



Palm Beach County, FL IYP, MyBeeswax.com, Partners with Clear Channel Outdoor to "Build the Brand"

In an effort to "fast-track" it's brand awareness, MyBeeswax.com, LLC continues its partnership with traditional media with the dramatic usage of multiple billboards throughout the Palm Beach County, FL market. The strategic coverage reaches well over 100,000 commuters everyday in it's home / rollout market.

West Palm Beach, FL, November 12, 2008 --(PR.com)-- MyBeeswax.com partners with Clear Channel Outdoor on Billboard Campaign

Local Internet Yellow Pages (IYP) Utilizes Traditional Media

In January of 2007 MyBeeswax.com was launched as [Palm Beach County business directory](#) to easily find more information on local businesses. It also gives small businesses an affordable platform to tell their story to potential customers. Utilizing the extensive traditional media background of its principles, locally owned MyBeeswax.com entered into a unique partnership with Clear Channel Radio (Palm Beach market), in November of '07, to promote MyBeeswax.com on their 7 highly rated radio stations. Building on the success of this partnership, it is now being broadened to include billboards through the Clear Channel Outdoor division.

“This degree of media exposure is truly unprecedented for a local, Internet based entity,” says Managing Director Scott Leonageo. “There's no faster way of “building a brand” than the use of traditional media, especially on this scale.”

“Combining the power of traditional media, like top rated radio stations and billboards on high traffic roads like I95, allows us to reach well over 100,000 Palm Beach County and Treasure Coast residents, everyday” added Operations Manager Scott Hyber, “that's powerful!”

As with any web based business, SEO is very important. But, it's the extensive use of traditional media that has given MyBeeswax.com a “quick start” with, both, consumer awareness and local businesses that are in need of effective and affordable exposure. “Our listing clients benefit from our traditional media partnership,” says Scott L. “Our goal is to make MyBeeswax.com the first thing residents of the Palm Beaches think of when in need of a quality, local service provider.”

About MyBeeswax.com

MyBeeswax.com is the leading source to find more information on local businesses in Palm Beach County. For consumers who are looking for Plumbers in Palm Beach County, Palm Beach County Pool Builders or Palm Beach County Screen Enclosure Company, MyBeeswax.com is becoming the go-to resource of choice.

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