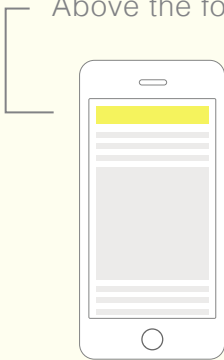
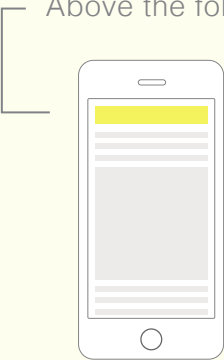
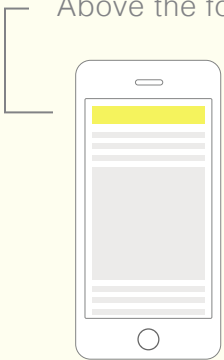


DAD

DIGITAL ADVERTISING DIRECT

DIGITAL ADVERTISING SOLUTIONS

TOP PACKAGES

BASIC	COMPETITIVE	DOMINANT
<p>Bundle: Content & Geo</p> <p>Pixel placed to be able to capture demographic information and campaign performance data</p> <p>Geography</p> <p>Above the fold</p> 	<p>Bundle: Behavior, Content, Demo, Geo, & Retargeting</p> <p>Pixel placed to be able to capture demographic information and campaign performance data</p> <p>Geography</p> <p>Above the fold</p> 	<p>Bundle: Retargeting, Search Retargeting, Behavior, Content, Geo, & Cross Device</p> <p>Pixel placed to be able to capture demographic information and campaign performance data</p> <p>Geography</p> <p>Above the fold</p> 
<p>NOTE: No retargeting</p> <p>Content websites & networks</p>	<p>Behavior, Content, and Demo all leveraged to achieve client's goals and objectives</p> <p>Content websites & networks</p> <p>ADD - Behavior, Demo & Retargeting</p>	<p>Retargeting, Search Retargeting, Behavior, Content, and Demo all leveraged to achieve client's goals and objectives</p> <p>Content websites & networks</p> <p>ADD - Search Retargeting & Cross Device</p>
<p>CPM: \$8.00 • \$320/mo</p>	<p>CPM: \$9.00 • \$360/mo</p>	<p>CPM: \$12.00 • \$480/mo</p>

**CPM = Cost Per Thousand Impressions.
Must have a minimum of 40,000 impressions per month*

ADD ONS

STORIES +

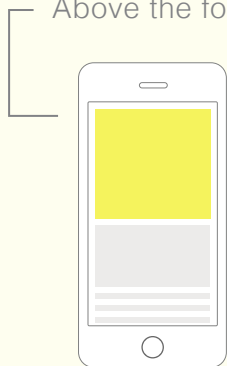
Bundle: Retargeting, Search Retargeting, Behavior, Content, Geo, & Cross Device

Deliver social media stories on the open web.

Pixel placed to be able to capture demographic information and campaign performance data

Geography

Above the fold



Option of utilizing Reels, Facebook, Instagram, TikTok

CPM: \$15.00 • \$600/mo

BASIC

PLACEMENT	CPM	MINIMUM IMPRESSIONS PER MONTH*
Targeting	\$17	40,000
Address Match	\$19	40,000

IP TARGETING

PLACEMENT	CPM	MINIMUM IMPRESSIONS PER MONTH*
IP Only, Complex Targeting	\$30	100,000 imp/2,500 list
Video	\$32	40,000
Mover (pre & post-movers)	\$47	40,000

VIDEO

PLACEMENT	CPM	MINIMUM IMPRESSIONS PER MONTH*
RON Geo Targeted Only	\$19	40,000
Category Targeting	\$21.25	40,000
Behavioral Targeting	\$23.50	40,000
Demographic Targeting	\$22	40,000
Retargeting	\$22	40,000

SINGLE PRODUCTS

PLACEMENT	CPM	MINIMUM IMPRESSIONS PER MONTH*
Micro Proximity	\$17	40,000
Lookback	\$18	40,000
Micro Proximity + Lookback	\$18	40,000
Native Advertising	\$16	40,000
Search Retargeting	\$16	40,000
Connected TV	\$57	40,000

CPM = Cost Per Thousand Impressions *3 Month Minimum