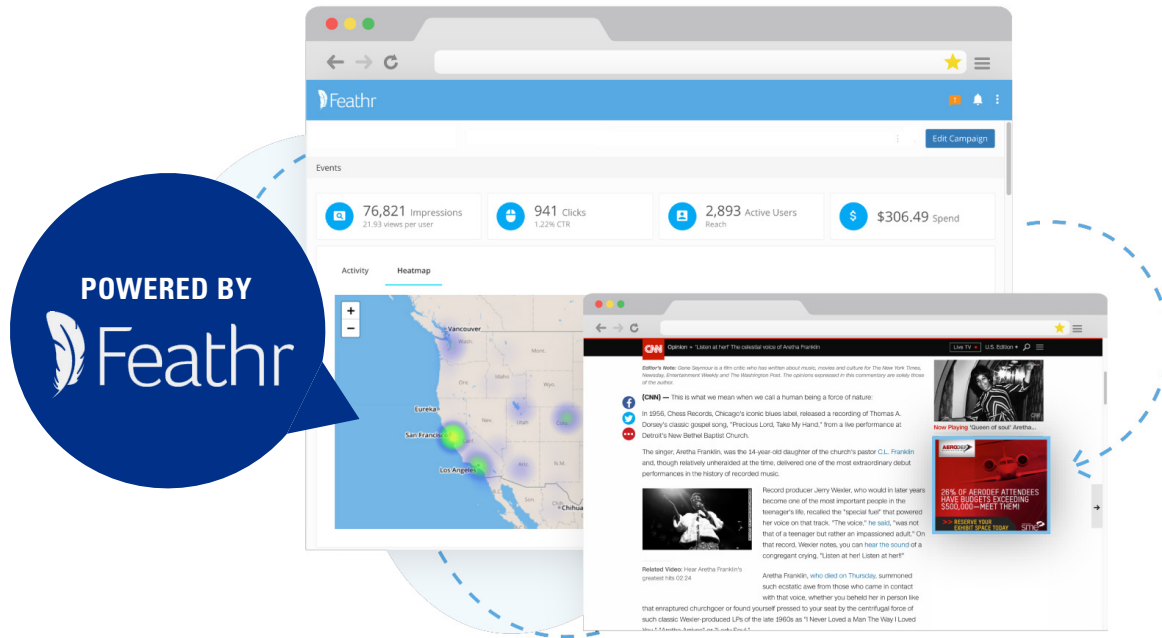


# Ad Retargeting



Ad retargeting is a new opportunity provided by ASHE, and one of the most effective forms of digital advertising—using cookies to access the audience you specify as they search the internet and interact on social media. With ad retargeting, you can gain sustained brand exposure to quality leads across the web, plus:

### Stay top-of-mind and drive sales

Hone your audience based upon the ASHE websites they visit ([hfm magazine.com](http://hfm magazine.com), [ashe.org](http://ashe.org), or [energytocare.org](http://energytocare.org)) and target your offerings to potential customers who access these resources.

### Extend your event reach

Build brand awareness, drive traffic to your booth or other participation opportunity at an ASHE event, or promote your activities and offerings before and after an ASHE event takes place.

Best of all, you'll receive detailed reports of your campaign results including impressions, clicks, and geographical locations of where your ads are promoted.

Contact the [ASHE Sales Team](#) for more information and to get started on your next ad retargeting campaign!

### Ad Retargeting

# OF IMPRESSIONS	NET RATE
Minimum 50,000 impressions	\$130 CPM

*\*Minimum purchase of 50,000 impressions required. Rate includes four ad sizes over an agreed duration of time. See page 16 for ad specifications.*