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 exhibits, registration, and housing websites of the ASH annual meeting by serving your digital ad on other sites across the web.

This opportunity is only available to current 2023 ASH Annual Meeting exhibitors and provides exclusive access to both in-person and virtual meeting participants.

Retargeting ad campaigns will run from August 1 to December 31.
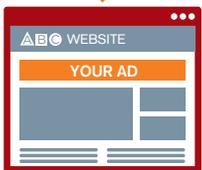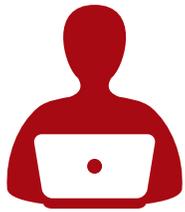
How it works

- Select your package and submit your graphics.
- Once the retargeting campaign begins, visitors of the exhibits, registration, and housing websites are cookied 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.

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

Ready to secure your retargeting ad campaign or have questions?
800-564-4220 | 703-631-6200 | *ashexhibits@spargoinc.com*

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:

300 x 250

180 x 150

160 x 600

728 x 90
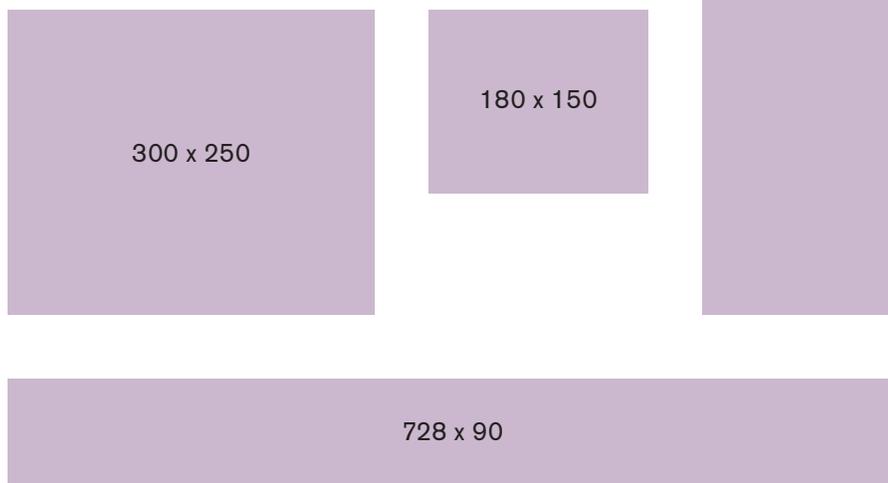
OPTIONAL:

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 in support opportunity spend. The deadline to earn priority points is October 2, 2023.

DESIGN YOUR ADS TO:

- Drive attendee traffic to your booth
- Promote a featured product you will be showcasing
- Highlight an event you are supporting at the meeting

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