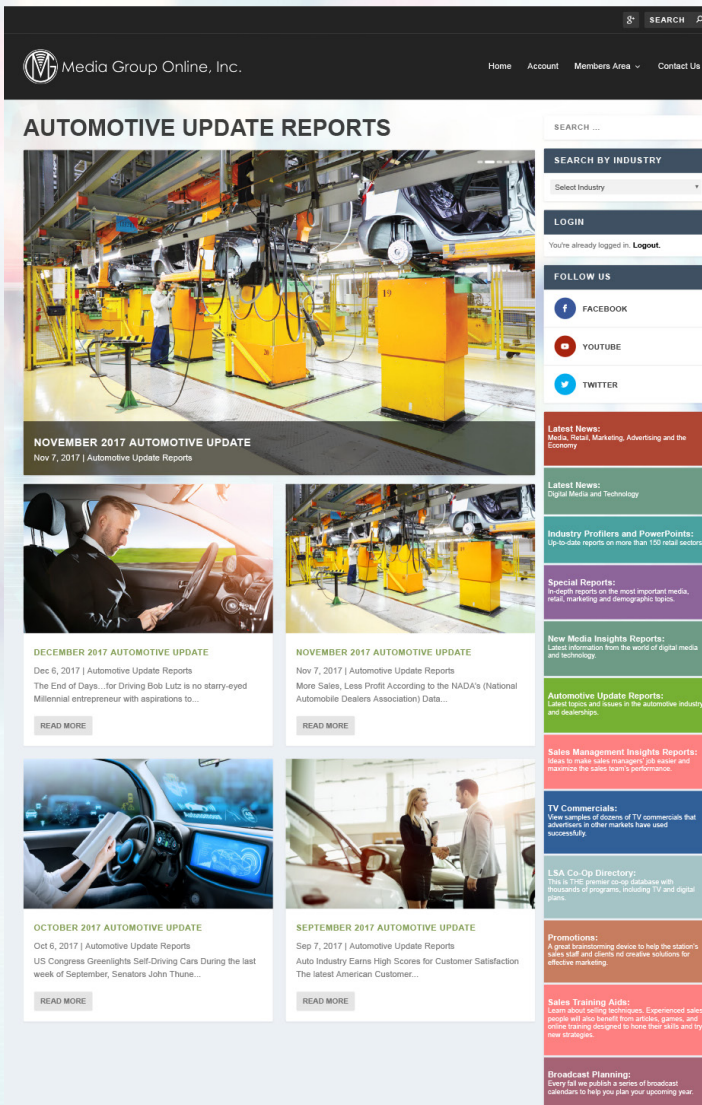
**AUTOMOTIVE UPDATE REPORTS:**  
Latest topics and issues in the automotive industry and dealerships



**DECEMBER 2017 AUTOMOTIVE UPDATE**  
The End of Days...for Driving Bob Lutz is no starry-eyed Millennial entrepreneur with aspirations to...

**November 2017 Automotive Update**

**OCTOBER 2017 AUTOMOTIVE UPDATE**



The screenshot shows the website interface for Automotive Update Reports. At the top, there is a navigation bar with the Media Group Online, Inc. logo and links for Home, Account, Members Area, and Contact Us. Below the navigation is a search bar and a 'SEARCH BY INDUSTRY' dropdown menu. A 'LOGIN' section indicates the user is logged in as 'Lognet'. There are social media links for Facebook, YouTube, and Twitter. A 'Latest News' section lists several reports with brief descriptions and 'READ MORE' buttons. The reports include:
 

- NOVEMBER 2017 AUTOMOTIVE UPDATE** (Nov 7, 2017): Media, Retail, Marketing, Advertising and the Economy
- DECEMBER 2017 AUTOMOTIVE UPDATE** (Dec 6, 2017): The End of Days...for Driving Bob Lutz is no starry-eyed Millennial entrepreneur with aspirations to...
- NOVEMBER 2017 AUTOMOTIVE UPDATE** (Nov 7, 2017): More Sales, Less Profit According to the NADA's (National Automobile Dealers Association) Data...
- OCTOBER 2017 AUTOMOTIVE UPDATE** (Oct 6, 2017): US Congress Greenlights Self-Driving Cars During the last week of September, Senators John Thune...
- SEPTEMBER 2017 AUTOMOTIVE UPDATE** (Sep 7, 2017): Auto Industry Earns High Scores for Customer Satisfaction The latest American Customer...

 On the right side of the page, there is a sidebar with more report categories:
 

- Latest News:** Digital Media and Technology
- Industry Profilers and PowerPoints:** Up-to-date reports on more than 100 retail sectors
- Special Reports:** In-depth reports on the most important media, retail, marketing and demographic topics
- New Media Insights Reports:** Latest information from the world of digital media and technology
- Automotive Update Reports:** Latest topics and issues in the automotive industry and dealerships
- Sales Management Insights Reports:** Ideas to make sales managers' job easier and maximize the sales team's performance
- TV Commercials:** View samples of dozens of TV commercials that advertisers in other markets have used successfully
- LSA Co-Op Directory:** This is the premier local database with thousands of programs, including TV and digital ads
- Promotions:** A great brainstorming device to help the station's sales staff and clients not creative solutions for effective marketing
- Sales Training Aids:** Learn about selling techniques. Experienced sales people will also benefit from articles, games, and online training designed to hone their skills and try new strategies
- Broadcast Planning:** Every fall we publish a series of broadcast calendars to help you plan your upcoming year

## Automotive Update Reports Library Page

- The rotating banner at the top of the page features the latest Automotive Update Reports.
- Both the left and right column lists all recent Automotive Updates Reports in the library.
- Click on the numbered boxes at the bottom of the page to access older reports.
- Click on any report listing to access its individual page where you can download the PDF of the report.

