



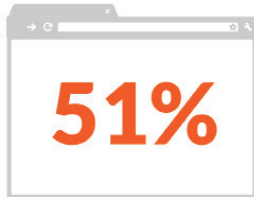
ONTARGET - DISPLAY ADVERTISING

Shine a spotlight on your business.

Spend your advertising dollars where they count the most. OnTarget - Display Advertising helps place your business in front of consumers where they spend most of their time: the web. Targeting by geography, audience and interest will ensure you get the most bang for your buck.



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



51% of small and medium sized businesses are using online display ads.

BORRELL ASSOCIATES, 2011



35% of U.S. Internet users would like to receive personalized ads or recommendations online.

CHOICESTREAM, 2012



Consumers spend over 30% of their media-viewing time on the Internet.

EMARKETER, 2013

KEY FEATURES:

- Your ad appears in front of your target audience
- Target by geography, demographics and online behavior
- Ad creation

Suggested product pairings:

RETARGETING
CALL TRACKING





ONTARGET - DISPLAY ADVERTISING

+ Additional Options

FACEBOOK EXCHANGE

Your company's opportunity to place its message on the world's most popular social network.

Required elements for Facebook creative:

Image

size: 99 x 72 pixels (96 dpi)

color mode: RGB

file type: gif or jpg

Headline

25 characters including spaces & punctuation

Body Copy

90 characters including spaces & punctuation

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)

Available Ad Sizes:

- 300 x 250 (Tablet Only)
- 320 x 53
- 300 x 50
- 216 x 36
- 168 x 28

