AUDIENCE EXTENSION (Google Ad Network)

Reach our audience beyond our website

Audience Extension is a powerful way to stay engaged with the i+s 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.

<table>
<thead>
<tr>
<th>web unit</th>
<th>pixels</th>
<th>rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>$40 per 1000</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>$40 per 1000</td>
</tr>
<tr>
<td>1/2 Page Ad</td>
<td>300x600</td>
<td>$50 per 1000</td>
</tr>
</tbody>
</table>
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 i+s 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.
### Web Unit Rate

<table>
<thead>
<tr>
<th>Facebook Ad</th>
<th>$40 per 1000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram Ad</td>
<td>$40 per 1000</td>
</tr>
</tbody>
</table>

Please see ad specs for ad requirements.

### Rates

<table>
<thead>
<tr>
<th>WEB UNIT</th>
<th>RATE</th>
</tr>
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<tbody>
<tr>
<td>Facebook Ad</td>
<td>$40 per 1000</td>
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<tr>
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</tr>
</tbody>
</table>

### Image Ad

- **Carousel 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

- **Video 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.

### Image Ad

- **Video Ad**
  - Capture short bursts of attention with video ads. Your brand message or product comes to life with video and garners extra attention.

### Specifications

<table>
<thead>
<tr>
<th>Image Ad</th>
<th>Carousel Ad</th>
<th>Video Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>File type</td>
<td>jpg or png</td>
<td>jpg or png</td>
</tr>
<tr>
<td>Resolution</td>
<td>Recommend 1,200px x 628px</td>
<td>Recommend 1,080px x 1,080px</td>
</tr>
<tr>
<td>Size</td>
<td>Minimum 600px x 600px; less than 20% text on image</td>
<td>Minimum 600px x 600px, less than 20% text on image</td>
</tr>
<tr>
<td>Ratio</td>
<td>9:16 to 16:9</td>
<td>1:1</td>
</tr>
<tr>
<td>Headline/text</td>
<td>30 character headline</td>
<td>125 character write-up</td>
</tr>
<tr>
<td>Link description</td>
<td>30 characters</td>
<td>20 characters</td>
</tr>
</tbody>
</table>
AUDIENCE MATCHING (LinkedIn)

Reach our audience through the LinkedIn feed
LinkedIn Matching allows you to deliver your content to the LinkedIn feed of 15,000 i+s subscribers or website visitors. This gives you the opportunity to reach these busy professionals wherever and whenever they are engaging on the LinkedIn platform across desktop, mobile, and tablet.

Reasons To Use LinkedIn Matching:
- Reach our audience on their personal LinkedIn feed
- Large scale reach to a highly targeted audience of potential customers where they are on the web
- Drive sales activity, generate leads, or increase registrations
- Promote your brand and build awareness

LinkedIn Matching Specs:
- Interior design professional visits interiorsandsources.com

LinkedIn Matching Rate $45 per 1000
AUDIENCE EXTENSION

Reach the i+s audience on the most popular platform on the web, YouTube, and get your video increased viewership.

Interior design professionals who visit interiorsandsources.com are your customers. Deliver your video directly to these visitors.

How it works:
1. Interior design professional visits interiorsandsources.com
2. Visitor is tracked through cookies
3. Visitor leaves interiorsandsources.com
4. Your video follows them on the web to YouTube

$80 CPM, minimum order of 20,000 impressions or $1600 In-stream

Video Specs:
- Must be uploaded to YouTube (we will do this for the client)
- Video Codec: H.264, MPEG-2, MPEG-4
- Audio Codec: AAC, MP3
- Resolution: 1920×1080 (19:9 aspect ratio) or 1280×720 (4:3 aspect ratio)
- Frame Rate: 30 FPS
- File Size: Max. 1 GB
- Length: 12 seconds to 3 minutes (>30 seconds recommended)