

# Display

## Members,

I am thrilled to partner with the Marshalltown Area Chamber of Commerce to deploy the Display Local platform in Marshalltown. Display Local will give Chamber members increased visibility, provide a cost-effective local advertising option and position Marshalltown to benefit from the growth of Display Local to surrounding areas.

I want to thank the Chamber and the board for getting behind this, as well as the businesses that have already committed to being a part of the launch. I look forward to working with you and the rest of the members to shape this platform into the best version of itself.

Thank you,



Pete Collison

Co-founder

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## What is Display Local?

Display Local is a platform that connects screens at businesses to a local advertising network.

Businesses, called hosts, add a Display streaming device to a screen at their location. The content on the screen is shared between the host business and local advertisers.



As part of the partnership with the Marshalltown Chamber, **all members** will have access to 500 impressions per month on host screens in the community. Additionally, the following paid plans are available for more impressions and higher impact advertising:

## Impressions

## Cost

<b>100,000</b>	<b>\$400 / month</b>
<b>15,000</b>	<b>\$100 / month</b>
<b>3,000</b>	<b>\$25 / month</b>
<b>500</b> *included with membership	<b>\$0</b>

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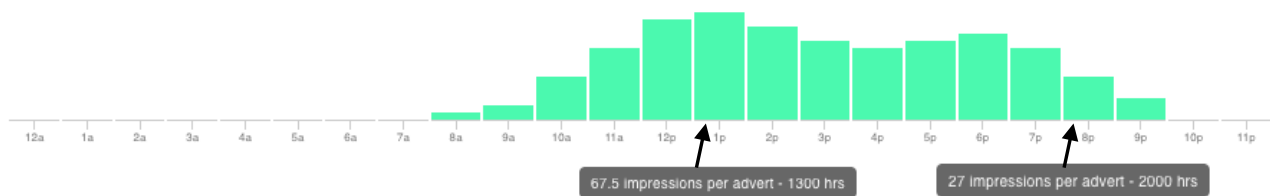
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## How are impressions calculated?

Impressions, or views by people, are calculated per location and depend on foot traffic and size/location of the screens. The chart below shows an example of a business's impression data throughout the day. At the peak (1pm) each advertisement would be estimated to have 67 impressions for the hour, while an advertisement shown during a less busy hour (8pm) would have 27 impressions.

SUNDAY

11,160 impressions



\* Advertisements are 10 seconds in duration and run 9 times per hour when active at a location.

## How do businesses manage advertisements?

Businesses can manage advertisement designs and monthly plans from their dashboard on the displaylocal.io website. Advertisements and monthly plans can be updated at any time, for example, if a business has a big sale coming up, they may want to create a new design and ramp up to 100,000 monthly impressions.

## How are host businesses chosen?

Any brick and mortar business that has substantial foot traffic is a viable option. We already have several great locations committed and would like to have up to 10 before October 1st.

## Final words

Please contact me at [pete@mfapproach.com](mailto:pete@mfapproach.com) with any questions or to schedule a meeting. I will also be hosting weekly webinars on Thursdays at 9am. The goal of these webinars will be to get members acquainted with the platform and comfortable managing their accounts.

Link for webinars: [displaylocal.io/help/mtown](https://displaylocal.io/help/mtown)

Link to create account: [displaylocal.io/onboard?id=chamber22](https://displaylocal.io/onboard?id=chamber22)

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