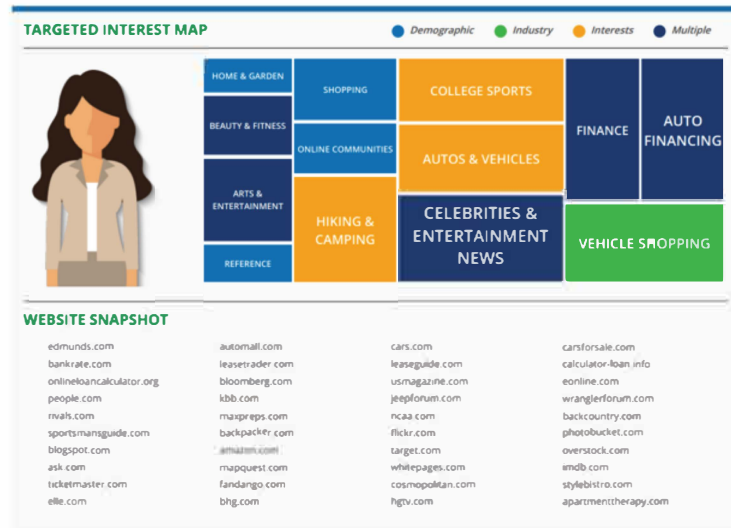


Display Ads: Targeted Display

Targeted Display (AKA Audience Extension)

Display and Video advertising reaches your best potential customers on the web when they are viewing relevant content on high-quality websites.

Cross-Platform Premium Quality Display Inventory



WHEN TO USE WHAT	TARGETED DISPLAY
WHERE ADS ARE SERVED	Websites
HOW APPS AND WEBSITES ARE CHOSEN	Top Websites according to ComScore 1000
DEVICES WHERE ADS WILL BE SEEN	All – phones, tablets, laptops, desktops
GEOGRAPHIC TARGETING	Zip Codes & Regions
NUMBER OF GEOGRAPHIC TARGETS AVAILABLE	Unlimited (Based on Budget)
DEMOGRAPHIC TARGETS AVAILABLE	Male/Female, Age, Education, HH Income, Kids/No Kids
BEHAVIORAL & AUDIENCE INTEREST TARGETS AVAILABLE	Yes – Client chooses a minimum of 3 and a maximum of 12
RETARGETING AVAILABLE	Yes (included automatically for free)
CAMPAIGN MEASURE	Reach & Frequency

