

# MARKETING CO-OP OPPORTUNITY

BALLSTON SPA BUSINESS & PROFESSIONAL ASSOCIATION

**Please join us on Tuesday, October 19<sup>th</sup>, 2021 at 8:30am  
for a virtual presentation**

Local media group, Nexstar Media Group and News10 ABC and Fox23 will be presenting an opportunity for BSBPA businesses to participate in a strategic co-op marketing plan, giving our local businesses an opportunity to launch effective marketing campaigns in a more economical and turnkey manner.

Learn how together we can spread the word about all of the fantastic restaurants, stores, events and family activities taking place in Ballston Spa!

## Topics to be covered include:

- How you can make your advertising budget go farther through a strategic co-op marketing program
- Affordable Television Advertising
- Affordable Digital advertising including Facebook, Instagram, Geofencing and more

**To Join Zoom Meeting:** <https://nexstar.zoom.us/j/95601644386>

Dial in by phone info:

+1 646 558 8656 US (New York) or 877 853 5257 US Toll-free

Meeting ID: 956 0164 4386



Presented by Mimi Stofle, Account Executive & Jennifer Moen, Digital Sales Director  
NEWS10 ABC & FOX23



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