

SUPERCARGE YOUR AD CAMPAIGN

Combine the impact of print with the precision of digital

PRINT + DIGITAL COMBINED

can amplify your campaign to increase consumer awareness and drive stronger overall engagement with your business.

Compliment your direct mail campaign by improving its frequency.



Consumers who saw a mailer but didn't act on it right away will be served reminders to their desktop, mobile devices or their connected TV devices. The more opportunities you give your target audience to engage with your offer, the more likely they will be to act on it.

Available Now - Digital solutions in conjunction with any print product!

Marketing Campaigns that used **direct mail plus one or more digital media channels** experience a **118% response lift.**

Source: "Direct Mail in a World Gone Digital," Hubspot, 2017

Businesses who leverage on- and offline engagement retain on average **89%** of their customers.

Source: "Direct Mail in a World Gone Digital," Hubspot, 2017

Clipper MAGAZINE | LOCAL Flavor | Mint MAGAZINE | REACH | GREAT DEALS | market MAGAZINE | get 1 free

A VERICAST BUSINESS

DIGITAL CAMPAIGN – DISPLAY

PRECISE LOCATION TARGETING WITH “ADDRESS”-ABLE GEOFENCING

DRIVING LOCALIZED ENGAGEMENT AND IN-STORE TRAFFIC

Reaching consumers when it matters most is the basis for effective advertising. 85% of marketers see a growth in their customer base when using location-based mobile advertising.* This location context is essential to campaign success.

Zero in on your audience that is likely to engage with your business based on their browsing behaviors, interests, and demographics by using **addressable geofencing**. A virtual fence is drawn around each target home in your campaign. Users who have entered the geofence are served your ads to mobile, desktop, or connected TV.

Display Advertising Features

Combined demographic and location-based audiences



Activated by proximity to store



Delivered on high-quality, local apps with national reach



Localized dynamic creative and various calls to action



Retargeted ads sent to potential customers who visited your landing page or website.



With our Display Advertising, you get locally aware ads targeted to the right audience. This gives you a powerful advertising solution that combines precise location technology with dynamic creative to deliver the right message at the right moment – when the shopper is near your locations.

Our Display Advertising solution increases consumer engagement, store traffic, and sales by delivering location-based mobile ads that are:

- **Precise:** Using accurate and clean location data.
- **Relevant:** Targeting geo-behavioral audiences with dynamic creative.
- **Memorable:** Delivering high-impact mobile units with local content and interactive maps.

There are hundreds of thousands of websites/apps where display ads could potentially be seen.

SAMPLING OF POTENTIAL DOMAINS

9gag.com	heraldweekly.com	realtor.com
appleinsider.com	honda-tech.com	rent.com
bloomberg.com	mail.aol.com	rentals.com
centurylink.net	msn.com	rocketgeeks.com
cnn.com	msnbc.com	thedailybeast.com
consumerreports.com	newsbreak.com	thedailymeal.com
dailymail.com	newser.com	theroot.com
finance.yahoo.com	newsobserver.com	thetimesherald.com
finance101.com	nj.com	wayfair.com
foodnetwork.com	pastfactory.com	zillow.com
forbes.com	postandcourier.com	zulily.com
ford-trucks.com	pupperish.com	zynga.com

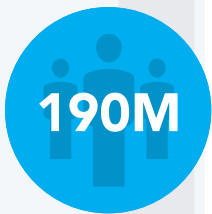
*Source: Forrester, June 2017

DIGITAL CAMPAIGN – CONNECTED TV

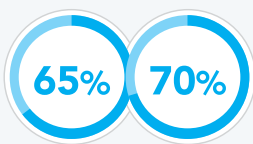
AMPLIFY YOUR OVERALL CAMPAIGN BY INTEGRATING CONNECTED TV

Internet-enabled devices (streaming boxes, media streaming devices, smart TVs, and gaming consoles) that deliver TV content make use of apps to stream video content via their cable provider's apps or streaming subscription services.

