interiors+sources ®

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**
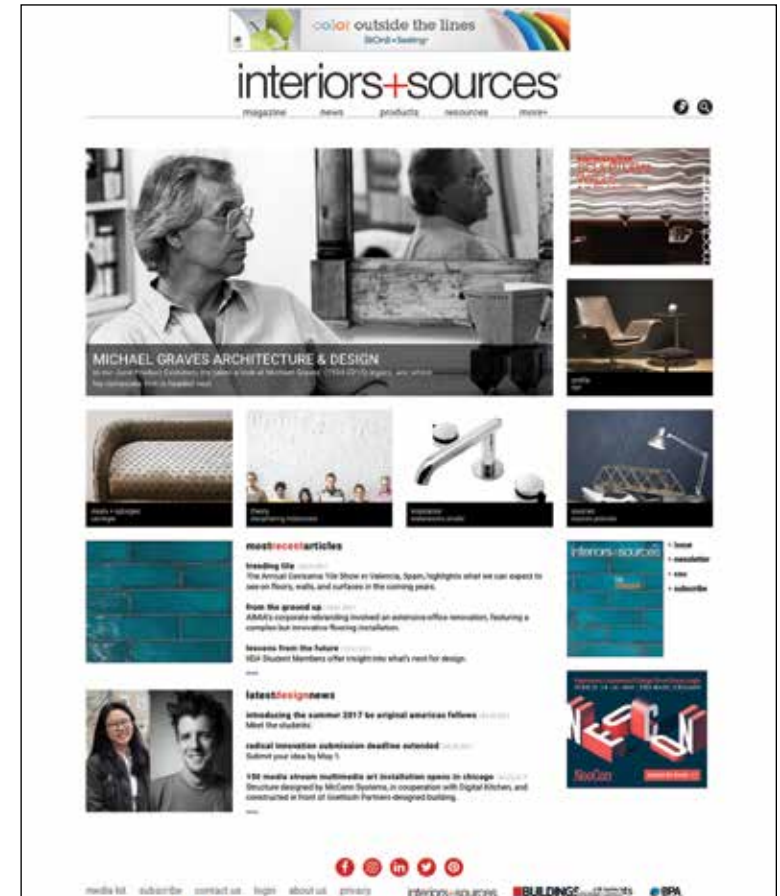
AUDIENCE MATCHING (FACEBOOK/INSTAGRAM)

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 19,000* 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 or Instagram.

• 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.

• Multiple options for ad creative, including an image ad, a multi-image carousel ad, or a video ad.

Publisher's Own Data

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RATES

WEB UNIT	RATE
Facebook Ad	$40 per 1000
Instagram Ad	$40 per 1000

Please see ad specs for ad requirements.

	Image Ad	Carousel Ad	Video Ad
File type	jpg or png	jpg or png	Most types supported
Resolution	Recommend 1,200px x 628px	Recommend 1,080px x 1,080px	Highest resolution within file size and ratio limits
Size	Minimum 600px x 600px; less than 20% text on image	Minimum 600px x 600px, less than 20% text on image	4GB max, 240 minute max
Ratio	9:16 to 16:9	1:1	9:16 to 16:9
Headline/text	30 character headline	125 character write-up	40 character headline	125 character write-up	25 character headline	125 character write-up
Link description	30 characters	20 characters	30 characters

IMAGE AD
An image ad on Facebook or Instagram is a great way to increase awareness of who you are and what you do. An image ad gives you a clean, simple format to use with inspiring imagery and engaging copy.

CAROUSEL AD
The carousel format allows you to showcase 2-10 images within a single ad, each with its own link. With more creative space, you can highlight different products or tell a story about your brand that develops across each carousel card.

VIDEO AD
Capture short bursts of attention with video ads. Your brand message or product comes to life with video and garners extra attention.