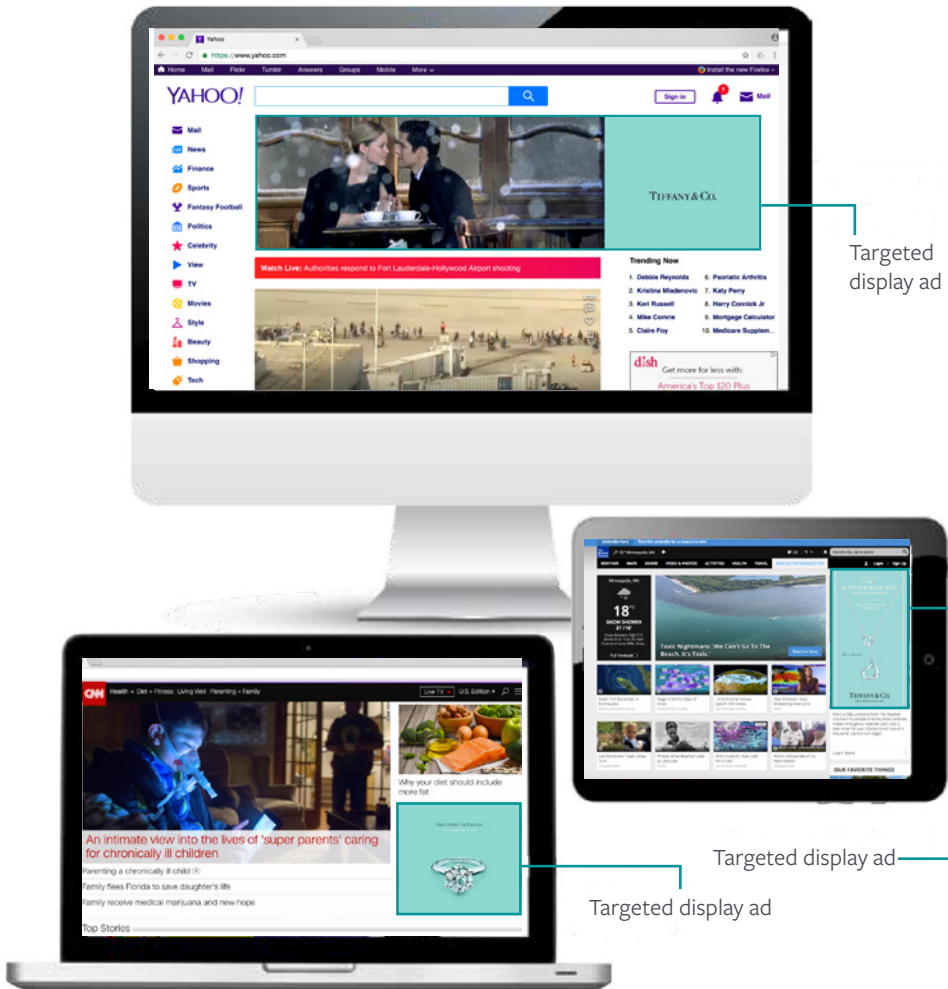


TARGETED DISPLAY ADVERTISING OPPORTUNITIES

Place your business in front of a targeted, influential, and ready-to-buy audience! Engage your customers at every stage of the purchase funnel using our precise targeting strategies for online ads. Your ads are delivered to topic specific sites, including sites like Facebook, Pandora, ESPN and Yahoo!, through a network of ad exchanges to reach your key consumers.



CONTEXTUAL TARGETING: Deliver your ad directly to an audience while they are reading about topics related to your business. Your ads continue to be delivered to this audience after they have consumed the related content.

GEO-FENCING: Target your potential customers when they enter a specific area (or have previously visited that area). Create a virtual fence around a defined zone, building or business. Anyone entering or leaving that area receives your ads on their mobile device for up to 30 days.

SEARCH TARGETING: Reach an audience that has searched for keywords or phrases specific to your business, outside of search engines. This includes thousands of keyword combinations and is continually optimized and monitored throughout the campaign.

SITE RETARGETING: Recapture the interest of people who recently visited your website. After a user visits your website, your ad will “follow them”—appearing on other websites they view as they surf the web. This tactic keeps your brand top-of-mind with potential customers who have already expressed interest in your product or service.

All campaigns are geo-targeted to reach your most desired geographies.

RATE \$12 CPM

TARGETED DISPLAY FACTS

- Research shows a user rarely makes a purchase the first time they visit a website. (Forrester)
- **TARGETED DISPLAY** increases brand searches by 38% during the first 4 weeks of exposure. (ComScore)
- Users who are retargeted are 70% more likely to convert. (Digital Information World)
- Two-thirds of local mobile searches resulted in that person visiting the store within a day, with 28% of those visits resulting in a purchase. (Google)