

# TARGETED DIGITAL ADVERTISING

Places your display and video ads in front of people who...



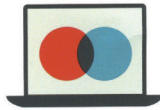
Visit your website and then leave with  
**Site Retargeting**



Search the web using keywords relevant to your business with  
**Search Retargeting**



Read content related to your products and services with  
**Keyword Contextual Targeting**



Visit websites that are categorically relevant to your business with  
**Category Contextual Targeting**



Visit relevant locations in the real world (like competitors and events) with  
**Geo-Fencing**

This is accomplished by using a blend of targeting tactics based on the digital breadcrumbs people leave on “the rest of the internet.”

Know who to target and how. Your customers are moving targets. They demand personalized experiences that meld into their daily habits and interests.

**LIMITED  
TIME**

## Bronze Plan \$250

25,000 impressions/30 days  
6 month committment

## Silver Plan \$500

55,000 impressions/30 days  
3 month committment  
plus 10,000 impressions on austindailyherald.com

## Gold Plan \$1,000

120,000 impressions/30 days  
2 month committment  
plus 20,000 impressions on austindailyherald.com

## Platinum Plan \$2,000

250,000 impressions/30 days  
1 month committment  
plus 40,000 impressions on austindailyherald.com

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