

# 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)
- ✓ 4 Ad Sizes Custom Designed for the best exposure and lowest bid prices (300x250, 320x50, 300x600, 728x90)

**facebook** Similar Targeting Available for Facebook.

# Extended Network Targeting & Re-marketing Options

Name of Business: \_\_\_\_\_

Start Date: \_\_\_\_\_

## Select Location & Platforms

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

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

Target by specific County: \_\_\_\_\_

Impression Goal: \_\_\_\_\_

Retargeting

## 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

### INCOME

- Top 10%  
 11-20%  
 21-30%  
 31-40%  
 41-50%  
 Lower 50%

## 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

- Banking & Finance
- Beauty & Wellness
- Food & Dining
- Home & Garden
- Lifestyles & Hobbies
- Media & Entertainment
- News & Politics
- Shoppers
- Sports & Fitness
- Technology
- Travel
- Vehicles & Transportation