

RETARGETING ADS

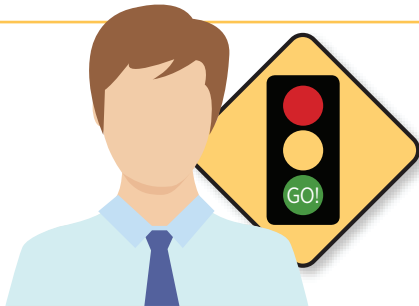
Target AFP members and prospects while they search the internet and interact on social media. Increase your brand exposure and influence to this valuable audience with digital marketing. You provide the ad creative, we take care of the rest.

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

Package Offering	Buyer Impressions	Total Cost
1-3 Months Package	100,000	\$10,000
3-6 Months Package	280,000	\$15,000
6-12 Months Package	560,000	\$30,000

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.