

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.

WHAT IS RETARGETING?

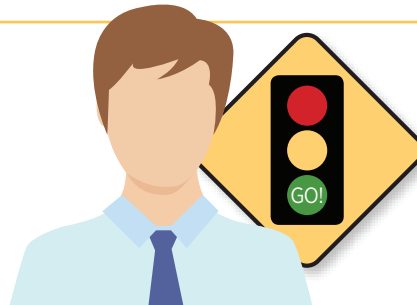
Among the most effective forms of digital advertising, RETARGETING uses “cookies” to track the visitors of one site and reach them with ads on other sites. You can retarget AFP website visitors.

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

THE FLEXIBILITY OF DIGITAL RETARGETING



TARGETED AUDIENCE

The exact group you are trying to reach can be targeted by geographic area or by segments.



DIGITAL REACH

From Facebook to *The Wall Street Journal*, retarget your audience wherever they go.

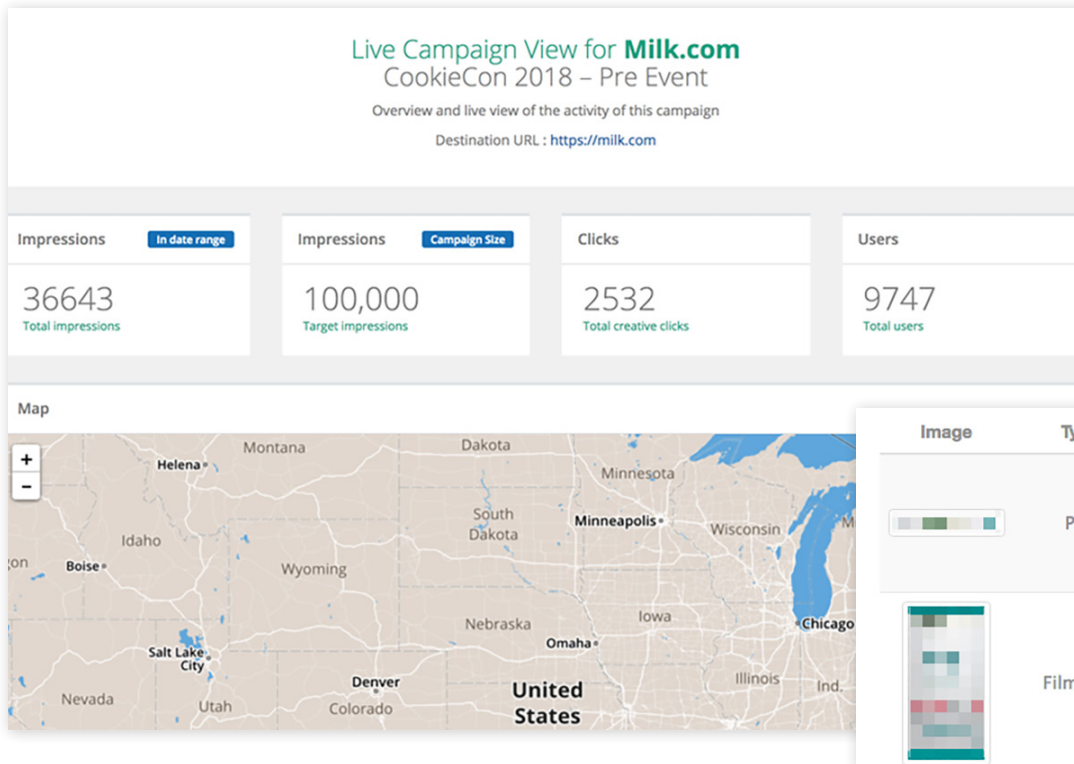


QUANTIFIABLE ROI

Detailed reporting breaks down your results and value.

Our advertisers see a ROI with retargeting. The average industry click-through rate is .2-.3%. Our clients are seeing a 1% click-through rate.

THE DEMONSTRATED VALUE OF RETARGETING



LIVE REPORTING TOOL

You'll have access to a personalized dashboard showing real-time progress and results for every campaign.

Campaign Tracking Shows You:

- Impressions
- Clicks
- Users
- Top Domains
- Ad Creative Performance

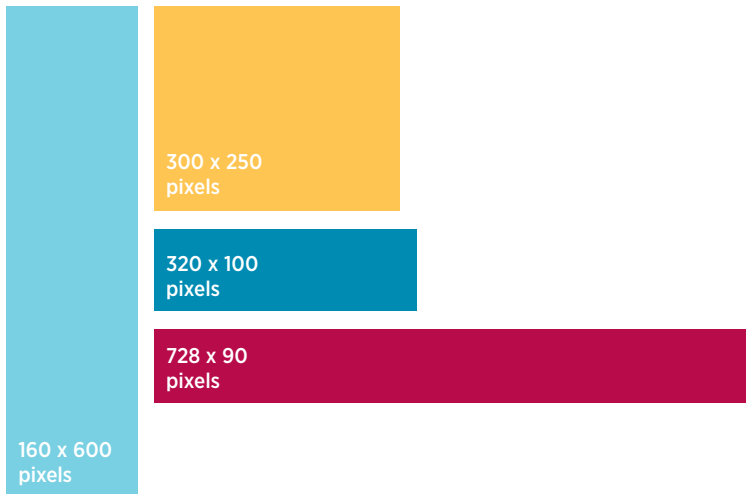
Image	Type	Dimensions	Views	Clicks	CTR	Platform
	Pull	320x50px	20,894	171	0.818%	
	Filmstrip	300x600px	38,577	172	0.446%	



RETARGETING ADS (continued)

AD SPECIFICATIONS

- 160 x 600 pixels
- 300 x 250 pixels
- 320 x 100 pixels
- 728 x 90 pixels
- .jpg or .gif file only; animation allowed, no Flash



PRICING

Package Offering	Buyer Impressions	Total Cost
1-2 Month Package	250,000	\$10,000
3-4 Months Package*	500,000	\$17,500
6 Months Package*	1,000,000	\$30,000

* Advertisers can submit two creatives to run during campaign.

Get Started Today!

Contact Kevin Boyle at
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