



OPTIMIZE YOUR MESSAGE TO THE INDUSTRY WEBSITE & E-BLAST RETARGETING

The days of one-and-done marketing are behind us. To be successful you need your website ad seen multiple times and your email marketing reinforced through behavioral retargeting.

Make sure your target audience sees your message, with *POWER*'s retargeting programs.

WEBSITE RETARGETING

Place your banner ad on powermag.com and sign up for the retargeting program. Your ad will continue to appear on other websites, reinforcing your message and ensuring you get the most out of your advertising program.

- The minimum powermag.com investment: \$5,000
- Offsite retargeting is at 40% of contracted CPM

This program can serve retargeted banner ad impressions up to 4x number of contracted powermag.com impressions.



— EXCLUSIVELY FROM —



powermag.com/mediakit

EMAIL MARKETING RETARGETING

Send your custom HTML email message to your selected audience segment from *POWER*'s coveted customer database. And you have the option to have a follow-up email automatically sent to users that engaged with the initial email blast or to the non-engaged from the initial e-blast.

- \$700 CPM – Standard email blast (\$7,000 for 10,000)
- \$850 CPM – Standard email blast + email resend to engaged segment (opens and clicks) (\$8,500 for 10,000)
- \$1,050 CPM – Standard email blast + email resend to non-engaged segment (\$10,500 for 10,000)

CONTACT YOUR SALES REPRESENTATIVE FOR ADDITIONAL INFORMATION:

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