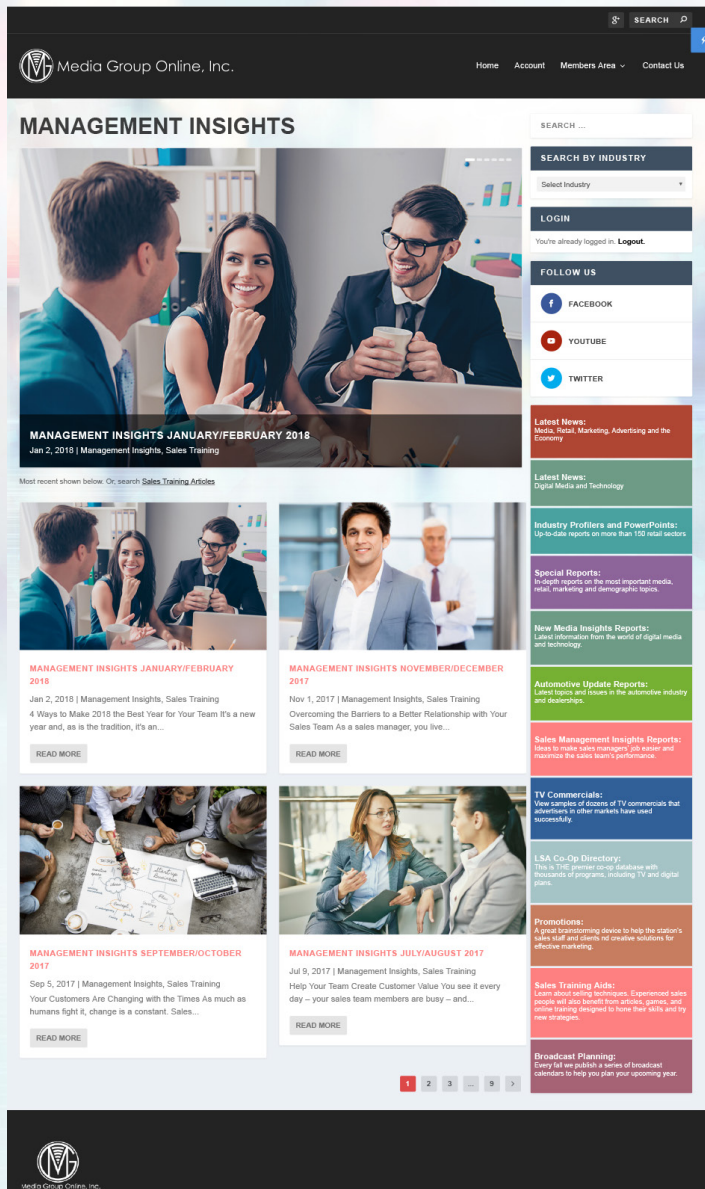




# Sales Management Insights Reports

You can access Sales Management Insights Reports similarly to the other content modules:

- Click on “Members Area” in the top navigation of the Members Home Page (or any page), and then “Sales Management Insights Reports” in the dropdown menu.
- Click on the title or accompanying photo of the newest Sales Management Insights Reports featured in the middle module in the second tier of reports on the Members Home Page.
- Click on the 7th box in the right sidebar: Sales Management Insights Reports.
- Sales Management Insights Reports are also one of the 24 sections in the Training Sales Aids library.

Media Group Online, Inc. Home Account Members Area Contact Us

## MANAGEMENT INSIGHTS

SEARCH ...

SEARCH BY INDUSTRY  
Select Industry

LOGIN  
You're already logged in. [Logout.](#)

FOLLOW US

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TWITTER

Latest News:  
Media, Retail, Marketing, Advertising and the Economy

Latest News:  
Digital Media and Technology

Industry Profiles and PowerPoints:  
Up-to-date reports on more than 150 retail sectors.

Special Reports:  
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A great brainstorming device to help the station's sales staff and clients find creative solutions for effective marketing.

Sales Training Aids:  
Learn about selling techniques. Experienced sales people will also benefit from articles, games, and online training designed to hone their skills and try new strategies.

Broadcast Planning:  
Check list we publish a series of broadcast calendars to help you plan your upcoming year.

1 2 3 ... 9 >

## Sales Management Insights Library Page

- Both the left and right column lists all recent Sales Management Insights Reports in the library.
- Click on the numbered boxes at the bottom of the page to access older reports.
- Click on any report listing to access its individual page where you can download the PDF of the report.




