

CEDIA® EXPO

SEPTEMBER 4 - 8, 2018

SAN DIEGO CONVENTION CENTER

RE-TARGETING CAMPAIGNS

Retarget your digital ad to re-engage with CEDIA 2018 visitors elsewhere on the web. Retargeting campaigns help to maximize your marketing message by keeping your brand front & center. Every time a home tech professional sees your retargeted ad on another website, you gain increased traction and more recognition.

How does it work?

1. A CEDIAExpo.com visitor is served your ad online.
2. The visitor visits other websites. Your banner ad follows them, increasing your digital reach on other ad networks and 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 and conversions.
5. Detailed post reporting breaks down your results.
6. Recommended ads to submit: 728x90, 300x250, 160x600, 500x50

| CEDIAEXPO.COM RE-TARGETING | SCHEDULE | |
|-------------------------------|----------|----------------------------|
| | MONTH | TOTAL INVESTMENT PER MONTH |
| JUN-18 | 17,000 | \$595 |
| JUL-18 | 22,000 | \$770 |
| AUG-18 | 27,000 | \$945 |
| SEP-18 | 25,000 | \$875 |

The impressions are based on projected traffic to CEDIAExpo.com to retarget your ad 4-5 times per unique website visitor.

FOR QUESTIONS AND TO PURCHASE, CONTACT:

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