

Retargeting Program

Take advantage of website retargeting to keep the conversation going with visitors who have left our website. Retargeting is a form of online advertising that serves your ad to people who have already visited our website. By using standard display ads and AppNexus as our buying platform, we access all the main



exchanges (Google, Rubicon, MSN, Yahoo! and Pubmatic). In addition to those exchanges, we also can target specific content (for example: business, news, sports, weather content), which ensures that your ads are targeted to brand-safe inventory.

How can you get started?

- Let us know how you'd like to retarget: run-of-site (ROS), a specific channel or geo-targets (available for US only by state, DMA or ZIP code). We'll provide you a forecast of monthly impressions available and NET cost.
- Provide us with the following digital ad sizes: 970x90, 728x90, 300x50, 300x250 and 300x600
- Send all advertising materials to Kathy Hahn: khahn@ACBusinessMedia.com

Retargeting NET COST: \$16 CPM

That's all there is to it! An easy and affordable program!

CONTACT YOUR SALES ASSOCIATE TO LEARN MORE ABOUT HOW RETARGETING WILL GENERATE VALUABLE LEADS FOR YOUR COMPANY. **800-538-5544**

Construction Network

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