# TV Commercials

You can access the MGO library of more than 600 TV commercials and storyboards similarly to the other content modules:

- Click on “Members Area” in the top navigation of the Members Home Page (or any page), and then “TV Commercials” in the dropdown menu.
- Click on the title or accompanying photo of the newest TV Commercials featured in the right module in the second tier of reports on the Members Home Page.
- Click on the 8th box in the right sidebar: TV Commercials.

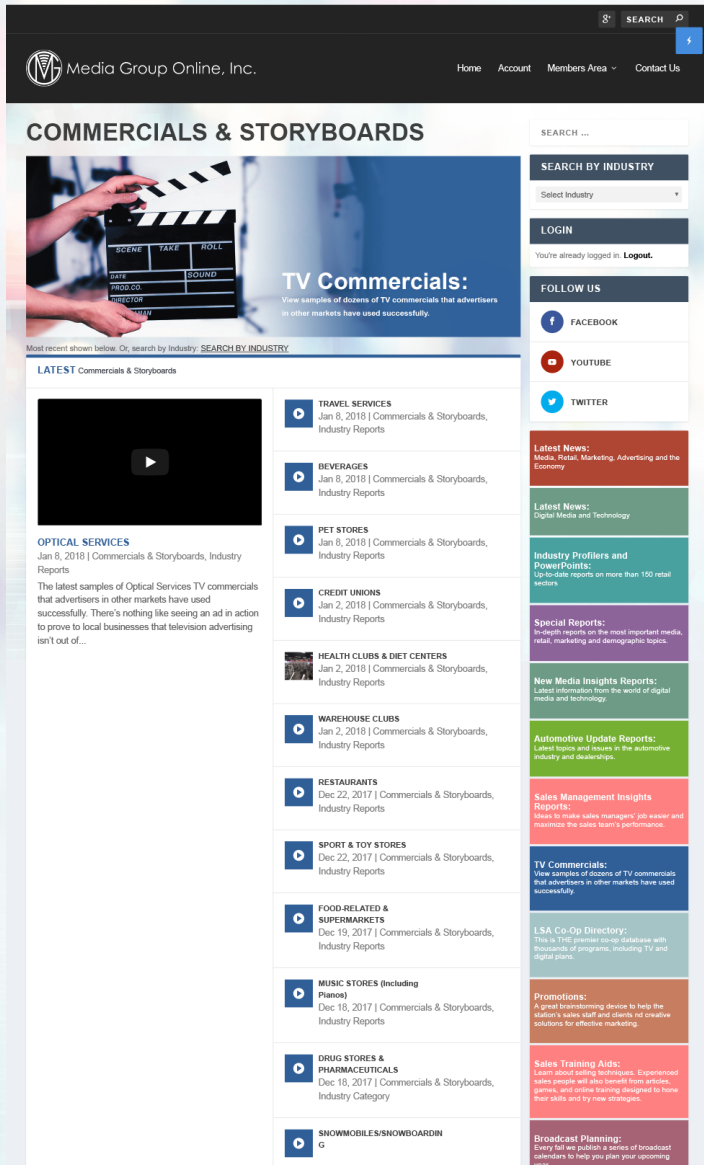
**TV COMMERCIALS:**  
View samples of dozens of TV commercials that advertisers in other markets have used successfully.

Stanton Optical Book Club ...



**OPTICAL SERVICES**  
The latest samples of Optical Services TV commercials that advertisers in other markets have used successfully. There's nothing like seeing an ad in action to prove to local businesses that television advertising isn't out of...

**TRAVEL SERVICES**



Media Group Online, Inc. Home Account Members Area Contact Us

## COMMERCIALS & STORYBOARDS

SEARCH ...

SEARCH BY INDUSTRY  
Select Industry

LOGIN  
You're already logged in. **Logout.**

FOLLOW US  
FACEBOOK  
YOUTUBE  
TWITTER

Latest News: Media, Retail, Marketing, Advertising and the Economy

Latest News: Digital Media and Technology

Industry Profilers and PowerPoints: Up-to-date reports on more than 100 retail sectors

Special Reports: In-depth reports on the most important media, retail, marketing and demographic topics

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Sales Training Aids: Learn about selling techniques. Experienced sales people will also benefit from articles, games, and online training designed to hone their skills and try new strategies.

Broadcast Planning: Every fall we publish a series of broadcast calendars to help you plan your upcoming year.

