

STANDARD DISPLAY											
Product	Targeting Included	Product Description	Pixel Included	Retargeting	Conversion Tracking	Cross Device	Exclude Below the Fold	Day Parted (5am - Midnight)	Monthly Minimum Impressions	Performance Guarantee	Rate
Basic Blend	Content + Geo Targeting	Campaign is a content targeted banner campaign	Yes	No	Yes	No	Yes	Yes	50,000	Yes	\$8.00
Competitive Blend	Content + Behavior + Demographic + Retargeting + Geo Targeting	Campaign is a content & data targeted banner campaign optimized to whatever strategy delivers the best results	Yes	Yes	Yes	Yes	Yes	Yes	50,000	Yes	\$9.00
Dominant Blend	Content + Behavior + Demographic + Search Retargeting + Cross Device + Retargeting + Geo Targeting	Campaign is a search retargeting, content, and data targeted banner campaign optimized to whatever strategy delivers the best results	Yes	Yes	Yes	Yes	Yes	Yes	50,000	Yes	\$12.00

GEO FENCING											
Product	Targeting Included	Product Description	Pixel Included	Retargeting	Conversion Tracking	Cross Device	Exclude Below the Fold	Day Parted (5am - Midnight)	Monthly Minimum Impressions	Performance Guarantee	Rate
Device ID Targeting (US Only)	Geo Fence + Lookback	Display campaign targeting specific devices that have been within a geo frame during a previously specified timeframe. Product provides opportunity to receive Audience Insight Report, Point Of Interest Attribution Reports, Address Matchback, and Household Extension Targeting.	Yes	Yes	Yes	Yes	Yes	Yes	40,000	No	\$15.00
Device ID Targeting (US Only)	Geo Fence + Lookback + Address Match	Display campaign targeting specific devices that are known to dwell in the residential addresses provided by client. Product provides opportunity to receive Audience Insight Report, Point Of Interest Attribution Reports, Address Matchback, and Household Extension Targeting.	Yes	Yes	Yes	Yes	Yes	Yes	40,000	No	\$17.00
MicroProximity (International Only)	Geo Fence Targeting	Display campaign targeting specific users within a specific geo frame in real time	Yes	Yes	Yes	No	Yes	Yes	40,000	No	\$15.00
MicroProximity + Lookback (International Only)	Geo Fence Targeting + Targeting People No Longer In Geo Frame	Display campaign targeting specific users within a specific geo frame in real time as well as targeting people who have been in the geo frame within a previously specified time frame	Yes	Yes	Yes	No	Yes	Yes	40,000	No	\$16.00
Lookback (International Only)	Targeting People No Longer In Geo Frame	Display campaign targets people who have been in a geo frame within a previously specified time frame	Yes	Yes	Yes	Yes	Yes	Yes	40,000	No	\$16.00

PREMIUM PROGRAMMATIC											
Product	Targeting Included	Product Description	Pixel Included	Retargeting	Conversion Tracking	Cross Device	Exclude Below the Fold	Day Parted (5am - Midnight)	Monthly Minimum Impressions	AdCellerant Performance Guarantee	Rate
Native Advertising	Content + Geo Targeting	Campaign targets ad message based on content and dynamically builds customized creatives based on the target sites Content Management System	Yes	Yes - With display banners Only	Yes	No	Yes	Yes	40,000	No	\$14.00
Search Retargeting	Keyword + Geo	Campaign targets users based on keywords user searched for prior to ad placement	Yes	Yes	Yes	Yes	Yes	Yes	40,000	No	\$14.00
Streaming Radio	RON + Geo Targeting	Streaming Radio campaign placed on inventory such as Spotify, Triton, and Adswizz (further customizations, targeting options and more available on a custom RFP basis, with custom pricing)	Yes	No	Yes	No	N/A	No	40,000	No	\$35.00
IP Targeting	IP Targeted	Campaign is a display campaign targeted to a list of IP's that were matched from provided physical addresses (5,000 addresses required)	Yes	No	Yes	No	No	No	100,000	No	\$28.00
IP Targeting (Movers/Pre-Movers)	IP Targeted	Campaign is a display campaign targeted to a list of IP's associated with "Movers and Pre-Movers" (5,000 addresses required)	Yes	No	Yes	No	No	No	100,000	No	\$45.00

BUDGET BASED PROGRAMMATIC											
Product	Targeting Included	Product Description	Pixel Included	Retargeting	Conversion Tracking	Cross Device	Exclude Below the Fold	Day Parted (5am - Midnight)	Monthly Minimum "Retail" Budget	Monthly Minimum Impressions	AdCellerant Performance Guarantee
AdMix Display	Behavior, Demographic, Contextual, Retargeting, and Geographic Targeting (blend and product dependent)	A budget based, multi-platform, display marketing campaign that runs on Programmatic, Facebook, Instagram, and YouTube	Yes	Yes	Yes	No	No	No	\$1,500.00	N/A (Each campaign proposal receives an estimated average amount of impressions, clicks, and views)	No
AdMix Video	Behavior, Demographic, Contextual, Retargeting, and Geographic Targeting (blend and product dependent)	A budget based, multi-platform, display marketing campaign that runs on Programmatic, Facebook, Instagram, and YouTube	Yes	Yes	Yes	No	No	No	\$2,500.00	N/A (Each campaign proposal receives an estimated average amount of impressions, clicks, and views)	No
AdMix OmniChannel	Behavior, Demographic, Contextual, Retargeting, and Geographic Targeting (blend and product dependent)	A budget based, multi-platform, display marketing campaign that runs on Programmatic, Facebook, Instagram, and YouTube, FEP, ConnectedTV	Yes	Yes	Yes	No	No	No	\$5,000.00	N/A (Each campaign proposal receives an estimated average amount of impressions, clicks, and views)	No

