

# DIGITAL RATE CARD

<b>Digital Products Small Markets:</b> 3 month min.	Retail	Monthly <u>Minimum</u> per Campaign
<b>DISPLAY (BARK) Targeting Strategies:</b> <ul style="list-style-type: none"> <li>• AI (Artificial Intelligence)</li> <li>• Behavioral Targeting</li> <li>• Keyword Targeting</li> <li>• Retargeting (<i>not done on its own</i>)</li> <li>• All Device Geo-Fencing/Geo-Retargeting</li> </ul>	\$10 CPM*	100,000 imp (\$1,000) For minimum choose up to 2 products + Retargeting Each additional product needs at least \$500 more budget, for 50,000 more impressions
<b>NATIVE DISPLAY Targeting Strategies:</b> <ul style="list-style-type: none"> <li>• AI (Artificial Intelligence)</li> <li>• Behavioral Targeting</li> <li>• Keyword Targeting</li> <li>• Retargeting (<i>not done on its own</i>)</li> <li>• All Device Geo-Fencing/Geo-Retargeting (<i>not done on its own</i>)</li> <li>• Email Matching/Lookalike (<i>display only</i>)</li> </ul>	\$10 CPM*	100,000 imp (\$1,000) For minimum choose up to 2 products + Retargeting Each additional product needs at least \$500 more budget, for 50,000 more impressions Email must be its own 150k imp minimum. If email list is less than 5,000 , pair w/ Lookalike for no additional \$
<b>MOBILE CONQUESTING (Display Only or Display &amp; Video) Targeting Strategies:</b> <ul style="list-style-type: none"> <li>• Behavioral Targeting</li> <li>• Geo Fencing/Geo-Retargeting</li> <li>• Geo-Retargeting Lookalike</li> </ul>	\$15 CPM	100,000 imp (\$1,500) can include Video (as inventory allows), can be combo of Categories & Geo-Fencing/Geo-Retargeting  Lookalike add \$500/33,333 imp
<b>WEATHER MOBILE CONQUESTING</b> <ul style="list-style-type: none"> <li>• Weather Trigger</li> </ul>	\$15 CPM	Weather must be its own 100,000 imp (\$1,500)
<b>EVENT GEO-FENCING (OR POLITICAL BEHAVIORAL CATEGORIES)</b> <ul style="list-style-type: none"> <li>• 1-3 Day Event Geo-Fencing/Geo-Retargeting (<i>Geo-Retargeting must be included</i>)</li> </ul>	\$25 CPM	60,000 imp (\$1,500) up to 3 days, can be 3 separate 1-day events (for additional day add \$500/20,000 imps)
<b>ADDRESS TARGETING AND ADDRESS RETARGETING</b> (No Behavioral Categories can be added in)	\$15 CPM	Must be its own 100,000 imp minimum (\$1,500)
<b>CROSS PLATFORM TARGETING</b> <ul style="list-style-type: none"> <li>• Add on Display (50k imps), Native Display (50k imps), FB/IG (20k imps), Pre-Roll (20k imps) or Soc. Mirror (33,333imps)</li> </ul>		\$500 (at CPM for that product being added on)
<b>FACEBOOK and INSTAGRAM (Display and/or Video)</b> <ul style="list-style-type: none"> <li>• Behavioral Targeting</li> <li>• Retargeting (<i>must be combined with above</i>)</li> <li>• Custom Audience Matching &amp; Lookalike</li> </ul>	\$25 CPM	40,000 imp (\$1,000) Facebook Premium Included in Cost Add Instagram to FB NOW FOR FREE; 20,000 per ad type
<ul style="list-style-type: none"> <li>• Lead Ads</li> </ul>	\$60 CPM	Lead Ads are Their Own 25,000imp Min(\$1,500)
<b>SOCIAL MIRROR Targeting Strategies:</b> <ul style="list-style-type: none"> <li>• AI (Artificial Intelligence); Behavioral Targeting; Keyword Targeting; Retargeting (<i>not done on its own</i>)</li> </ul>	\$15 CPM*	100,000 imp (\$1,500) For minimum choose up to 3 Targeting Strategies + Retargeting, on up to 3 social platforms – add \$500 per additional platform
<b>VIDEO NATIVE Targeting Strategies:</b> <ul style="list-style-type: none"> <li>• AI (Artificial Intelligence)</li> <li>• Behavioral Targeting</li> <li>• Keyword Targeting</li> <li>• Retargeting (<i>not done on its own</i>)</li> </ul>	\$25 CPM*	60,000 imp (\$1,500) For minimum choose up to 3 Strategies + Retargeting. Each additional product needs at least \$500 more budget, for 20,000 more impressions
<b>VIDEO PRE-ROLL (BARK) Targeting Strategies:</b> <ul style="list-style-type: none"> <li>• AI (Artificial Intelligence)</li> <li>• Behavioral Targeting</li> <li>• Keyword Targeting</li> <li>• Retargeting (<i>not done on its own</i>)</li> <li>• All Device Geo-Fencing/Geo-Retargeting (<i>not on its own</i>)</li> </ul>	\$25 CPM*	60,000 imp (\$1,500) For minimum choose up to 3 strategies + Retargeting Each additional strategy needs \$500 more budget, for 20,000 more impressions
<b>OTT VIDEO (All Connected TVs)</b> <ul style="list-style-type: none"> <li>• AI &amp; Behavioral (<i>must be combined</i>) &amp; retargeting</li> </ul>	\$60 CPM	25,000 imp (\$1,500) - 2 strategies & Retargeting
<b>OTT/PRE-ROLL VIDEO COMBO (Approx. 1/3 is OTT)</b> <ul style="list-style-type: none"> <li>• OTT: AI; Behavioral; Retargeting (<i>not on its own</i>)</li> <li>• Pre-Roll: AI, Behavioral, Keyword &amp; Retargeting</li> </ul>	\$45 CPM*	33,333 imp (\$1,500) For Minimum choose 1 targeting strategy for Vid Pre-Roll, 1 for OTT & Retargeting
<b>OTT w/ON-SITE VISIT TRACKING (All Connected TVs)</b> <ul style="list-style-type: none"> <li>• Behavioral Targeting</li> </ul>	\$60 CPM	25,000 imp (\$1,500) Cannot be combined with Video Pre-Roll

