

# 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

## PACKAGE OPTIONS

### DOMINANT:

100,000 Impressions \$3,200/month

### COMPETITIVE:

80,000 Impressions \$2,560/month

### PRESENCE:

50,000 Impressions \$1,600/month

Minimum of 6-month campaign

## 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

[LEARN MORE](#)

### DOMINANT:

100,000 Impressions \$3,200/month

### COMPETITIVE:

80,000 Impressions \$2,560/month

### PRESENCE:

50,000 Impressions \$1,600/month

Minimum of 6-month campaign

**EXPAND your reach.**

Programmatic Advertising

[LEARN MORE](#)

**EXPAND your reach.**

Programmatic Advertising

[LEARN MORE](#)

**EXPAND your reach.**

[LEARN MORE](#)

**EXPAND your reach.**

[LEARN MORE](#)