# Programmatic Advertising

## Overview

Through our programmatic advertising packages online readers continue to see your ad as they browse the web, keeping your message top of mind. Additional customers are reached through keyword and category retargeting. Program tiers guarantee a minimum number of impressions each month.

- Access to over 4.7 billion impressions daily
- Available inventory on over 285,000 websites and mobile devices
- Exclusive access to our qualified audience
- Real time bidding environment with multiple ad exchanges
- Retargeting and conversion tracking capabilities
- Built in multi-level fraud protection

## Targeting Tactics

**Search Retargeting**

**Geo-Targeting**

**Contextual Targeting**

**Site Retargeting**

## Program Features

**Option 1**............................................................................................**$1,875**
- Audience Reach: 150K impressions per month

**Option 2**............................................................................................**$3,125**
- Audience Reach: 250K impressions per month

**Option 3**............................................................................................**$4,375**
- Audience Reach: 350K impressions per month

*Additional impression packages available*

## Specs

| Banner Type | Dimensions | File Size | Format |
|---|---|---|---|
| Leaderboard | 728x90 | 200k max | Static jpg or gif |
| Medium Rectangle | 300x250 | 200k max | Static jpg or gif |
| Wide Skyscraper | 160x600 | 200k max | Static jpg or gif |
| Mobile Leaderboard | 320x50 | 200k max | Static jpg or gif |
| Half-page ad | 300x600 | 200k max | Static jpg or gif |
|  |  |  |  |

**SPECIAL INSTRUCTIONS:** Full URL for all sizes