



PROGRAMMATIC ADVERTISING

*OVERVIEW OF THE NEWEST MEDIUM
FOR DIGITAL ADVERTISING*



PRESENTED BY:

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MARKETING MANAGER | PGM



PROGRAMMATIC ADVERTISING

PROCESS OF
DIGITAL MEDIA BUYING
BY WAY OF AUTOMATED
TECHNOLOGY.

AUDIENCE NETWORK WHERE YOUR ADS CAN BE PLACED



Connected TV



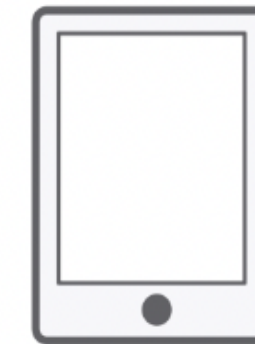
Desktop



Mobile



Streaming Audio
Devices



Tablet

Examples: Hulu, YouTube, News Sites, Social Media Feeds, Mobile Apps, Websites, etc.

40,000 channels and platforms with ad inventory

728X90



300X250



160X600



DESKTOP PLACEMENTS

300X600

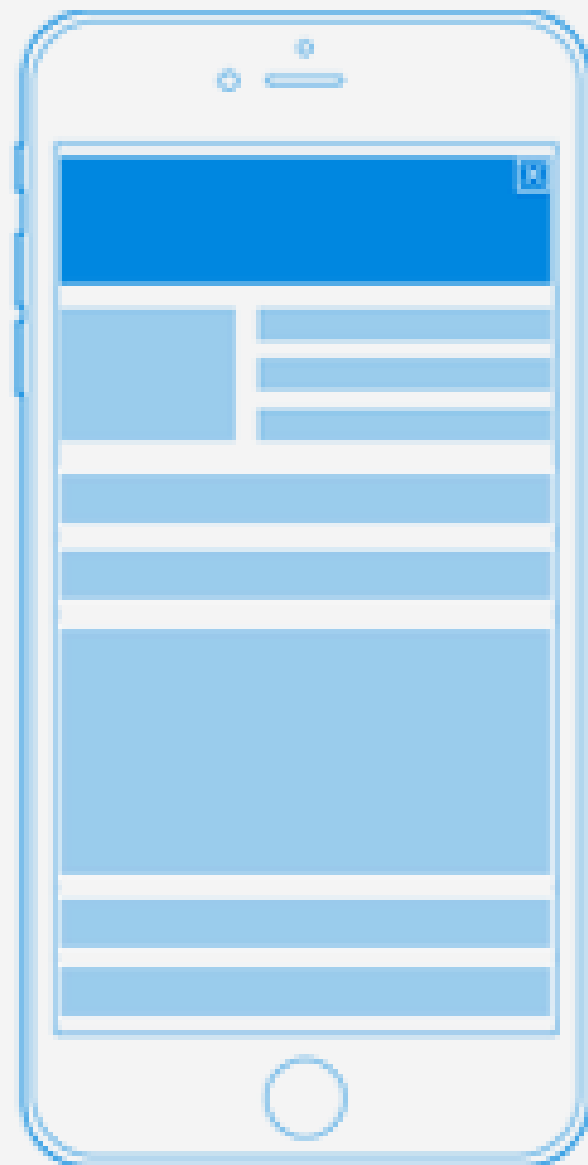


970X250

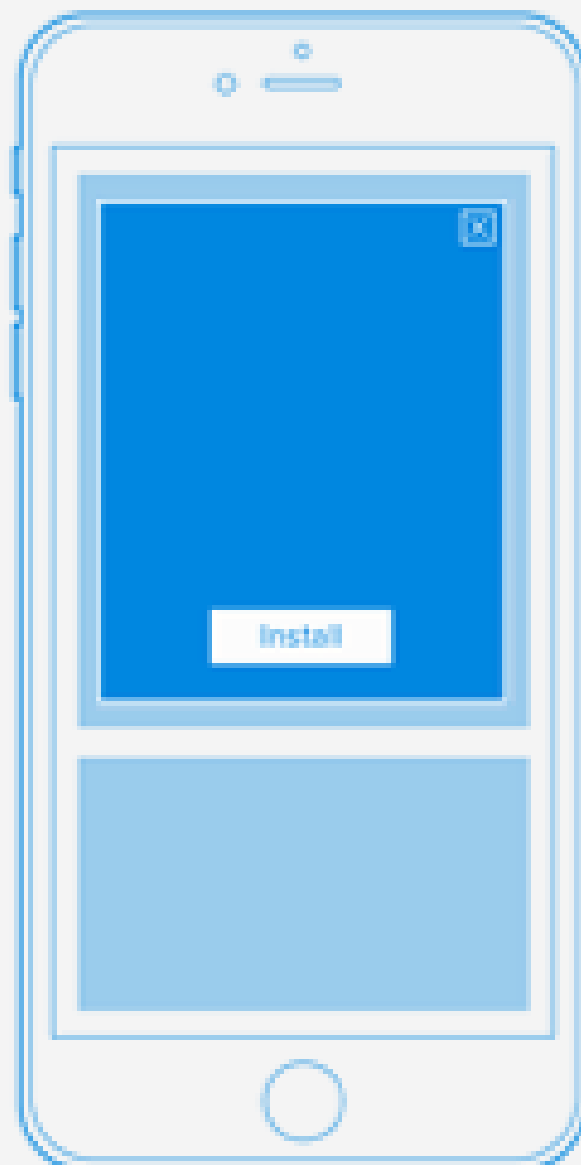


MOBILE PLACEMENTS

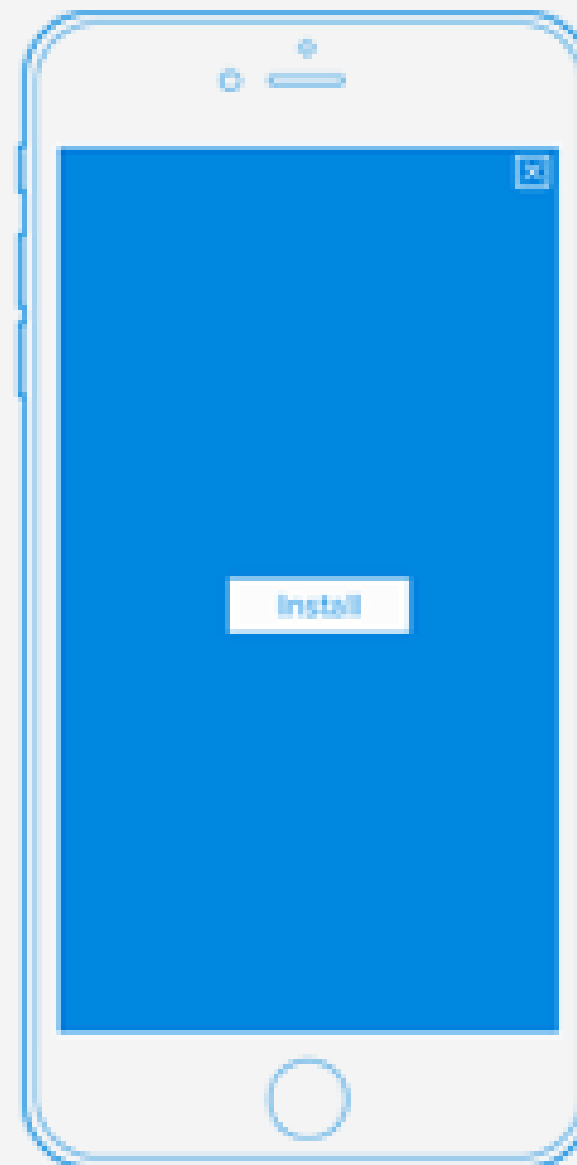
BANNER



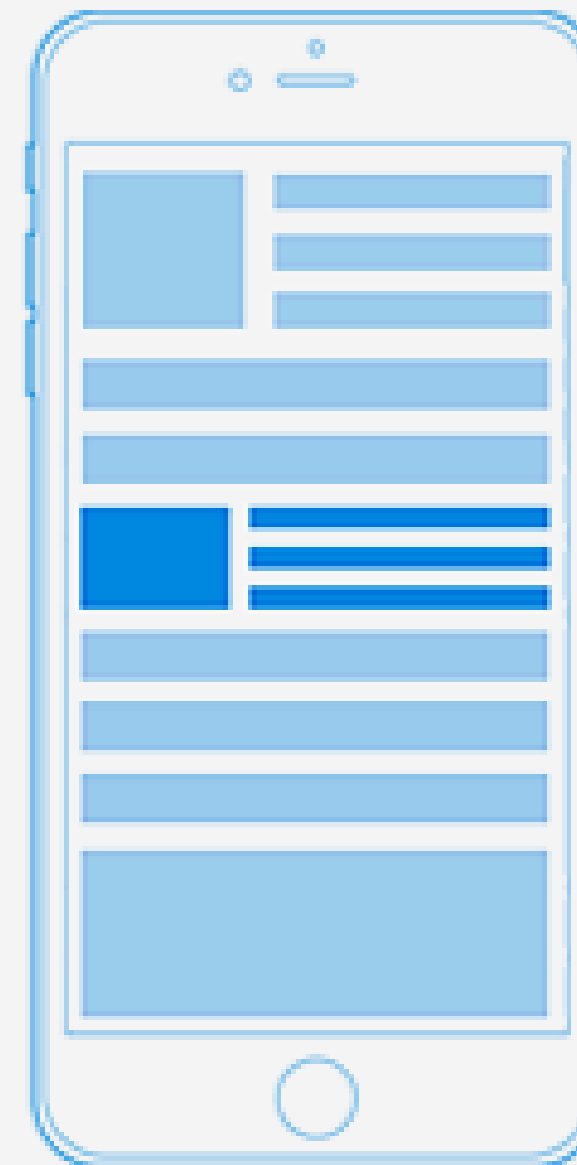
**FULL/INTERSTITIAL
SCREEN**



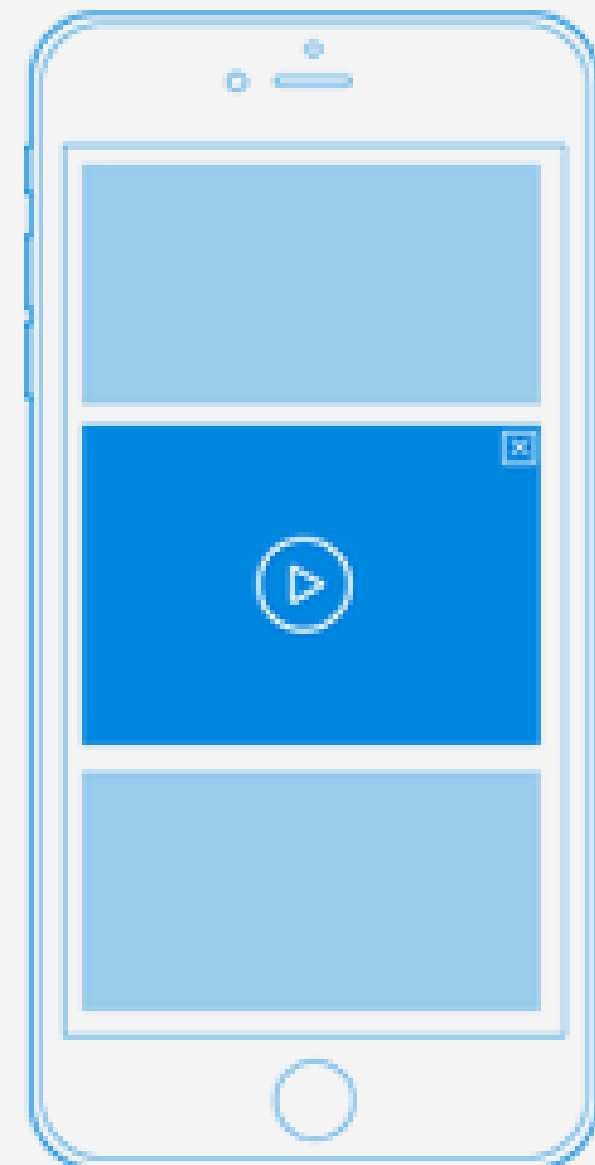
**SPLASH
SCREEN**



NATIVE



VIDEOS



WHY DOES IT MATTER?

NONPROFIT ORGANIZATIONS ARE USING IT FOR...



**Awareness
Campaigns**



**Event
Promotion**



**Conversion
Campaigns**



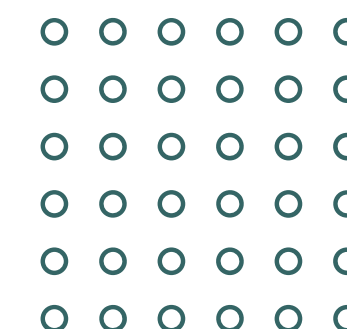
PSAs



Why Does it Matter?

Transparency

Know how many people will see your ad, and how many clicks you'll get to your website, before committing to spending any money.





Sample Forecast

CONFERENCE PROMOTION

01

Campaign Settings

- Goal: Awareness
- Budget: \$2,000 / month
- Timeframe: 30 days

02

Audience Parameters

- Demographics
 - Age: 25 - 65+
 - Third Party Segments: principals, administrators & educators
- Geographic: Midwest states

267,420

Impressions

0.12%

CTR

321

Clicks to Website



THANK YOU

