

Registration-Based Advertising

Registration based targeting data is captured from SignOnSanDiego.com users upon free site registration, enabling us to segment our site visitors, and deliver tailored advertising messages to specific groups of *your* target market, identified by demographic and geographic information including age, gender and zip code.

Why use Registration-Based Advertising?

On Target

Need to reach consumers within a 10- mile radius of your business? Or, know that females aged between 25 and 44 are your best customers? Then **Registration-Based Advertising** is the solution for you. With Registration-Based Advertising, you can be sure to hit your target market every time with every impression as only SignOnSanDiego.com users matching your target profile will see your message.

Tailored Approach

Registration-Based Advertising further enables businesses seeking to **deliver tailored creative messages** appropriate to each of their target audiences, whether it is by gender or age group, or a mix of both. For example, a cosmetic surgeon may run simultaneous campaigns targeting males over 40 for hair restoration treatment, and women over 40 for Botox treatment.

We Deliver

As the leading local Web site, SignOnSanDiego.com enjoys significant market reach, enabling us to deliver large numbers of registered users that match your predetermined target market profile, thus maximizing the reach of your promotional message to the people that count – your best prospects.

Market Reach

The Media Audit, a twice annual survey conducted in the San Diego market, credited SignOnSanDiego.com with a 29.1% general market reach and a 42.7% reach among San Diego Internet Users during a 30-day period. The Media Audit survey also credited SignOnSanDiego.com with a 52.4% reach among the most heavy and loyal San Diego Internet users, those who used the Internet both at home and work.

Contact your online media representative for further information on how SignOnSanDiego.com Registration-Based Advertising can generate superior results for your business.

**San Diego DMA: Both at Home and Work Internet Users
% Reach**