**TV Commercials:**  
View samples of dozens of TV commercials that advertisers in other markets have used successfully.

Most recent shown below. Or, search by Industry: SEARCH BY INDUSTRY

LATEST Commercials & Storyboards

**TRAVEL SERVICES**  
Jan 8, 2018 | Commercials & Storyboards, Industry Reports

**BEVERAGES**  
Jan 8, 2018 | Commercials & Storyboards, Industry Reports

**PET STORES**  
Jan 8, 2018 | Commercials & Storyboards, Industry Reports

**CREDIT UNIONS**  
Jan 2, 2018 | Commercials & Storyboards, Industry Reports

**HEALTH CLUBS & DIET CENTERS**  
Jan 2, 2018 | Commercials & Storyboards, Industry Reports

**WAREHOUSE CLUBS**  
Jan 2, 2018 | Commercials & Storyboards, Industry Reports

**RESTAURANTS**  
Dec 22, 2017 | Commercials & Storyboards, Industry Reports

**SPORT & TOY STORES**  
Dec 22, 2017 | Commercials & Storyboards, Industry Reports

**FOOD-RELATED & SUPERMARKETS**  
Dec 19, 2017 | Commercials & Storyboards, Industry Reports

**MUSIC STORES (including Piano)**  
Dec 18, 2017 | Commercials & Storyboards, Industry Reports

**DRUG STORES & PHARMACEUTICALS**  
Dec 18, 2017 | Commercials & Storyboards, Industry Category

**SNOWMOBILES/SNOWBOARDING**

## TV Commercials Library Page

- The left column features the newest TV Commercial.
- The right column lists all TV Commercials in the library by industry category.
- Click on any TV Commercial listing to access the videos and storyboards in that industry category.





# Advertising Strategies & Promotional Ideas

You can access the MGO library of hundreds of advertising strategies and promotional ideas similarly to the other content modules:

- Click on “Members Area” in the top navigation of the Members Home Page (or any page), and then “Advertising Strategies & Promotional Ideas” in the dropdown menu.
- Click on the title or accompanying photo of the newest Advertising Strategies & Promotional Ideas featured in the left module in the third tier of reports on the Members Home Page.
- Click on the 9th box in the right sidebar: Advertising Strategies & Promotional Ideas.

## ADVERTISING STRATEGIES & PROMOTIONAL IDEAS:

A great brainstorming device to help the station's sales staff and clients and creative solutions for effective marketing.



## ADVERTISING STRATEGIES FOR DOLLAR STORES

Emphasize the convenience of shopping at dollar stores, including many more locations in most...

## ADVERTISING STRATEGIES FOR SOFT DRINKS 2017



**PROMOTIONAL IDEAS**

SEARCH ...

SEARCH BY INDUSTRY

Select Industry

LOGIN

You're already logged in. **Logout.**

FOLLOW US

FACEBOOK

YOUTUBE

TWITTER

Latest News: Media, Retail, Marketing, Advertising and the Economy

Latest News: Digital Media and Technology

Industry Profilers and PowerPoints: Use location reports on more than 150 retail sectors

Special Reports: In-depth reports on the most important media, retail, marketing and demographic topics.

New Media Insights Reports: Latest information from the world of digital media and technology.

Automotive Update Reports: Latest topics and issues in the automotive industry and dealerships.

Sales Management Insights Reports: Ideas to make sales managers' job easier and maximize the sales team's performance.

TV Commercials: View samples of dozens of TV commercials that advertisers in other markets have used successfully.

LSA Co-Op Directory: This is THE premier co-op database with thousands of programs, including TV and digital plans.

Promotions: A great brainstorming device to help the station's sales staff and clients find creative solutions for effective marketing.

Sales Training Aids: Learn critical selling techniques. Experienced sales people will also benefit from articles, games, and online training designed to hone their skills and try new strategies.

Broadcast Planning: Every fall we publish a series of broadcast calendars to help you plan your upcoming

Most recent shown below. Or, search by Industry: **SEARCH BY INDUSTRY**

**DEMOGRAPHICS Latest**

**SEASONS Latest**

**THEMES Latest**

**FUNNIEST KID VIDEO OR PHOTO CONTEST**  
Nov 14, 2017 | Kids, Promotional Ideas  
This promotion is for any time of the year as a general contest or can be matched with a holiday...

**BEATING THE ODDS AGAINST BREAST CANCER**  
Oct 26, 2017 | Fall, Health, Industry Reports, Promotional Ideas  
GABC WPVI-TV in Philadelphia did a promotion during Breast Cancer Awareness Month in cooperation...

**RESTAURANT TRIVIA CONTEST**  
Nov 22, 2017 | Games / Contests, Industry Reports, Promotional Ideas  
KY3-TV in Springfield, MO co-promoted with a local Mexican restaurant chain that was being...

**ADVERTISING STRATEGIES FOR RETIREMENT COMMUNITIES & SENIOR REHABILITATION...**  
Sep 14, 2017 | 50+, Advertising Strategies, Demographics, Industry Reports

**Summertime Co-op**  
Jul 20, 2017 | Co-op Advertising, Co-op News & Articles, Summer

**FOOTBALL FAN FUN**  
Nov 14, 2017 | Promotional Ideas, Sports

**THE RURAL AMERICAN MARKET**  
Feb 6, 2017 | Demographics, Special Reports

**TRENDS 2017: THE AGE OF DISRUPTION CONTINUES**  
Jan 6, 2017 | All-Year, Special Reports

**FLU SHOT DAY**  
Oct 27, 2017 | Industry Reports, Promotional Ideas, Themes

**INDUSTRY ADVERTISING STRATEGIES AND PROMOTIONS**

**ADVERTISING STRATEGIES FOR DOLLAR STORES**  
Jan 12, 2018 | Advertising Strategies, Industry Reports  
Emphasize the convenience of shopping at dollar stores, including many more locations in most...

