

RETARGETING ADVERTISING

Why Retargeting?

Our audience becomes your audience with retargeting. Get exclusive direct access to NASPA's website visitors and retarget them with your company's ads that will showcase your brand, anywhere they visit online.

Quality Audience

Don't rely on broad, generic targeting on common ad platforms to market your company. Stand out with NASPA's uniquely qualified audience that will showcase your business to those who need you the most.



*ads are placed and enlarged for effect



Website

of Annual visitors:
~600,000 users

Your ads will appear on multiple major websites and mobile apps, following the NASPA audience wherever they go

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SMALL

Impressions: 30,000

Duration: 1 Month

Price: \$1750

MEDIUM

Impressions: 65,000

Duration: 3 Months

Price: \$2750

LARGE

Impressions: 100,000

Duration: 6 Months

Price: \$3500

All sizes include:

Leaderboard 728x90

Square
Pop-Up
300x250

Wide
Skyscraper
160
x
600

Ad Sizes & Specs

.jpg or .gif static images only; no
flash ads



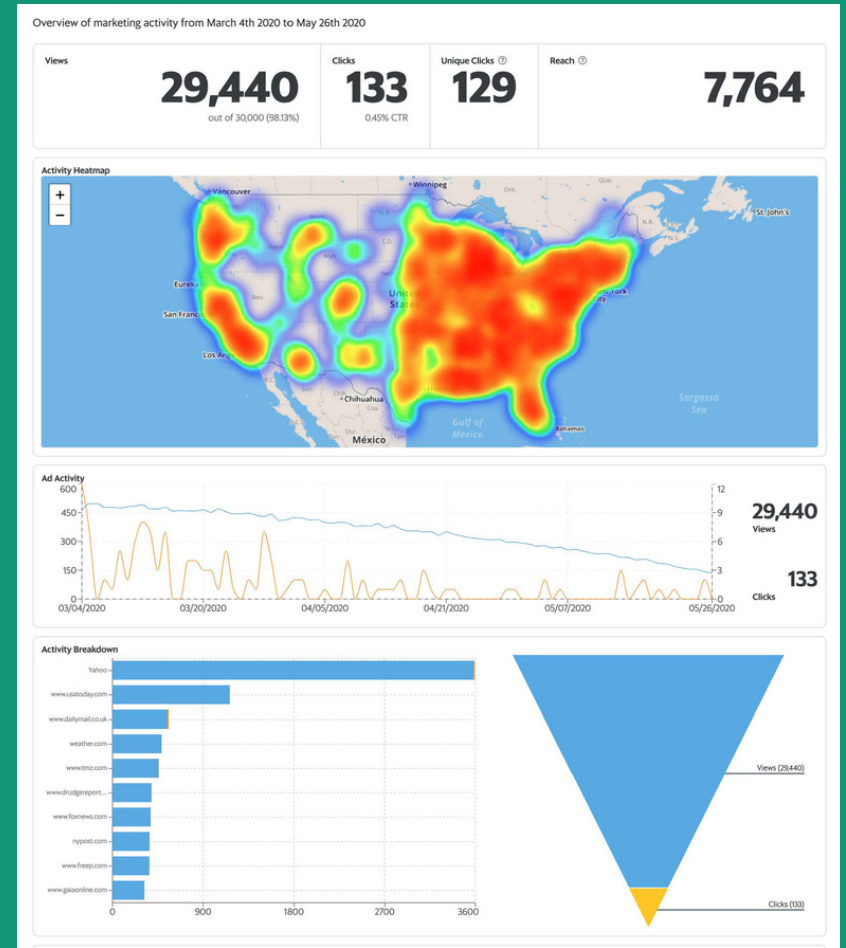
NASPA

Student Affairs Administrators
in Higher Education

QUANTIFIABLE RESULTS WITH



Receive detailed reports that allow you to see your campaign results in including impressions, clicks, and geographical locations of ads served.



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