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McGavren Guild Media | Local Focus Radio | HRN Media Network | MG Malls

GEN MEDIA PARTNERS LAUNCHES RETARGETINGPLUS.COM, OFFERING THE HOTTEST NEW DIGITAL PLATFORM TO ITS ADVERTISERS AND STATION PARTNERS



RetargetingPlus.com
A Division of Gen Media Partners

New York, New York – March 16, 2016 -- Gen Media Partners (GMP) has launched **RetargetingPlus.com**, the hottest new form of online advertising that garners

measurably high ROI. Retargeting hit the digital advertising marketing place a few years ago and is attracting large national advertisers and independent local businesses by serving targeted ads to customers who already have visited a website.

“This is opening doors directly to advertisers and new agencies, allowing us to introduce radio into their marketing budgets,” states **Kevin Garrity**, Chief Executive Officer of Gen Media Partners. “It’s an opportunity for us to talk not only to traditional broadcast agencies but also to digital agencies, and to tap into digital budgets.

“In addition, RetargetingPlus.com gives our radio partners a digital solution they can use for local sales or station marketing,” Garrity asserts. “We want to connect with our radio station partners on as many different levels as possible, and to bring them tools and platforms they can use locally to generate business and build audience.”

Designed by the digital experts at Gen Media Partners, RetargetingPlus.com offers strategic marketing support that most self-service retargeting ad sites do not provide.

“There are several different types of retargeting, and we explain the differences and guide advertisers and stations to the strategy that best meets their campaign’s goals and budget,” says **Scott Brody**, Vice President of Gen Media Partners. “With RetargetingPlus.com, radio can offer clients a digital component that reaches station website visitors -- as a straight digital buy or as an extension to a radio schedule.”

RetargetingPlus.com can hyper-target ads to specific listeners by geographic area, demographics, income, interests, and more. It is an effective digital marketing tool for building audience and TSL by inviting listeners back for specific events, programs, even songs.



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About Gen Media Partners: www.genmediapartners.com

Gen Media Partners is an integrated sales and marketing company that connects consumers with advertisers' brands by leveraging the benefits of the media assets it represents, individually or as part of a multi-platform campaign, across national, regional, and local levels. Gen Media Partners steers the operations of **McGavren Guild Media, Local Focus, HRN Media Network, MG Malls**, and more. The combined resources of McGavren Guild Media and Local Focus make Gen Media Partners the largest Independent radio representation firm in the U.S., offering advertisers and their agencies a platform of more than 1000 Radio Stations in 330 Markets and 98 percent coverage across the country. With a full suite of cross-media assets, including radio, outdoor, malls, audio, digital, social, experiential, and events, Gen Media Partners breaks through traditional media boundaries and empowers its sales and marketing experts to develop campaigns that drive ROI for advertisers and agencies and deliver revenue to its radio station clients. This new multi-level model for media sales representation is The Gen Media Approach.

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