



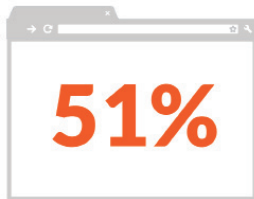
# ONTARGET - DISPLAY ADVERTISING

## 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**





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## + 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

