Display

Target a custom audience in a relevant location with animated Display (banner) advertising in the open web.

Campaigns are optimized beyond the click, for view throughs, engagements

Campaigns are based on a CPM (Cost per Thousand Impressions) model.

RICH MEDIA
Utilize creative animation to capture the attention of users.

HIGH FREQUENCY
Deliver more impressions to get your brand noticed online.

CALL TO ACTION
Generate leads with a strong CTA and click-through to your website.

TARGETING

Geographic Targeting: Ads are served to a custom geography with zip code level targeting.

Demographic Targeting: Ads are served to specific demographics based on gender, age, income level, educational status, and parenting status.

Interest Targeting: Ads can be served to users who are pre-defined to have certain interests. This is based on browsing history, the content they are viewing, and other recent behaviors.

Keyword targeting: Ads are served to users who are viewing content that contains relevant keywords.

Retargeting: Ads are served to users who have visited the website in the past 30 days. A tracking tag/pixel is required.

Creative

Required Sizes: 300x250, 728x90, 320x50 | **Accepted Formats:** .jpg, .png, .gif | HTML | 3rd Party Ad Tags | **Additional Sizes:** 300x600, 160x600, 336x280, 300x50