\*Add \$2 cpm retail for B2B or Recruitment Campaigns with those products; add \$5 cpm retail for Weapons or Adult Content campaigns (not available for Soc Mirror) or if adding Political Categories to OTT w/ On-site Visit Tracking.

# DIGITAL RATE CARD CONT...

<b>Digital Products Small Markets:</b> 3 month min.	Retail	Monthly <u>Minimum</u> per Campaign
<b>YOUTUBE VIDEO</b> <ul style="list-style-type: none"> <li>Behavioral Targeting</li> <li>Retargeting (not done on its own)</li> </ul>	\$40 CPM	37,500 imp (\$1,500)
<b>LINKEDIN ADS</b> <ul style="list-style-type: none"> <li>Behavioral Targeting</li> <li>Custom Audience Matching &amp; Lookalike</li> <li>Retargeting (not done on its own)</li> </ul>	30% of Total	\$2,500 (\$1,750 goes to keyword budget, \$750 Management Fee)  For Min choose: 1 Ad Type (Display, Video, Carousel, Lead) + 2 Targeting Strategies + Retargeting <b>OR</b> 2 Sd Types (Display, Video, Carousel, Lead) + 1 Targeting Strategy + Retargeting
<b>AMAZON PREMIUM TARGETING (Display/Video/OTT) Targeting Strategies:</b> <ul style="list-style-type: none"> <li>Behavioral Targeting</li> <li>Product Targeting</li> <li>Custom Audience Matching &amp; Lookalike</li> <li>Retargeting (<i>not done on its own</i>)</li> </ul>	\$25 CPM For Display  \$60 CPM For OTT/Video	<b>Display:</b> 60,000 imp (\$1,500) For minimum choose: Up to 2 Targeting Strategies + Retargeting <b>Video:</b> 25,000 imp (\$1,500) For minimum choose: 1 Ad Type (Video OR OTT) + 2 Targeting Strategies + Retargeting <b>OR</b> 2 Ad Types (Video & OTT) + 1 Targeting Strategy + Retargeting
<b>ONLINE AUDIO</b> <ul style="list-style-type: none"> <li>AI &amp; Behavioral Targeting (<i>must be combined</i>)</li> </ul>	\$50 CPM	20,000 audio imp (\$1,000) +Your Radio Streaming Cost \$1,100-\$1,250 depending on streaming rates
<b>HOUSEHOLD IP TARGETING</b> <ul style="list-style-type: none"> <li>Display or Native Ad Format</li> <li>Video Ads</li> </ul>	\$30 CPM \$35 CPM	50,000 imp (\$1,500) 42,857 imp (\$1,500)
<b>SEO</b>	Custom	6-month Minimum
<b>GEO-FRAMING</b>	\$40 CPM	37,500 imp (\$1,500)
<b>LIVE CHAT</b>	\$600 + \$10 per lead	Must be purchased with additional digital products \$250 Extra Set-Up Fee for Spanish

**\*Add \$2 cpm retail for B2B or Recruitment Campaigns with those products; add \$5 cpm retail for Weapons or Adult Content campaigns (not available for Soc Mirror) or if adding Political Categories to OTT w/ On-site Visit Tracking.**

## How Many Pieces Of Ad Creative Can I Run If I Am Just Rotating Ads (not specifying how many impressions go to each set)?

