

AUDIENCE EXTENSION (Google Ad Network)

Reach our audience beyond our website

AUDIENCE EXTENSION IS A POWERFUL WAY TO STAY ENGAGED WITH THE INTERIORS+SOURCES 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 interiors+sources audience.

REASONS TO USE AUDIENCE MATCHING:

- ▶ Reach our BPA audited audience on Facebook.
- ▶ 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	RATE
Facebook Ad	\$40 per 1000
Instagram Ad	\$40 per 1000

Please see ad specs for ad requirements.