

# AUDIENCE EXTENSION (Google Ad Network)

## Reach our audience beyond our website

**Audience Extension is a powerful way to stay engaged with the i+s audience, regardless of where they are on the web.**

We can display your banner ad to people who have previously visited interiorsandsources.com as they browse the Google Ad Network.

When people leave our website, Audience Extension helps you reconnect with them by showing relevant ads as they browse the web.

### Reasons to use remarketing:

- Drive sales activity and generate leads.
- Increase registrations.
- Promote your brand and build awareness.
- Large scale reach to potential customers where they are on the web.
- Measure response and engagement with your current ad creative.

#### RATES

web unit	pixels	rate
Leaderboard	728x90	\$40 per 1000
Medium Rectangle	300x250	\$40 per 1000
1/2 Page Ad	300x600	\$50 per 1000



# AUDIENCE MATCHING (Facebook/Instagram)

## Reach our audience beyond our website

**Audience matching works very similarly to audience extension on google, giving you the opportunity to reach our audience through social media.**

In addition to using a cookie to track our visitors when they log onto Facebook and/or Instagram, we have also uploaded all of our subscriber emails to these platforms, allowing you to reach 21,000\* of our highly qualified audience when they are logged onto the sites. Facebook/Instagram Matching is another way to stay engaged with the i+s audience.

### Reasons to use Audience Matching:

- Reach our BPA audited audience on Facebook or Instagram.
- Drive sales activity and generate leads.
- Increase registrations.
- Promote your brand and build awareness.
- Large scale reach to potential customers where they are on the web.
- Measure response and engagement with your current ad creative.
- Multiple options for ad creative, including an image ad, a multi-image carousel ad, or a video ad.



## RATES

WEB UNIT	RATE
Facebook Ad	\$40 per 1000
Instagram Ad	\$40 per 1000

Please see ad specs for ad requirements.

	Image Ad	Carousel Ad	Video Ad
<b>File type</b>	jpg or png	jpg or png	Most types supported
<b>Resolution</b>	Recommend 1,200px x 628px	Recommend 1,080px x 1,080px	Highest resolution within file size and ratio limits
<b>Size</b>	Minimum 600px x 600px; less than 20% text on image	Minimum 600px x 600px, less than 20% text on image	4GB max, 240 minute max
<b>Ratio</b>	9:16 to 16:9	1:1	9:16 to 16:9
<b>Headline/text</b>	30 character headline   125 character write-up	40 character headline   125 character write-up	25 character headline   125 character write-up
<b>Link description</b>	30 characters	20 characters	30 characters



### IMAGE AD

An image ad on Facebook or Instagram is a great way to increase awareness of who you are and what you do. An image ad gives you a clean, simple format to use with inspiring imagery and engaging copy.



### CAROUSEL AD

The carousel format allows you to showcase 2-10 images within a single ad, each with its own link. With more creative space, you can highlight different products or tell a story about your brand that develops across each carousel card.



### VIDEO AD

Capture short bursts of attention with video ads. Your brand message or product comes to life with video and garners extra attention.

# AUDIENCE MATCHING (LinkedIn)

## Reach our audience through the LinkedIn feed

LinkedIn Matching allows you to deliver your content to the LinkedIn feed of 15,000 i+s subscribers or website visitors. This gives you the opportunity to reach these busy professionals wherever and whenever they are engaging on the LinkedIn platform across desktop, mobile, and tablet.

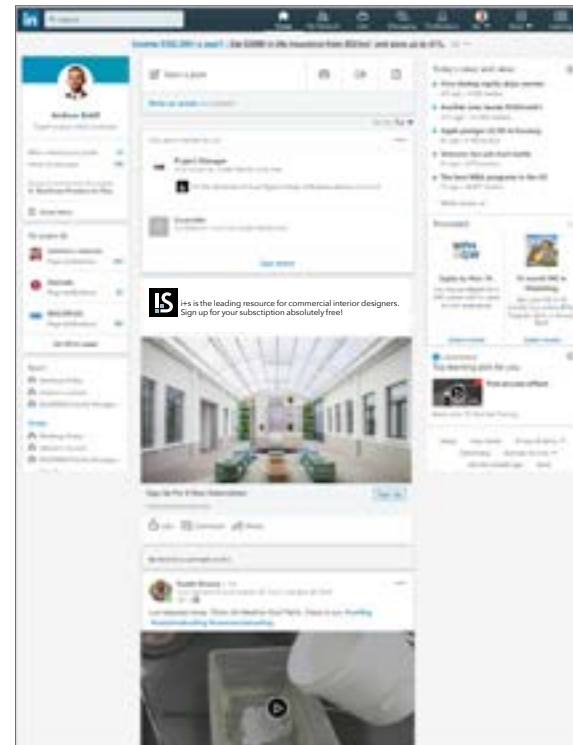
### Reasons To Use LinkedIn Matching:

- Reach our audience on their personal LinkedIn feed
- Large scale reach to a highly targeted audience of potential customers where they are on the web
- Drive sales activity, generate leads, or increase registrations
- Promote your brand and build awareness

### LinkedIn Matching Specs:

- Interior design professional visits interiorsandsources.com

LinkedIn Matching Rate \$45 per 1000



# AUDIENCE EXTENSION

**Reach the i+s audience on the most popular platform on the web, YouTube, and get your video increased viewership.**

**Interior design professionals who visit interiorsandsources.com are your customers. Deliver your video directly to these visitors.**

**How it works:**

1. Interior design professional visits interiorsandsources.com
2. Visitor is tracked through cookies
3. Visitor leaves interiorsandsources.com
4. Your video follows them on the web to YouTube

**\$80 CPM, minimum order of 20,000 impressions or \$1600 In-stream**

**Video Specs:**

- Must be uploaded to YouTube (we will do this for the client)
- Video Codec: H.264, MPEG-2, MPEG-4
- Audio Codec: AAC, MP3
- Resolution: 1920x1080 (19:9 aspect ratio) or 1280x720 (4:3 aspect ratio)
- Frame Rate: 30 FPS
- File Size: Max. 1 GB
- Length: 12 seconds to 3 minutes (>30 seconds recommended)

