RETARGETING ADS

Target AFP members and prospects while they search the internet and interact on social media. Increase your brand exposure and influence to this valuable audience with digital marketing. You provide the ad creative, we take care of the rest.

1. **Buyer visits AFP websites**

2. **Ad campaign activates**
   - Each qualified site visitor leaves our website with a special AFP identifier tag (cookie)
   - Your digital ad campaign is then set to remarket to the AFP cookie on other content/social sites

3. **Prospect is targeted with your ad**
   - We place the bid to ensure the prospect is served your banner ad on available content/social websites
   - Your ad links back to your website

**WHAT IS RETARGETING?**

Among the most effective forms of digital advertising, RETARGETING uses "cookies" to track the visitors of one site and reach them with ads on other sites. You can retarget AFP website visitors.
THE FLEXIBILITY OF DIGITAL RETARGETING

TARGETED AUDIENCE
The exact group you are trying to reach by sponsoring or exhibiting at AFP 2018

DIGITAL REACH
From Facebook to The Wall Street Journal, retarget your audience wherever they go

QUANTIFIABLE ROI
Detailed reporting breaks down your results and value

PRICING

<table>
<thead>
<tr>
<th>Package Offering</th>
<th>Buyer Impressions</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-3 Months Package</td>
<td>100,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>3-6 Months Package</td>
<td>280,000</td>
<td>$15,000</td>
</tr>
<tr>
<td>6-12 Months Package</td>
<td>560,000</td>
<td>$30,000</td>
</tr>
</tbody>
</table>

AD SPECIFICATIONS

• 160 x 600 pixels
• 300 x 250 pixels
• 728 x 90 pixels
• .jpg or .gif file only; animation allowed, no Flash

Get Started Today!
Contact Kevin Boyle at kboyle@AFPonline.org or 301.961.8861.