



GALVESTON ISLAND PARK BOARD
OFFICIAL CO-OP
2025





Location-Based Display Ads

Target Mobile Shoppers and Drive Conversions

8 months \$4,000 (\$500 per month)
520,000 impressions (65,000 per month)
***Discounted Price based on Park Board Co-Op (\$7,800)*

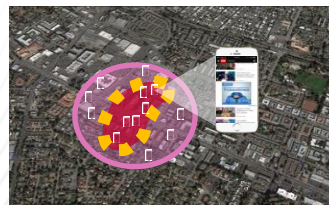
Report will measure web clicks (clicks from the ad)

Leverage iHeart's location-based targeting to serve your message to mobile shoppers

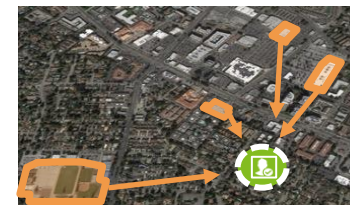
- Serve ads only on-island (77550-77551-77554)
- Serve ads off island to targeted areas

- Target consumers based on proximity, where they've been, residential addresses, precise local weather conditions, their congressional district, and more
- Using GPS coordinates, ads are served to users on their mobile phones based on where they are in the physical world. Users can be targeted based on their current location and/or a previously visited location
- Direct consumers to a custom landing page with click to call capabilities, directions to the nearest dealer/retail location, click to cart ads, and/or brand's YouTube videos to drive further awareness about your product/offering and intent to purchase.

Elements: Shoppable Display across more than 100k mobile apps



- ▶ **Location-Based Ads**
When consumers are within the designated location radius, they are served a display ad on their mobile device



- ▶ **Critical Context is Provided**
Due to the nature of location-based ad services, we provide highly-relevant info to the consumer, i.e. the distance to business location & opportunities for more information.



- ▶ **Call-to-Action is Activated**
When clicking the ad for more information, users are directed to a customized landing page with recommended actions such as driving directions, click to call, and drive to site



Podcast Targeting

3 Ways to Reach Your Audiences

4 months \$4,000 (\$1,000 per month)
200,000 impressions (50,000 per month)

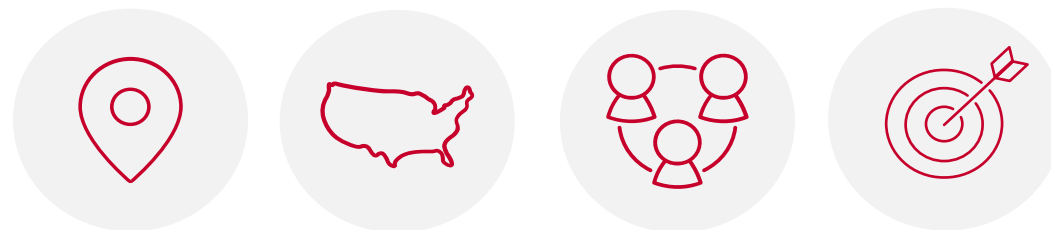
***Discounted Price based on Park Board Co-Op*

Report will measure delivery by zip code

Take advantage of iHeart's advanced targeting set across the biggest audience in podcasting

- **Network Geo-Targeting:** across iHeartPodcasts entire catalogue of shows to reach consumers in markets that matter most
- **Psychographic Audience Networks:** custom audience networks that reach specific audience profiles + geo.
- **Genre Targeting:** Lean into key podcast content categories – comedy, true crime, sports etc.

Platforms: All major podcast players (60+), including iHeartRadio, Apple, Stitcher, Spotify and more





Search-Based Display

Right Message, Right Person, Right Time

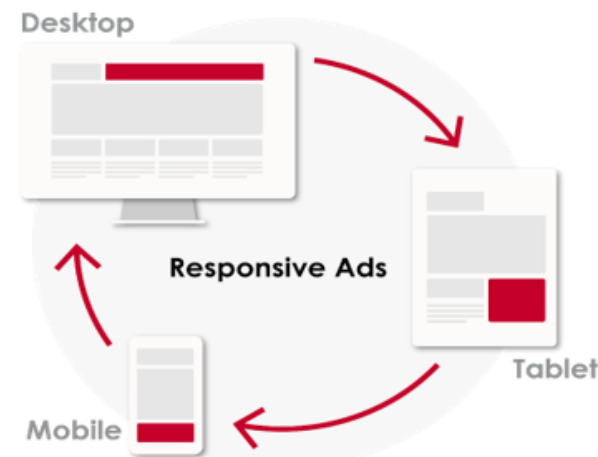
4 months \$2,000 (\$500 per month)
132,000 impressions (33,000 per month)
**Discounted Price based on Park Board Co-Op (\$3250)

Report will measure visits to website (pixel on your site)

Generate brand awareness, grow web traffic and encourage users to act

- Display ads that **automatically adjust their size, appearance and format to fit available ad space**
- Target based on **demographic, affinity and intent** to reach the right person
- **Utilize AI technology to dynamically create ads** to target a consumer when they are most likely to engage with the messaging

There are over 70,000 Google searches each second. That's almost 227 million an hour and about 5.4 billion Google searches per day.





OTT: Streaming TV Marketplace

How It Works

- Direct deals are structured to isolate program genre across all publishers
- Advertiser picks TWO Genre Marketplaces to prioritize in conjunction with HH data
- Impression distribution is reported by both publisher and Marketplace

Why It Works

- Prioritizes delivery to OTT content matching ideal demo/target within the home
- Enhances targeting and impression placements on the most popular, multi-genre and cord-cutter heavy publishers

4 months \$10,000 (\$2,500 per month)
350,000 impressions (62,500 per month)
**Discounted Price based on Park Board Co-Op (\$15,000)

Report will measure delivery

Household Audience Data + iHeartOTT Marketplace Genres

News

Sports

Lifestyle

Entertainment



Over 85 million U.S. households watch streaming content on TV every month



The Outdoors Show with Doug Pike

Daypart	Spots
Saturday 7a-10a	1x :30 Live Endorsement
Sunday 8a-10a	1x :30 Live Endorsement
4 weeks per month	8

The Doug Pike Show airs 7-10 a.m. Saturdays and 8-10 a.m. Sundays SportsTalk790. Doug has hosted the show for 20 years, covering the great outdoors and golf, and appealing to everyone from beginners to experts.

Doug also hosts Fifty+, which airs at 11 a.m. Sundays on KPRC and at 4 p.m. Sundays on KTRH. Fifty+ attracts seniors and their adult children with interviews on everything from health to finances to travel. Both shows draw solid, niche audiences of appointment listeners.

Doug is a Houston native who grew up playing sports and enjoying the outdoors. He briefly owned a small oil-trading firm before pursuing his passion for writing, which led to a 23-year run as an outdoors and golf columnist at the Houston Chronicle and masthead positions on several national and regional magazines, where he still contributes regularly.

Monthly Net Investment: \$500