

High Impact Paramount Display

DRIVE AWARENESS TO POTENTIAL CONSUMERS

ENGAGEMENT

PARAMOUNT (DESKTOP + MOBILE), STANDARD AD SIZES AND PRE-ROLL

Flexibility to run on desktop, mobile web, and in-app. This dynamic unit delivers high-impact performance in a user-friendly, less intrusive format supporting animation, video, image slideshows, and custom features.

CONTEXTUAL TARGETING

Your ad will be shown next to articles on the USA Today Network



Additional 50,000 Paramount Impressions - \$840

Search & Site Retargeting

STAY TOP-OF-MIND

RESEARCH

ENGAGEMENT



Retargeting helps you keep ads in front of people who searched for financial planners in the area and those who visited your website but didn't take action.

1/10
only 1 out of 10
site visitors turn
into customers

50,000 Impressions - \$420 per month

Targeted E-Mail

WITH MATCH-BACK REPORTING

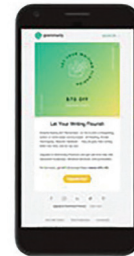
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One of the Most Hygienic Databases on the Market

Targeting Layers

- ➔ Geographic
- ➔ Demographic
- ➔ Interest

One send to 9,999 with targeted list - \$900



Brand Your Content on the USA Today Network



Content to tell your brand's story, written by you.

Overview

Advertisers can provide their own content to tell their brand's story. The content will be edited by our branded content team to ensure the content follows USA Today's editorial guidelines. This product allows for a quicker execution for clients.

Specs

250,000 Network display impressions
500 to 1000 words

Client provided content starts at \$3,000. Article rewrites will start at \$6,000.

2024 Digital Performance – Impressions and Traffic to Your Site

Your ads drove 5,966 clicks in the last 30 days.

Mar 10, 2024 to Apr 09, 2024 ▼ Frequency: Daily ▼ Running Campaigns ▼



● Impressions
1,525,584
● Clicks
5,966

CTR
0.39%
Spend
\$0