

# EXTENDED NETWORK PACKAGES

- allrecipes.com
- WebMD
- Google
- reddit
- ebay
- ESPN
- USA TODAY
- About.com
- Answers.com



Your ads in front of your prospects, on just about any website they visit!

- The New York Times
- CNN
- food network
- FOX NEWS channel

|                            |
|----------------------------|
| <b>Starter</b> \$300       |
| 25K Impressions Per Month  |
| <b>Standard</b> \$500      |
| 50K Impressions Per Month  |
| <b>Premium</b> \$1,000     |
| 100K Impressions Per Month |

All you have to do is identify your target audience, we'll do the rest.

No other traditional media is this sophisticated. As your prospective customers browse the web, constant information is being collected to learn where they live, how old they are, their hobbies and interests, and so much more. The Extended Network marketing package lets you pick who sees your ads so you only pay for the people that are most likely to be interested in your product.

- ✓ You select the budget that fits your needs; Grow your budget as your business grows
- ✓ Re-Target Customers who Visit your website (limited to Standard & Premium packages)
- ✓ 5 Ad Sizes Custom Designed for the best exposure and lowest bid prices (300x250, 320x50, 300x600, 160x600, 728x90)

**facebook**

Similar Targeting Available for Facebook.

# Extended Network Targeting & Re-marketing Options

## Select Location & Platforms

Target by radius from ZIP Code in miles: \_\_\_\_\_

Target by specific ZIP Code list: \_\_\_\_\_

\_\_\_\_\_

Target:  Desktop  Tablets  Mobile  Gaming Networks

## Select Demographics

### GENDER

- Male
- Female

### PARENTAL STATUS

- Parent
- Not a parent

### AGE

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or more

## Select In-Market Audiences – Reach shoppers actively researching and comparing products and services like yours

- Apparel & Accessories (Ex. Formal Wear, Jewelry & Watches, Shoes, Outerwear, Swim Wear) \_\_\_\_\_
- Autos & Vehicles (Ex. Repair, New Used, Type, Or Brand) \_\_\_\_\_
- Baby & Children's Products (Ex. Apparel, Education, Toys, Strollers) \_\_\_\_\_
- Beauty Products & Services (Ex. Bath & Body, Hair Care, Makeup) \_\_\_\_\_
- Business Services (Ex. Advertising, Finance, Office Supplies, Staffing) \_\_\_\_\_
- Computers & Peripherals (Ex. Computers, Scanners, Printers) \_\_\_\_\_
- Consumer Electronics (Ex. Audio, Cameras, Phones, TVs, Video Gaming) \_\_\_\_\_
- Dating Services \_\_\_\_\_
- Education (Ex. K-12, College And Up, Test Prep & Tutoring) \_\_\_\_\_
- Employment (Ex. Internships, Gov Jobs, Medical Jobs, Temp Jobs, Career Services) \_\_\_\_\_
- Event Tickets (Ex. Concert, Performing Arts, Sports Tickets) \_\_\_\_\_
- Financial Services (Ex. Banking, Credit, Insurance, Tax, Investment) \_\_\_\_\_
- Gifts & Occasions (Ex. Flowers, Holiday, Wedding) \_\_\_\_\_
- Home & Garden (Ex. Appliances, Decor, Furnishings, Home Improvement) \_\_\_\_\_
- Real Estate (Ex. Commercial, Residential, Moving & Relocation) \_\_\_\_\_
- Software (Ex. Anti-virus, Business Productivity, Music & Audio, Tax, Design) \_\_\_\_\_
- Sports & Fitness (Ex. Fitness Products, Outdoor Recreation, Camping, Sporting Goods) \_\_\_\_\_
- Telecom (Ex. Cable, Internet, Mobile Phones) \_\_\_\_\_
- Travel (Ex. Air, Bus, Car Rental, Cruises, Hotels, Trips by Destination) \_\_\_\_\_

## Select Affinity Audience – Reach consumers in large numbers based on their long-term interests

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Art & Theater Aficionados | <input type="checkbox"/> Fast Food Cravers        | <input type="checkbox"/> Outdoor Enthusiasts      |
| <input type="checkbox"/> Auto Enthusiasts          | <input type="checkbox"/> Foodies                  | <input type="checkbox"/> Pet Lovers               |
| <input type="checkbox"/> Avid Investors            | <input type="checkbox"/> Gamers                   | <input type="checkbox"/> Shoppers                 |
| <input type="checkbox"/> Beauty Mavens             | <input type="checkbox"/> Green Living Enthusiasts | <input type="checkbox"/> Shutterbugs              |
| <input type="checkbox"/> Book Lovers               | <input type="checkbox"/> Health & Fitness Buffs   | <input type="checkbox"/> Social Media Enthusiasts |
| <input type="checkbox"/> Business Professionals    | <input type="checkbox"/> Home Decor Enthusiasts   | <input type="checkbox"/> Sports Fans              |
| <input type="checkbox"/> Comics & Animation Fans   | <input type="checkbox"/> Mobile Enthusiasts       | <input type="checkbox"/> TV Lovers                |
| <input type="checkbox"/> Cooking Enthusiasts       | <input type="checkbox"/> Movie Lovers             | <input type="checkbox"/> Technophiles             |
| <input type="checkbox"/> Do-It-Yourselfers         | <input type="checkbox"/> Music Lovers             | <input type="checkbox"/> Thrill Seekers           |
| <input type="checkbox"/> Family-Focused            | <input type="checkbox"/> News Junkies             | <input type="checkbox"/> Travel Buffs             |
| <input type="checkbox"/> Fashionistas              | <input type="checkbox"/> Nightlife Enthusiasts    |   |