**HOLIDAY PROMOTIONS**

**HOLIDAY CASH GIVEAWAY**  
Oct 26, 2017 | Holidays, Industry Reports, Promotional Ideas  
WMC-TV in Memphis, Tennessee ran a promotion called Holiday Cash Giveaway. They printed a Holiday...

**FOURTH OF JULY EVENTS CALENDAR**

## Advertising Strategies & Promotional Ideas Library Page

- The top left section features Advertising Strategies & Promotional Ideas based on demographics, such as children, gender, ethnicities, geographic location, etc.
- The top center section features Advertising Strategies & Promotional Ideas based on selling seasons.
- The top right column features Advertising Strategies & Promotional Ideas based on themes.
- The bottom right section features Advertising Strategies & Promotional Ideas for holiday promotions.
- Click on the numbered boxes below the two bottom sections to access older Advertising Strategies & Promotional Ideas.



# Sales Training Aids

You can access the MGO library of hundreds of sales training aids similarly to the other content modules:

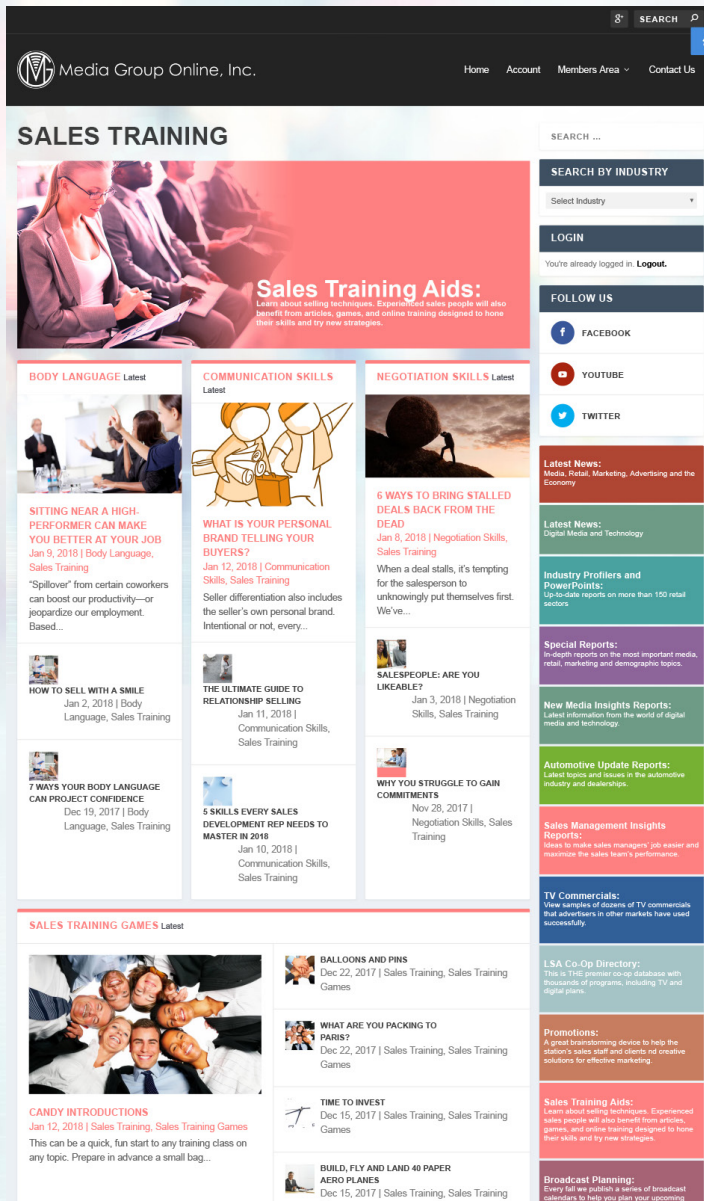
- Click on “Members Area” in the top navigation of the Members Home Page (or any page), and then “Sales Training Aids” in the dropdown menu.
- Click on the title or accompanying photo of the newest Sales Training Aids featured in the middle module in the third tier of reports on the Members Home Page.
- Click on the 10th box in the right sidebar: Sales Training Aids.

**SALES TRAINING AIDS:**  
Learn about selling techniques. Experienced sales people will also benefit from articles, games, and online training designed to hone their skills and try new strategies.



**WHAT IS YOUR PERSONAL BRAND TELLING YOUR BUYERS?**  
Seller differentiation also includes the seller's own personal brand. Intentional or not, every...

**2018: THE YEAR OF SELF-CONFIDENCE**



The screenshot shows the website interface for Sales Training Aids. It includes a search bar, a 'SEARCH BY INDUSTRY' dropdown, and a grid of article thumbnails. The thumbnails are organized into sections like 'BODY LANGUAGE', 'COMMUNICATION SKILLS', and 'NEGOTIATION SKILLS'. Each thumbnail includes a title, a date, and a brief description of the content.

## Sales Training Aids Library Page

The Sales Training Aids library is divided into 24 sections.

