



64th ASH[®] Annual Meeting and Exposition

December 10 – 13, 2022 • New Orleans, Louisiana



AD RETARGETING

Website ad retargeting allows you to digitally interact with meeting participants before, during, and after the meeting.

Retargeting campaigns direct your message to visitors of the ASH annual meeting exposition, registration, and housing websites by serving your digital ad on other sites across the web.

This opportunity is only available to current 2022 ASH Annual Meeting exhibitors. This opportunity provides exclusive access to both in-person and virtual meeting participants.



How it works

- Select your package and submit your graphics.
- Once the retargeting campaign begins, visitors of the ASH exposition, registration, and housing websites are cookie'd and served your graphics and messaging as they browse commercial websites online.
- Your ad will appear repeatedly and detailed campaign analytics will be provided.
- Retargeting campaigns access 95% of the consumer traffic on the internet.
- Ads may appear on popular websites such as *cnn.com*, *cnbc.com*, *espn.com*, *weather.com*, and thousands of other websites.

PACKAGES

Ad packages are available in 50,000 or 100,000 impression increments during August-September or October-December until purchase quantity is met. Contact ashexhibits@spargoinc.com for package pricing.

**Retargeting
ad campaigns
will run from
August 1 to
December 31.**



**More than
100,000 unique
visitors are
expected to view the
meeting exposition,
registration,
and housing
websites.**

Ready to Secure Your Retargeting Ad Campaign or Have Questions?

800-564-4220 | 703-631-6200 | ashexhibits@spargoinc.com



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YOU'VE SECURED YOUR RETARGETING PACKAGE...NOW WHAT?

Submit your graphics to our digital marketing implementation team.

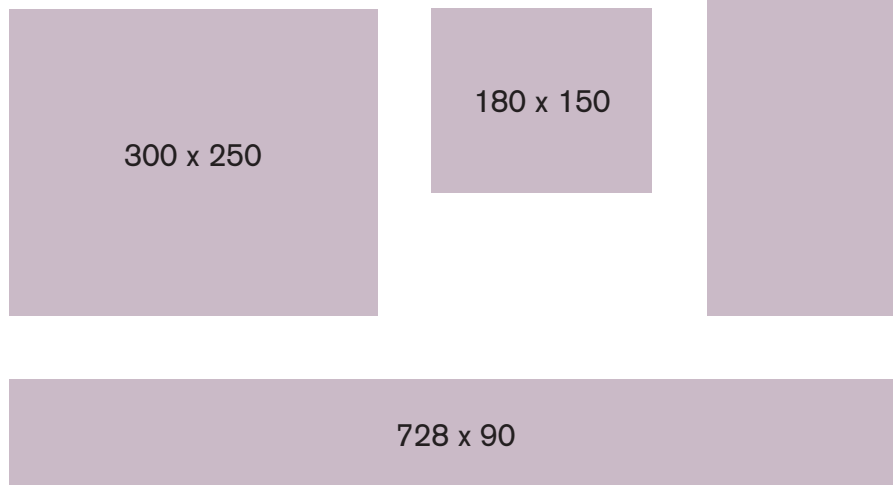
BANNER AD FORMATS

- Acceptable file types are .png, .jpeg, and .gif.
- The recommended file size is < 30KB. A maximum file size of 200KB is permitted per file.

BANNER AD SIZES

(in pixels, width x height)

REQUIRED:



OPTIONAL:

970 x 250
300 x 600
300 x 1050
970 x 90
320 x 100
320 x 50

**Keep your
brand in front
of your target
audience!**

**Supporters
will earn one
Priority Point
per \$2,500
spend.**

DESIGN YOUR ADS TO:

- Drive attendee traffic to your booth
- Promote a featured product you'll be showcasing
- Highlight an event you're supporting or participating in at the annual meeting

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