

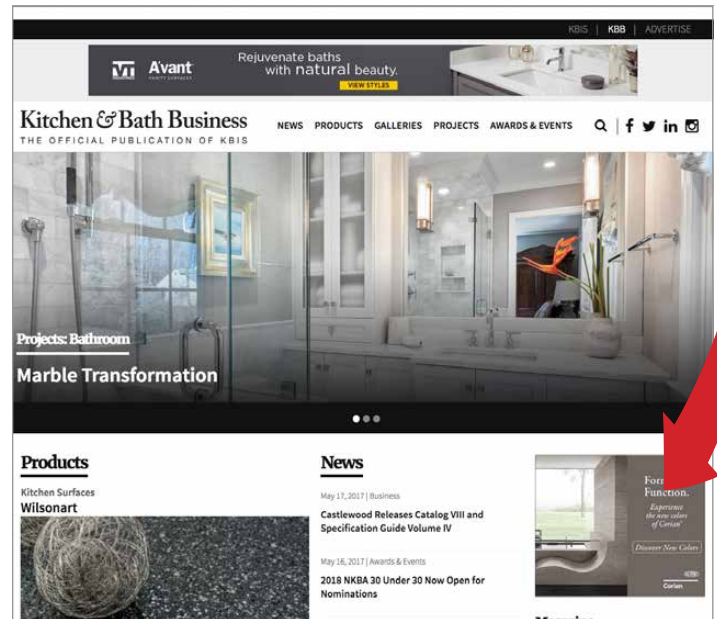
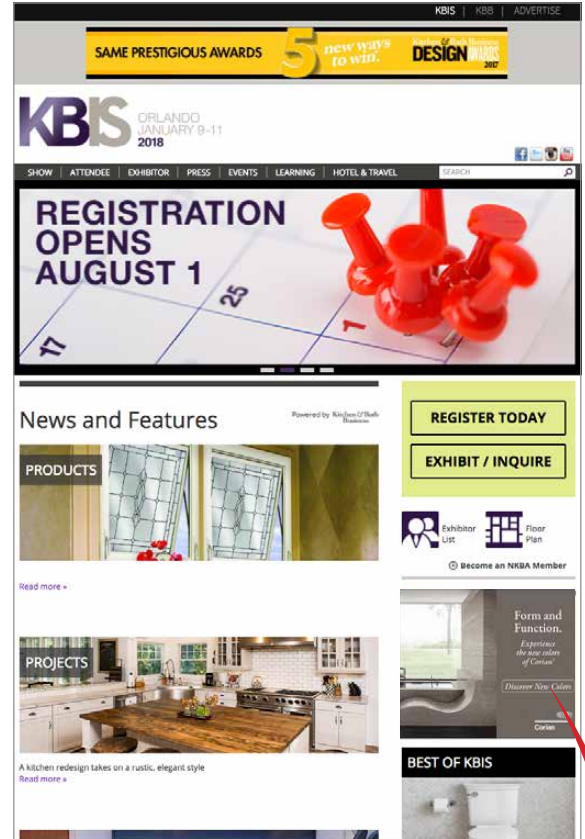
### Retarget your digital ad to re-engage with KBIS visitors elsewhere on the web.

Retargeting campaigns help to maximize your marketing message by keeping your brand front & center. Every time a designer, architect, contractor or other professional sees your retargeted ad on another website, you gain increased traction and more recognition.

Retargeting expands your reach by engaging our visitors with your banner ad as they browse other websites, allowing you an opportunity to increase your campaign's exposure and continue to connect with industry professionals.

### HOW DOES RETARGETING WORK?

- 1 A KBIS visitor is served your ad online.
- 2 This visitor leaves KBIS after reading an article and goes to other websites. Your banner ad follows them, increasing your digital reach on other ad networks & sites.
- 3 With increased exposure to your ad, your brand gains more recognition among industry professionals.
- 4 Campaigns typically experience overall increased click-through rates & conversions.
- 5 Detailed post reporting breaks down your results.
- 6 Recommended, additional ads to submit for retargeting: 728x90, 300x250, 160x600 & 300x50 for Mobile Display.



### SAMPLE RETARGETING CAMPAIGNS

KBIS.COM RETARGETING		SAMPLE SCHEDULE	
MONTH	CPM RATE	RECOMMENDED IMPRESSIONS*	TOTAL INVESTMENT PER MONTH
Oct-17	\$35	18,000	\$630
Nov-17	\$35	25,000	\$875
Dec-17	\$35	38,000	\$1,330
Jan-18	\$35	61,000	\$2,135

\*Recommended impressions are based on projected traffic to KBIS.com to retarget your ad 4-5 times (medium frequency) per Unique. Minimum 10,000 impressions per month may be booked to retarget your ad at lower frequency levels.

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