

Media Proposal

Prepared For

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Created By

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<http://imarketingleader.com>

MEDIA PROPOSAL

iMarketing Leader is an industry leader in providing businesses of any size with powerful tools and research to effectively and efficiently target the specific demographic and geographic traits that define their customers.

Our online media platform places rich digital advertisements on the world's most recognized networks like ESPN, Facebook, Food Network, CNN, Forbes, People, and Rolling Stone just to name a fraction of where we will serve your ads.

With stunning creative, access to local customers, and 100% client satisfaction, **iMarketing Leader** works with you every step of the way to maximize your advertising budget and fully optimize your online marketing campaign.

-  Executive Overview
-  Geographic Targeting
-  Targeting Strategy
-  Cost Summary
-  Reporting
-  Creative Banners
-  About Us

Our Partner Network



EXECUTIVE OVERVIEW

At **iMarketing Leader**, our passion for online display is fueled by our understanding of today's advertising reality: cutting edge audience targeting technology has changed the landscape of local advertising.

We offer businesses of all sizes the ability to efficiently engage with their preferred customers through a high-impact, visual message.

Rich Design

Full Service Custom Creative Design

4 Formats: 728x90, 300x250, 160x600 & 468x60

Animation and Static Formats

100% Satisfaction Commitment

Media Buy

Geographic: USA

Contextual: See Below

Targeted Demographics: See Below

People Retargeting: Included

Reporting

Monthly Detailed Reporting

100% Transparency

Results Campaign Optimization

Analytics Integration

GEOGRAPHIC TARGETING

iMarketing Leader's geographic targeting technology can reach local audiences with compelling advertisements making online display advertising possible and profitable for local advertisers.

Target Area

Entire US, if this is deemed too large based on impressions then we can narrow down by state, city or even zip code.



TARGETING STRATEGY

iMarketing Leader's best practice recommendation takes a comprehensive approach to local audience targeting.

Depending on your specific online marketing needs, we can deliver insights and solutions that drive your brand's message to desired audiences with increasing frequency and effectiveness.

Demographic Targeting

Selecting sites by demographic statistics.

One or more of the following:

- Female
- Age 45+
- 75,000+ Income
- Has Pets

Retargeting / Remarketing Strategy

Targeting customers that have already demonstrated an interest in your offering, keeping your brand top of mind and driving them back to your business.

Audience Pixel Strategy

- Main Pixel - added to every page
- Delay Pixel - added to every page, but fires only after 10 seconds. This allows us to build an audience of more engaged visitors
- Conversion Pixel - determine the "confirmation/thank you" page to add as a conversion
- Other pixels for further segmentation

COST SUMMARY

Investment

One-Time Investments			
Name/Description	Price	Qty	Subtotal
Display Ad Setup & Banner Creation	\$250.00	1	\$250.00
Initial setup & Creation of 2 sets of 4 Custom Banners 728x90, 300x250, 160x600 & 468x60			
optional <input checked="" type="checkbox"/> Facebook Setup	\$250.00	1	\$250.00
Facebook Retargeting setup			
optional <input checked="" type="checkbox"/> Additional Display Ad Banner Creation	\$100.00	1	\$100.00
Additional Banner Set (4 custom) 728x90, 300x250, 160x600 & 468x60			
Subtotal:			\$600.00
Subscriptions			
Name/Description	Price	Qty	Subtotal
RTB Management	\$250.00 / Month	1	\$250.00 / Month
RTB Management. Includes 1 Marketing Campaign and 1 Retargeting Campaign. Up to \$1,000 per month budget			
Credit Card Changes For Ad Spend	\$30.00 / Month	1	\$30.00 / Month
6% Credit Card Charges for Ad Spend. Pass-through bank charges for credit card charges.			
Marketing/Retargeting Ad Spend	\$500.00 / Month	1	\$500.00 / Month
Ad Spend. Est 250,000 Impressions . Assuming an actual CPM cost of \$2.00.			
optional <input checked="" type="checkbox"/> Facebook Marketing Management (Up to \$1000 Ad Spend)	\$250.00 / Month	1	\$250.00 / Month
Facebook boost posts, targeted retargeting			
Subtotal:			\$1,030.00 / Month

Total cost: \$600.00
+ \$1,030.00 / Month

REPORTING



Campaign analytics are an important part in evaluating the performance of an online strategy. We supply transparent reports which provide visibility into the ad placements by website, geography, website context, impressions, clicks, and retargeting.

Audience awareness builds over time. For this reason, it is important to be aware of not only the click-through-rate but also the delivery of impressions to your target audience.

Monthly Reporting

Our detailed reporting allows you to track ad, clicks and impressions by day, placement, location, and remarketing statistics.

Support

As results are reviewed, **iMarketing Leader** will evaluate the strategy and make adjustments to targeting and placement.

CREATIVE BANNER DESIGN



Custom Design

Our dedicated design team is committed to creating eye-catching dynamic ads that capture your unique brand and message.

Guarantee

We are committed to 100% client satisfaction with creative design.

Signed by:



Lori R Taylor
TruDog

April 10, 2015

Date