There were **190 million** connected TV users in the United States in 2019.¹



65% of U.S. households have enabled internet-connected device or Smart TV capable of streaming content to the TV set.²



70% of U.S. homes have subscription video-on-demand services.²



What Content Are People Watching?



ON-DEMAND: Viewers select and view the content they want on their own time and on the device of their choice.



LINEAR/LIVE: Viewers watch at a scheduled time on a channel or app (live content is streamed in real time as an event happens).

- Connected TV advertising is integrated into your digital & print campaign and applies the same audience targeting tactics. Your connected TV spot works cohesively with your overall advertising strategy to deliver your message to the right person, at the right time, and in the right place.
- Connected TV is a non-skippable, immersive content format that allows your business to engage with a unique audience that is committed to the content they're consuming, with completion rates as high as 97%.³
- Connected TV reaches a unique group of video consumers that advertisers can't target with traditional TV commercials.



How viewers are watching connected TV

What viewers are watching

Sources: ¹"Number of connected TV users in the United States from 2015 to 2022 (in millions)," eMarketer; ²"The Nielsen Local Watch Report: TV Streaming Across Our Cities," Nielsen, 2019. ³"Connected TV advertising: everything you need to know" Choozle.com, 13 July 2021. Web. 13 July 2021.

DIGITAL CAMPAIGN – PRICING

DISPLAY & CONNECTED TV

Enhance your brand exposure with our digital solutions

Zip Code or Radius Curated List	UP TO 15K HOMES							
	UP TO 25K HOMES							
	UP TO 50K HOMES							
	UP TO 100K HOMES							
	Impressions	50K	75K	100K	150K	200K	300K	400K
Display - Redirect to Existing Client Page	\$629	\$849	\$1,099	\$1,579	\$2,069	\$2,999	\$3,949	\$5,799
CPM	\$13	\$11.32	\$10.99	\$10.53	\$10.35	\$10.00	\$9.87	\$9.67
Display - Build/Host Landing Page	\$719	\$939	\$1,189	\$1,669	\$2,159	\$3,089	\$4,039	\$5,889
CPM	\$14	\$12.52	\$11.89	\$11.13	\$10.80	\$10.30	\$10.10	\$9.82
CTV	\$2,499	\$3,599	\$4,799	\$6,999	\$9,329	\$13,899	\$17,999	\$26,999
CPM	\$50	\$47.99	\$47.99	\$46.66	\$46.65	\$46.33	\$45.00	\$45.00

Print Campaign List	UP TO 15K HOMES							
	UP TO 25K HOMES							
	UP TO 50K HOMES							
	UP TO 100K HOMES							
	Impressions	50K	75K	100K	150K	200K	300K	400K
Display - Redirect to Existing Client Page	\$829	\$1,149	\$1,499	\$2,199	\$2,879	\$4,219	\$5,579	\$8,239
CPM	\$16.58	\$15.32	\$14.99	\$14.66	\$14.40	\$14.06	\$13.95	\$13.73
Display - Build/Host Landing Page	\$919	\$1,239	\$1,589	\$2,289	\$2,969	\$4,309	\$5,669	\$8,329
CPM	\$18.38	\$16.52	\$15.89	\$15.26	\$14.85	\$14.36	\$14.17	\$13.88
CTV	\$2,699	\$3,899	\$5,199	\$7,609	\$10,139	\$15,129	\$19,929	\$29,499
CPM	\$53.98	\$51.99	\$51.99	\$50.73	\$50.70	\$50.43	\$49.82	\$49.17

CTV Video Production Package Pricing (click product name to view sample)

Product Name	Duration	Product Description	Price
Standard Video Package	15 seconds	Templated video with AI voice over or background music. 3 client-supplied images	\$69
Standard Video Package	30 seconds	Templated video with AI voice over or background music. 3 client-supplied images	\$119
Advanced Video Package	15 seconds	Templated video with AI voice over or background music. Up to 5 images or 1 static video clip may be used to enhance ad.	\$119
Advanced Video Package	30 seconds	Templated video with AI voice over or background music. Up to 5 images or 1 static video clip may be used to enhance ad.	\$149
Custom Video Package			Custom Quote