

# ONTARGET - DISPLAY ADVERTISING

*Shine a spotlight on your business.*

OnTarget - Display Advertising places your business in front of customers where they spend most of their time: the web. We'll create your ads and help you reach your ideal audience based on where they live, what they're looking to buy, what they're interested in, and hundreds of other demographics and zip codes.

Want to maximize your conversions? Add a **Landing Page** - a standalone web page specifically designed to promote your message or offer.



4 in 5 consumers want ads customized to their city, zip code, or immediate surroundings.

GOOGLE, 2014



Consumers spend 332 minutes per day online, 15% more than time spent watching TV.

STATISTA.COM, 2014



Digital display ad spend in the U.S. will total over \$37 billion by 2017.

EMARKETER, 2015

## KEY TARGETING TACTICS:

- **Search Targeting:** Target potential customers who have searched for keywords relevant to your products and services
- **Contextual Targeting:** Target potential customers who are reading articles or watching videos related to your products and services
- **Geofencing:** Target potential customers with mobile ads based on whether they're in a specific geographical location - such as near your competitors
- **Georecency:** Target potential customers with mobile ads based on whether they visited or traveled through a certain area within the past 30 days

Suggested product pairings:

**RETARGETING**  
**CALL TRACKING**

\$500 per month/\$1500 min



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## + Additional Options

### MOBILE ONTARGET - DISPLAY ADVERTISING

Reach out to your customers on the move with display ads targeted by:

Content Channels

Mobile Devices

Mobile Carriers

App vs. Web

Wi-Fi vs. Carrier Gateway

Geography (Country, State, DMA, Zip Code)

Geo Fence

#### **Available Ad Sizes:**

- 300 x 250
- 320 x 50
- 300 x 50
- 728 x 90 (Tablet Only)

