

AdWest Digital Desk: Display Advertising

Cost-effectively build brand awareness with potential customers as they surf the web.

How It Works



A person browses the web and sees many ads



Display and banner ads target the ideal customer based on their location or behaviour



The customer sees your display and banner ads



Forms an impression that increases their likelihood of visiting your site or taking action

What You'll Get



Brand Awareness

- Build awareness where customers are spending their time
- Stay top of mind with prospects when they are ready to buy



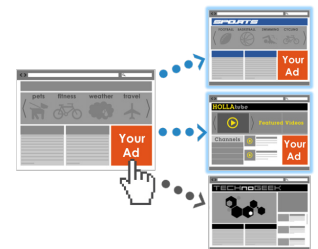
Audience Targeting

- Reach the right audience as they surf online
- Many targeting options, including geographic, behavioral and Facebook



Maximum Reach

- Network covers 90% of North American online audience
- Top news, entertainment, lifestyle and social media sites



Engagement Optimization

- Discovers which networks drive better ad performance
- Shifts your budget to high-performing networks

Pricing

| | Awareness | Premium | Behavioral | Facebook |
|--------------|--------------------------------------|---|---|---|
| Objective | Build brand awareness across the Web | Build awareness with customers browsing premium sites | Reach customers whose browsing behaviors have indicated interest in your business | Reach customers on the leading social networking site |
| Targeting | Geo-targeting, site retargeting | Geo-targeting, comScore top sites | Geo-targeting, behavioral (15+ categories) | Specific site |
| Optimization | Included | Included | Included | Publisher Optimization |
| CPM | \$1-4 | \$4-6 | \$4-6 | \$1-4 |



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