- Body Language
- Communication Skills
- Negotiation Skills
- Sales Training Games
- Organizing Your Work
- Time Management
- Peak Performance
- Presentation Skills
- Writing Skills
- Benefit Selling
- Handling Objections
- Prospecting & Probing
- Cold Call Selling
- Sales Management Insights Reports
- Managing People
- Brainstorming Techniques
- Role Playing
- Handling Collections
- Change Management
- Leadership Building
- Motivating Your People
- Recruitment, Assessment & Selection
- Management Issues
- Sales Meeting

Click on the title or accompanying photo of the newest Sales Training Aids featured in each section to read the contents of the post.



# Broadcast Planning

You can access the MGO library of Broadcast Planning materials similarly to the other content modules:

- Click on “Members Area” in the top navigation of the Members Home Page (or any page), and then “Broadcast Planning” in the dropdown menu.
- Click on the title or accompanying photo of the newest Broadcast Planning materials featured in the left module in the third tier of reports on the Members Home Page.
- Click on the 12th box in the right sidebar: Broadcast Planning.

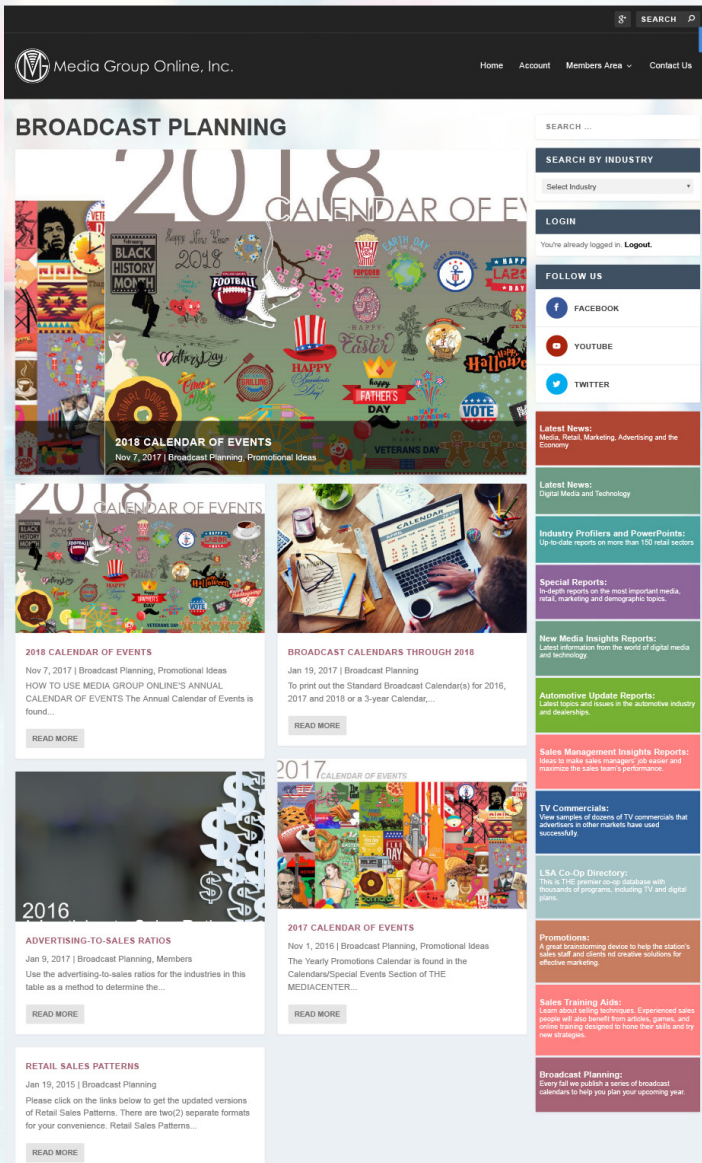
**BROADCAST PLANNING:**  
Every fall we publish a series of broadcast calendars to help you plan your upcoming year



**2018 CALENDAR OF EVENTS**  
HOW TO USE MEDIA GROUP ONLINE'S ANNUAL CALENDAR OF EVENTS The Annual Calendar of Events is found...

**BROADCAST CALENDARS THROUGH 2018**

**ADVERTISING-TO-SALES RATIOS**



The screenshot shows the Media Group Online website interface for the Broadcast Planning section. At the top, there is a navigation bar with the logo and links for Home, Account, Members Area, and Contact Us. Below this is a search bar and a 'SEARCH BY INDUSTRY' dropdown menu. The main content area is titled 'BROADCAST PLANNING' and features a large rotating banner for the '2018 CALENDAR OF EVENTS'. To the right of the banner is a sidebar with a search bar, login options, and social media links for Facebook, YouTube, and Twitter. Below the sidebar are several news and report snippets, including 'Latest News: Media, Retail, Marketing, Advertising and the Economy', 'Latest News: Digital Media and Technology', 'Industry Profiles and PowerPoints: Up-to-date reports on more than 100 retail sectors', 'Special Reports: In-depth reports on the most important media, retail, marketing and demographic topics', 'New Media Insights Reports: Latest information from the world of digital media and technology', 'Automotive Update Reports: Latest topics and trends in the automotive industry and dealerships', 'Sales Management Insights Reports: Ideas to make sales managers' job easier and maximize the sales team's performance', 'TV Commercials: New examples of dozens of TV commercials that advertisers in other markets have used successfully', 'LSA Co-Op Directory: This is THE premier directory database with thousands of programs, including TV and digital plans', 'Promotions: A great brainstorming device to help the station's sales staff and clients find creative solutions for effective marketing', 'Sales Training Aids: Learn about selling techniques. Experienced sales people will also benefit from videos, games, and online training designed to hone their skills and try new strategies', and 'Broadcast Planning: Every fall we publish a series of broadcast calendars to help you plan your upcoming year'. The main content area also lists several articles with 'READ MORE' buttons, including '2018 CALENDAR OF EVENTS', 'BROADCAST CALENDARS THROUGH 2018', '2017 CALENDAR OF EVENTS', 'ADVERTISING-TO-SALES RATIOS', and 'RETAIL SALES PATTERNS'.

