



Ad retargeting is a new opportunity provided by AHRMM, and one of the most effective forms of digital advertising—using cookies to access the audience you specify as they search the internet and interact on social media. With ad retargeting, you can gain sustained brand exposure to quality leads across the web, plus:

STAY TOP-OF-MIND AND DRIVE SALES

Hone your audience based upon the AHRMM website they visit (AHRMM.org or connect.ahrmm.org) and target your offerings to potential customers who access these resources.

EXTEND YOUR EVENT REACH

Build brand awareness, drive traffic to your booth or other participation opportunity at an AHRMM event, or promote your activities and offerings before and after an AHRMM event takes place.

Best of all, you'll receive detailed reports of your campaign results including impressions, clicks, and geographical locations of where your ads are promoted.

Contact the [AHRMM Sales Team](#) for more information and to get started on your next ad retargeting campaign!

For the best results, we recommend advertisers provide four ad sizes:

- 300x250
- 728x90
- 160x600
- 180x150

Accepted formats: JPG, GIF, and PNG for each creative. URL needed.

AD RETARGETING

# OF IMPRESSIONS	NET RATE
50,000 - 100,000	\$120 CPM
100,001 - 150,000	\$115 CPM
150,001+	\$110 CPM

**Minimum purchase of 50,000 impressions required. Rate includes four ad sizes over an agreed duration of time.*