Product	Minimum Impressions:	Ads Set Includes:	Max # of Ad Sets If Rotating Ads
BARK Display	100,000	300x250, 728x90, 320x50	3
Native Display	100,000	One Native Ad	2
Native Video	60,000	One Native Video Ad	3
Mobile Conquesting	100,000	300x250, 728x90, 320x50, 320x480, and 1 video ad	2
Event Mobile Conquesting	60,000	300x250, 728x90, 320x50, 320x480, and 1 video ad	2
FB/IG/ News Feed/Job/Carousel/Video/Collection/Branded Content/Custom Audience	40,000	One FB/IG Ad	4
FB Event Response (has to be in combo with regular News Feed ads)	40,000	One FB/IG Ad	2
FB/IG Lead Ads	25,000	One FB/IG Ad	2
FB Offer Ads (has to be in combo with regular News Feed ads)	40,000	One FB Offer Ad	1 Offer Ad & 2 Regular Ads
HH IP Targeting Display	50,000	300x250, 728x90, 320x50	2
HH IP Targeting Video	42,857	One Video Ad	2
Video Pre-Roll	60,000	One Video Ad	3
OTT Video	25,000	One Video Ad	2
OTT Video/Video Pre-Roll Combo	33,333	One Video Ad	2
OTT With On-Site Visit Tracking	25,000	One Video Ad	2
YouTube	37,500	One Video Ad	2
Geo-Framing	37,500	300x250, 728x90, 320x50	2
Online Audio	20,000	One 640x640 display ad, one :15 up to :30 audio ad	2
<b>Amazon Premium Display</b>			
Amazon Premium Display	60,000	300x250, 728x90, 320x50	2
Amazon Premium Video or OTT	25,000	One Video Ad	2
Social Mirror Ads	100,000	One Social Mirror ad	3 ads or up to 3 social platforms
LinkedIn Ads	N/A	1 LinkedIn ad	2

## What If I Need To Allocate A Certain Amount Of Impressions To Specific Ad Creative/Geographies/Categories/Targeting Strategies?

Product	Minimum Impressions:	Ads Set Includes:	Impressions Needed If Allocating Impressions To Certain Ads/Geos/Categories
BARK Display	100,000	300x250, 728x90, 320x50	50,000
Native Display	100,000	One Native Ad	50,000
Native Video	60,000	One Native Video Ad	20,000
Mobile Conquesting	100,000	300x250, 728x90, 320x50, 320x480, and 1 video ad	50,000
Event Mobile Conquesting	60,000	300x250, 728x90, 320x50, 320x480, and 1 video ad	20,000
FB/IG/ News Feed/Job/Carousel/Video/Collection/Branded Content/Custom Audience	40,000	One FB/IG Ad	20,000
FB Event Response (has to be in combo with regular News Feed ads)	40,000	One FB/IG Ad	40,000
FB/IG Lead Ads	25,000	One FB/IG Ad	25,000
FB Offer Ads (has to be in combo with regular News Feed ads)	40,000	One FB Offer Ad	20,000
HH IP Targeting Display	50,000	300x250, 728x90, 320x50	25,000
HH IP Targeting Video	42,857	One Video Ad	20,000
Video Pre-Roll	60,000	One Video Ad	20,000
OTT Video	25,000	One Video Ad	25,000
OTT Video/Video Pre-Roll Combo	33,333	One Video Ad	11,111
OTT With On-Site Visit Tracking	25,000	One Video Ad	25,000
YouTube	37,500	One Video Ad	20,000
Geo-Framing	37,500	300x250, 728x90, 320x50	30,000
Online Audio	20,000	One 640x640 display ad, one :15 up to :30 audio ad	15,000
<b>Amazon Premium Display</b>			
Amazon Premium Display	60,000	300x250, 728x90, 320x50	30,000
Amazon Premium Video or OTT	25,000	One Video Ad	12,500
Social Mirror Ads	100,000	One Social Mirror ad	33,333
LinkedIn Ads	N/A	1 ad per allocation, total of 2 for minimum strategy	N/A