

Programmatic Advertising

Reach your target audience wherever they are online.

STRATEGY INCLUDES:

- BIC database targeting
- Site and keyword retargeting
- Addressable geofence retargeting
- Event retargeting

PROGRAMMATIC GOALS

- Build brand awareness
- Stand out from competitors
- Achieve a CTR of .08% or higher
- Drive traffic to your website

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

Programmatic Ad Sizes:

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

300x50	300x250	160x600
320x50	728x90	