PRE-ROLL VIDEO											
Product	Targeting Included	Product Description	Pixel Included	Retargeting	Conversion Tracking	Cross Device	Exclude Below the Fold	Day Parted (5am - Midnight)	Monthly Minimum Impressions / Views	AdCellerant Performance Guarantee	Suggested Retail Price
Video	Geo Targeting - RON	Campaign is a pre-roll video campaign targeted based geography	Yes	No	Yes	No	Yes	Yes	40,000	No	\$17.00
Video	Content + Geo Targeting	Campaign is a pre-roll video campaign targeted based on content and geography	Yes	Yes	Yes	No	Yes	Yes	40,000	No	\$19.25
Video	Behavioral + Geo Targeting	Campaign is a pre-roll video campaign targeted based on selected user behaviors and geography	Yes	Yes	Yes	Yes	Yes	Yes	40,000	No	\$21.50
Video	Demographic + Geo Targeting	Campaign is a pre-roll video campaign targeted based on selected user demographics and geography	Yes	Yes	Yes	Yes	Yes	Yes	40,000	No	\$20.00
Video	Retargeting + Geo Targeting	Campaign is a pre-roll video campaign targeted based on site visitors and data collected by a retargeting pixel	Yes	Yes	Yes	Yes	Yes	Yes	40,000	No	\$20.00
Video / YouTube	Tier 1 Industries: Arts & Fitness, Family & Parenting, Health & Fitness, Food and Drink, Hobbies & Interest, News, Society, Pets, Technology & Computing, Shopping, Trligion & Spirituality	Campaign is a pre-roll video campaign targeted based on content category and geography with all inventory run on YouTube	Yes	Yes	Yes	No	No	No	1,000	No	\$0.40
Video / YouTube	Tier 2 Industries: Business, Careers, Home & Garden, Science, Style & Fashion, Travel	Campaign is a pre-roll video campaign targeted based on content category and geography with all inventory run on YouTube	Yes	Yes	Yes	No	No	No	1,000	No	\$0.50
Video / YouTube	Tier 3 Industries: Automotive, Education, Law Government & Politics, Personal Finance, Real Estate o A view is counted as long as the user watches the whole video or 30 seconds whichever is comes first	Campaign is a pre-roll video campaign targeted based on content category and geography with all inventory run on YouTube	Yes	Yes	Yes	No	No	No	1,000	No	\$0.75
Video	IP Targeted + Geo Targeting	Campaign is Pre-Roll targeted campaign based on IP matches to physical addresses	Yes	No	Yes	No	No	No	100,000	No	\$30.00
Video / Connected TV	RON + Geo Targeting	Campaign is a TV campaign targeted to Connected TV devices	Yes	No	Yes	No	N/A	No	40,000	No	\$55.00
OTT (Over the Top)	RON + Geo Targeting	Campaign is a Full Episode Player, Connected TV Streaming video campaign	Yes	No	Yes	No	N/A	No	40,000	No	\$45.00
Full Episode Player	RON + Geo Targeting	Campaign is a Full Episode Player Streaming video campaign	Yes	No	Yes	No	N/A	No	40,000	No	\$40.00

EMAIL MARKETING	Distribution Quantity per Send & Price Per 1000 Emails
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Product	Targeting Included	Product Description	Pixel Included	Retargeting	Conversion Tracking	Cross Device	Exclude Below the Fold	Day Parted (5am - Midnight)	50,000 - 250,000 Emails	250,001 - 500,000 Emails	600,001+ Emails
Email	Audience Targets + Geo Targeting	Dedicated email blasts sent out on behalf of the advertiser targeted to specific users and delivered to their personal and/or work email address.	No	No	No	No	N/A	N/A	\$30.00	\$25.00	\$20.00
Email Specific Exceptions and Incremental Costs <ul style="list-style-type: none"> o Custom HTML Work: Any creative that is not provided in the correct format and file types Ad Specifications will be subject to a \$500 fee for reworking to meet all necessary HTML requirements. <ul style="list-style-type: none"> o Word Creative Conversions: Any file conversions will be subject to additional fee's ranging from \$100- \$250. o Split Creative Fee: Any creative splits will be charged an additional \$250. o Email Redeployment: Redeploying against opens/clicks will be assessed a flat fee of \$500. o Postal Records on Full Deployment (does not include email): Will be assessed a \$500 charge per order *Must be ordered prior to deployment 											

SEARCH ENGINE MARKETING						Monthly Spending Levels (Specific to SEM)				
Product	Targeting Included	Product Description	Pixel Included	Conversion Tracking	Cross Device	\$250 - \$500 / Month	\$501 - \$1,000 / Month	\$1,001 + / Month	AdCellerant Performance Guarantee	Call Tracking
SEM (Search Engine Marketing)	Custom Per Campaign	Paid search advertising on Google and/or BING	Yes	Yes	No	40%	30%	20%	No	Each number \$10/ mo

SEARCH ENGINE OPTIMIZATION			
Product	Targeting Included	Product Description	Suggested Retail Cost
SEO (Search Engine Optimization)	Local SEO	Map Optimization on a per location basis	\$500
SEO (Search Engine Optimization)	Local + Organic Standard	Map Optimization on a per location basis as well as large scale on-site recommendations, content and off-site SEO work	\$1,800
SEO (Search Engine Optimization)	Local + Organic Professional	Map Optimization on a per location basis as well as day to day contact/ managementresources of detailed SEO support on-site and off-site	\$2,800
SEO (Search Engine Optimization)	Local + Organic Enterprise	Map Optimization on a per location basis as well as day to day enterprise level SEO support for client for on-site and off-site work	\$3,800

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