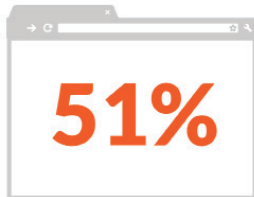# ONTARGET - DISPLAY ADVERTISING

## 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 zip code, audience and interest will ensure you get the most bang for your buck.


YOUR ADVERTISEMENT!

## 51%

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

BORRELL ASSOCIATES, 2011

## 35%

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

CHOICESTREAM, 2012

## OVER 30%

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

EMARKETER, 2013

## KEY FEATURES:

- *Your ad appears 50,000 times in front of your target audience*

- *The message can be adjusted easily based on customer response*

- *Target by zip code, demographics and online behavior*

- *Ad creation*

*Suggested product pairings:*

### RETARGETING
### CALL TRACKING

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PROPEL MARKETING

## + 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 *(72 dpi)*
**color mode:** RGB
**file type:** gif or jpg

#### Title

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 to:

Mobile Devices

Mobile Carriers

App vs. Web

Wi-Fi vs. Carrier Gateway

Geography
*(Country, State, DMA, Zip Code)*

#### Available Ad Sizes:

- *300 x 250 pixels*
- *300 x 50 pixels*
- *168 x 28 pixels*

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