

PROGRAMMATIC ADVERTISING

Reach BIC Magazine's audience everywhere they go online.

CAMPAIGN INCLUDES:

- Unlimited changes to campaign tactics
- Accessible detailed reporting link with analytics dashboard available 24/7
- Monthly strategy review of campaign performance
- Campaign will be frequently and proactively optimized
- Mobile and desktop audience (5 ad sizes), option to update creatives monthly

PROGRAMMATIC GOALS:

- Create brand and top-of-mind awareness
- Differentiate from competitors in the market
- Campaign will be measured by a successful CTR of .08% or higher
- Increase website traffic to advertiser site

STRATEGY INCLUDES:

- Site retargeting
- Addressable geofence retargeting
- Keyword retargeting
- Event retargeting

MOBILE AND DESKTOP

5 ad sizes reaching 98% of available inventory while receiving the most engagement

EXPAND your reach.

Programmatic Advertising

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PACKAGE OPTIONS

DOMINANT:

100,000 Impressions \$3,200/month

COMPETITIVE:

80,000 Impressions \$2,560/month

PRESENCE:

50,000 Impressions \$1,600/month

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