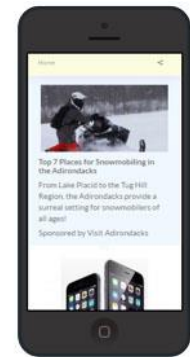


Native Advertising

Native advertising is a form of advertising in which the ad units are made to look like the form and function of the website on which they are served. These ads are sometimes referred to as “sponsored stories.” The content will live on your website. Usually, the content will be non-commercial in nature meaning there’s no direct call to action. The content will provide some value not aimed at selling a product.

Tactics

- Contextual targeting
- Behavioral targeting



Digital Video

Also known as pre-roll video, digital video is a must for successful branding/awareness campaigns. This tactic has all of the same targeting capabilities as programmatic display, but it allows you to utilize great video content.

Tactics

- Desktop
- Mobile
- In-App
- Connected TV – Roku users



Event Retargeting

By placing a pixel within the video assets, we can retarget users that are engaged with the video but do not click through to your website. Watching an entire pre-roll spot is a great indication of user engagement. However, some users would rather continue on to the content they were originally there to watch. This allows us to re-engage the user at a later time, while they visit other sites.

Tactics

- Desktop
- Facebook Desktop
- Facebook Mobile



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Geo-Fencing

Geo-fencing is a tactic that targets users in very small and well-defined areas. Applications for this would be to target people at competitor locations, events, etc. It's prudent to offer special pricing or discounts to those that choose your venue on their next stay.

Tactics

- All users within the geo-fence
- Mobile In-app inventory



Retargeting

By placing a JavaScript tag in the footer of your website, the code creates a list of people that visit. The list allows us to display retargeting ads to potential guests as they visit other sites.

Tactics

- Desktop
- Facebook Desktop
- Facebook Mobile



Offering #1 – Native

Tier 1: \$10,000	Medium	Placement	Flight	GEO	DEMO	Impressions	Minimum Guaranteed Clicks
	Native Ads	Web/Mobile	30 Days	Custom*	Contextual	1,200,000	5,000
	Retargeting	All Sites+FB	30 Days	Custom*	Site Visitors	100,000	150
	Total					1,300,000	5,150

Tier 2: \$5,000	Medium	Placement	Flight	GEO	DEMO	Impressions	Minimum Guaranteed Clicks
	Native Ads	Web/Mobile	30 Days	Custom*	Contextual	520,000	3,000
	Retargeting	All Sites+FB	30 Days	Custom*	Site Visitors	80,000	120
	Total					600,000	3,120

Tier 3: \$2,000	Medium	Placement	Flight	GEO	DEMO	Impressions	Minimum Guaranteed Clicks
	Native Ads	Web/Mobile	30 Days	Custom*	Contextual	170,000	800
	Retargeting	All Sites+FB	30 Days	Custom*	Site Visitors	60,000	90
	Total					230,000	890

Offering #2 – Event Retargeting

Tier 1: \$10,000	Medium	Placement	Flight	GEO	DEMO	Impressions	Minimum Guaranteed Clicks
	Digital Video	Web/Mobile	30 Day Minimum	Custom*	Contextual	430,000	645
	Video Event Retargeting	All Sites	30 Day Minimum	Custom*	Site Visitors	200,000	200
Total						630,000	845

Tier 2: \$5,000	Medium	Placement	Flight	GEO	DEMO	Impressions	Minimum Guaranteed Clicks
	Digital Video	Web/Mobile	30 Day Minimum	Custom*	Contextual	220,000	330
	Video Event Retargeting	All Sites	30 Day Minimum	Custom*	Site Visitors	116,000	116
Total						336,000	446

Tier 3: \$2,000	Medium	Placement	Flight	GEO	DEMO	Impressions	Minimum Guaranteed Clicks
	Digital Video	Web/Mobile	30 Day Minimum	Custom*	Contextual	76,000	114
	Video Event Retargeting	All Sites	30 Day Minimum	Custom*	Site Visitors	73,000	73
Total						149,000	187

Offering #3 – Geo-Fencing

Tier 1: \$10,000	Medium	Placement	Flight	GEO	DEMO	Impressions	Minimum Guaranteed Clicks
	Geo-Fencing	In-App	30 Day Minimum	Custom*	Contextual	700,000	1,050
	Retargeting	All Sites	30 Day Minimum	Custom*	Site Visitors	200,000	200
	Total					900,000	1,250

Tier 2: \$5,000	Medium	Placement	Flight	GEO	DEMO	Impressions	Minimum Guaranteed Clicks
	Geo-Fencing	In-App	30 Day Minimum	Custom*	Contextual	360,000	540
	Retargeting	All Sites	30 Day Minimum	Custom*	Site Visitors	116,000	116
	Total					476,000	656

Tier 3: \$2,000	Medium	Placement	Flight	GEO	DEMO	Impressions	Minimum Guaranteed Clicks
	Geo-Fencing	In-App	30 Day Minimum	Custom*	Contextual	125,000	187
	Retargeting	All Sites	30 Day Minimum	Custom*	Site Visitors	73,000	73
	Total					198,000	260