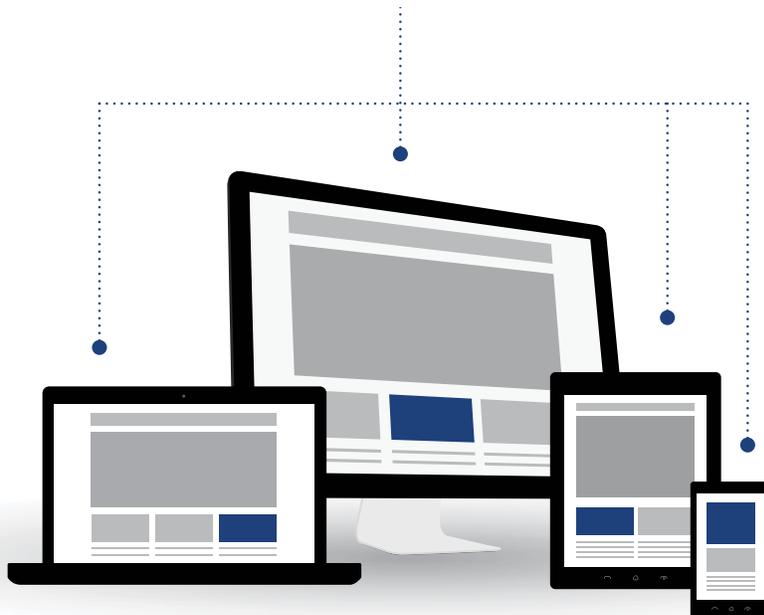# AEM DIGITAL ACCESS ADVERTISING
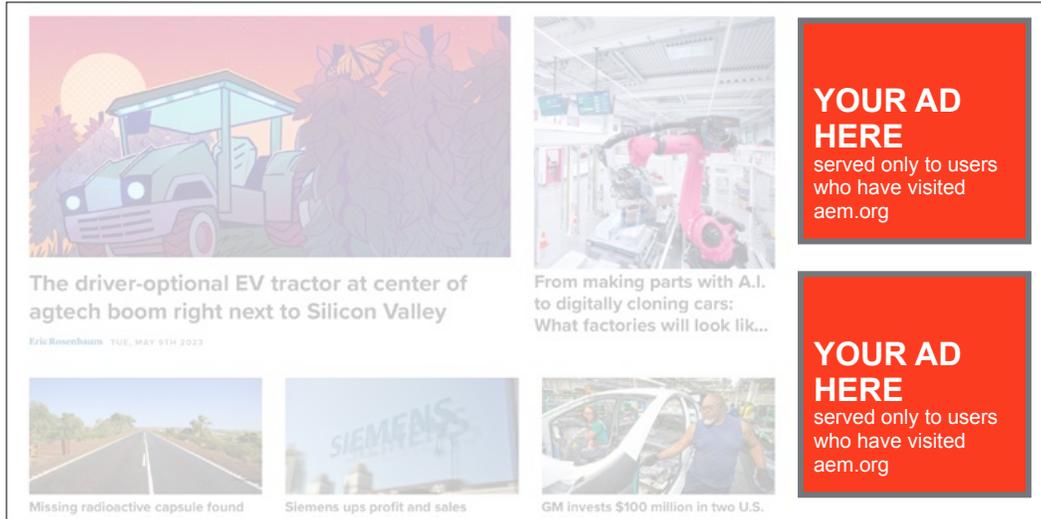
Advertising with Measurable Results

Your digital ads are served to AEM.org visitors
as they browse **thousands of websites**.

Take advantage

Connect with visitors of AEM.org through the use of remarketing technology. We can serve your targeted ads to our audience as they browse the Internet. Then, get comprehensive reporting on total impressions, total clicks and more. A fast way to grow your sales to the right audience, with measurable results and obtainable ROI calculations.

Choose a plan that fits your budget

PLAN A
- Total impressions: 200,000
- Time period: 4 weeks
- Creative: Your choice, we can help, ask for details.
- Price – Member: $4,000
- Price – Non-member: $5,350

PLAN B
- Total impressions: 400,000
- Time period: 4 weeks
- Creative: Your choice, we can help, ask for details.
- Price – Member: $7,500
- Price – Non-member: $10,000

PLAN C
- Total impressions: 800,000
- Time period: 4 weeks
- Creative: Your choice, we can help, ask for details.
- Price – Member: $14,000
- Price – Non-member: $18,700

CUSTOM PLAN
- Total impressions: Flexible
- Time period: Flexible
- Creative: Your choice, we can help, ask for details.
- Total cost: TBD

How to participate or learn more

Contact your Account Success Advisor

Ph: (866) 236-0442 | Ph: (414) 272-0943 | Email: sales@aem.org

DIGITAL ACCESS ADVERTISING
FAQs

What audiences can we target?
You can target visitors of www.aem.org

How quickly can a campaign be turned around?
A campaign can be launched within 3-5 business days once all the information is received.

What variables can be changed?
- Length of campaign (usually in weeks)
- Time of day/week (i.e. weeknights only)
- Total # of impressions desired
- Geographically (country, state, city)
- Audience: www.aem.org

Ok, I'm interested. Now what?
Contact your Account Advisor and they will walk you through the form.
- Form requirements include:
  - Company name
  - Key contact
  - Campaign start and stop
  - Desired number of impressions
  - URL ads will drive traffic to/link to

Who do I call for technical questions?
Please first reach out to your Account Advisor. They will be able to help you or provide the vendor contact information.

What creative sizes are needed?
Ad sizing includes - 200w x 200h, 250 x 250, 300 × 50, 300 x 250, 320 x 50, 320 x 100, 120 x 600, 160 x 600, 300 x 600, 336 x 280, 468 x 60, 728 x 90

Wow, that's a lot of creative sizes. Do you offer support?
Yes. We offer COMPLIMENTARY custom designs. Simply provide us with your company's logo and headline/call-to-action and we'll create the ads at no charge and send them to you in 1-3 business days. Talk to your Account Advisor to learn more.

How many unique people will see my ads? And how many times will they see my ads?
It varies based on how many impressions you have purchased. In order for digital advertising to be effective, we execute campaigns for individuals to see an ad 5 to 8 times a week in a four-week window. So, if you purchase 200,000 impressions, in a four-week campaign, you will be targeting approximately 25,000 to 40,000 unique individuals.

What will reporting look like?
You will receive reports once a week detailing total number of delivered impressions, total number of clicks and click-through rate. If additional reporting metrics are desired, please contact your Account Advisor.