## Broadcast Planning Library Page

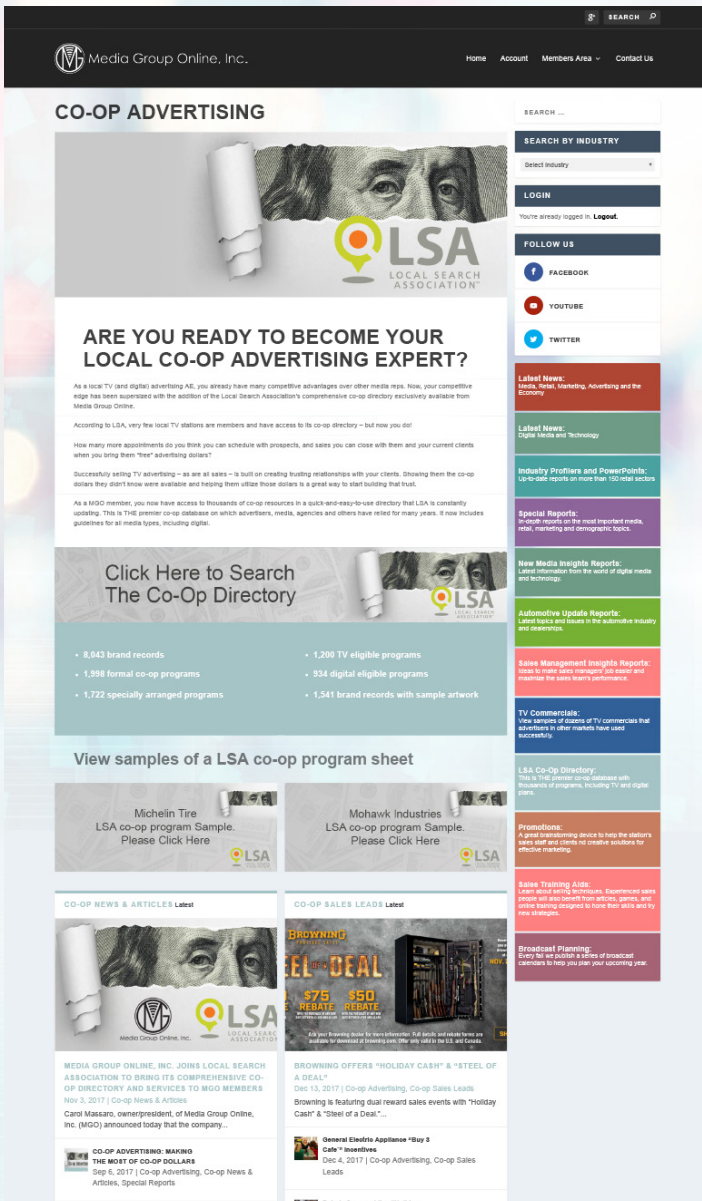
- The rotating banner at the top of the page features the latest Broadcast Planning materials.
- Both the left and right column lists all Broadcast Planning materials available in the library.





# The Local Search Association Co-Op Directory

The Local Search Association Co-op Directory is THE premier co-op database on which advertisers, media, agencies and others have relied for many years. It now includes guidelines for all media types, including digital.

The screenshot shows the website's navigation bar with 'Home', 'Account', 'Members Area', and 'Contact Us'. The main heading is 'CO-OP ADVERTISING'. Below this is a large banner with the LSA logo and the text 'ARE YOU READY TO BECOME YOUR LOCAL CO-OP ADVERTISING EXPERT?'. A search bar is located at the top right of the content area. The left sidebar contains social media links for Facebook, YouTube, and Twitter, along with a list of 'Latest News' articles. The main content area features a 'Click Here to Search The Co-Op Directory' button and a list of statistics: 8,043 brand records, 1,598 formal co-op programs, 1,722 specially arranged programs, 1,200 TV eligible programs, 934 digital eligible programs, and 1,341 brand records with sample artwork. Below this is a section for 'View samples of a LSA co-op program sheet' with two examples: 'Michelin Tire LSA co-op program Sample' and 'Mohawk Industries LSA co-op program Sample'. The bottom section is titled 'CO-OP NEWS & ARTICLES Latest' and includes a 'CO-OP SALES LEADS Latest' section. The footer contains several news items, including 'MEDIA GROUP ONLINE, INC. JOINS LOCAL SEARCH ASSOCIATION TO BRING IT'S COMPREHENSIVE CO-OP DIRECTORY AND SERVICES TO MGO MEMBERS' and 'CO-OP ADVERTISING: MAKING THE MOST OF CO-OP DOLLARS'.

