

Programmatic Advertising

Reach your industry specific audience everywhere they go online.

STRATEGY INCLUDES:

- BIC database targeting included
- Site retargeting
- Addressable geofence retargeting
- Keyword retargeting
- Event retargeting

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

MOBILE and DESKTOP

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

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

Ad Sizes: (Width x Height in pixels, art files submitted as PDF, JPEG or PNG)

50x300	50x320	90x728
160x600	250x300	300x50
300x250	320x50	728x90