It can be accessed from the Members Home Page via the link in the upper left corner or the 9th colored box in the right navigation.

You'll find the following content and links on the Co-op Directory Page.

- Click on "Click Here to Search the Co-Op Directory" to access the directory.
- Below this link are two links to sample programs.
- The left column at the bottom of the page includes links to news articles and other content about co-op advertising.
- The right column at the bottom of the page lists the most-recent co-op programs added to the directory.





# LSA Co-Op Directory Dashboard



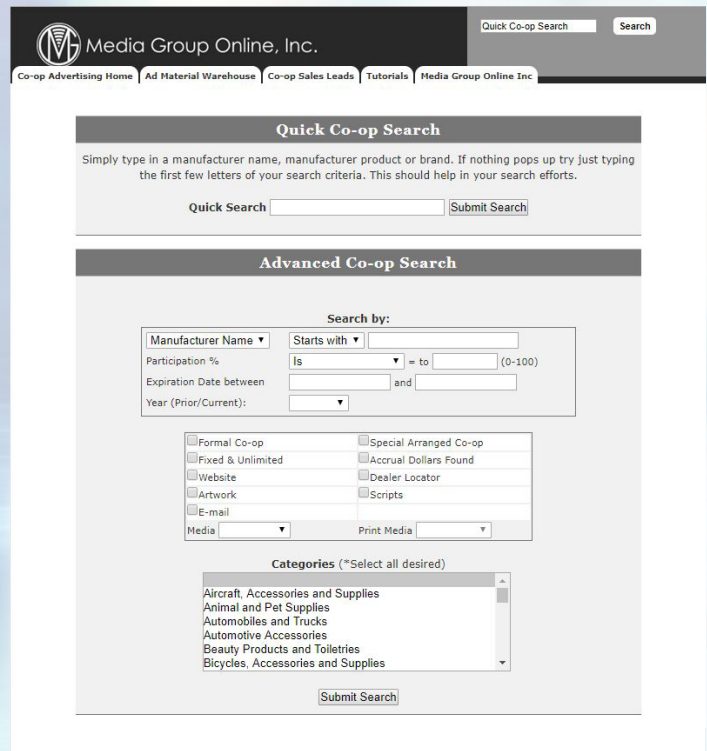
## LSA Co-Op Directory Dashboard

When you click through from the Co-Op Directory page, you'll arrive at the Co-Op Dashboard.

- This primary page of the dashboard provides various search engines, including Quick Co-op Search and Advanced Co-op Search.
- The Advanced Co-op Search engine includes three "Search by" boxes: by a manufacturer's name or other co-op program criteria; by media, ad materials and other criteria; and by categories of products/services.

The Co-Op Dashboard also provides additional content by clicking on the tabs at the top of the page.

- "Ad Material Warehouse" is where you can search for ad materials (ads, logos, broadcast scripts, etc.) by products/services categories and manufacturers' names.
- "Co-op Sales Leads" lists all current co-op programs in descending order, from the most-recent to latter programs. Each entry provides complete information about the offer: accrual, reimbursement, accrual period, qualifying media and other important details.
- Click the "Media Group Online" tab to return to the Members' Home Page.



The screenshot shows the LSA Co-Op Directory Dashboard interface. At the top, there is a navigation bar with the Media Group Online, Inc. logo and several tabs: "Co-op Advertising Home", "Ad Material Warehouse", "Co-op Sales Leads", "Tutorials", and "Media Group Online Inc.". To the right of the navigation bar are two search buttons: "Quick Co-op Search" and "Search".

Below the navigation bar, there are two main search sections:

- Quick Co-op Search:** This section has a heading "Quick Co-op Search" and a sub-heading "Simply type in a manufacturer name, manufacturer product or brand. If nothing pops up try just typing the first few letters of your search criteria. This should help in your search efforts." Below this is a "Quick Search" input field and a "Submit Search" button.
- Advanced Co-op Search:** This section has a heading "Advanced Co-op Search" and a sub-heading "Search by:". It contains several search criteria:
  - Manufacturer Name:** A dropdown menu.
  - Starts with:** An input field.
  - Participation %:** A dropdown menu with "Is" and "to" options, and a range input field (0-100).
  - Expiration Date between:** Two input fields with "and" between them.
  - Year (Prior/Current):** A dropdown menu.

Below the search criteria, there are two columns of checkboxes for filtering results:

- Formal Co-op
- Fixed & Unlimited
- Website
- Artwork
- E-mail
- Media
- Special Arranged Co-op
- Accrual Dollars Found
- Dealer Locator
- Scripts
- Print Media

At the bottom of the Advanced Co-op Search section, there is a "Categories" dropdown menu with the instruction "(\*Select all desired)". The categories listed are: Aircraft, Accessories and Supplies; Animal and Pet Supplies; Automobiles and Trucks; Automotive Accessories; Beauty Products and Toiletries; and Bicycles, Accessories and Supplies. A "Submit Search" button is located at the bottom right of the Advanced Co-op Search section.