

# HOLIDAY 2020 AD PKG



## WHAT'S INCLUDED?

PERFECTLY TARGETED IMPRESSIONS ON FACEBOOK/INSTAGRAM & TARGETED DISPLAY ADS THAT APPEAR ON ANY SITE WITH OPEN AD SPACE. CHOOSE TACTICS

### PACKAGE 1

- 1,00-3,000 impressions per month on Facebook only
- 25,000 targeted display impressions (1 tactic) per month on sites that make sense for your target audience

**\$350/MO**  
\$500 VALUE

### PACKAGE 2

- 3,000-5,000 impressions per month on Facebook & Instagram
- 50,000 targeted display impressions per month (2 tactics)

**\$500/MO**  
\$750 VALUE

### PACKAGE 3

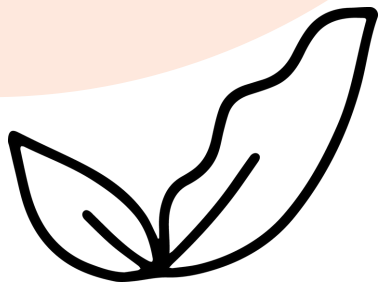
- 5,000-10,000 impressions per month on both Facebook & Instagram combined (includes stories!)
- 75,000 targeted display impressions per month (3 tactics)
- Includes retargeting on your website + social media

**\$850/MO**  
\$1,000 VALUE



## CHOOSE YOUR TACTICS:

- DEMOGRAPHIC - AGE, GENDER, STATUS
- BEHAVIORAL - ONLINE SHOPPER, INTERESTS
- CONTEXTUAL - LIKE-MINDED CONTENT
- GEO-TARGETING - HYPER-LOCAL RADIUS
- WEBSITE RETARGETING
- SOCIAL MEDIA RETARGETING



## WHAT WE NEED TO START:

- CONFIRMED RUN DATES
- PROMPT PAYMENT FOR AD PLACEMENT
- ACCESS TO FACEBOOK PAGE
- AD GOAL, PHOTO & TEXT (CREATIVE)
- GOOGLE TAG MANAGER PLACED ON SITE



  
**DIGITAL** *Savvy*

Impressions for social media are estimated. Guaranteed Impressions for Targeted Display. Conversion rate is always the goal! Monthly price locked in at 3 months. If you choose to end the campaign early, One week cancellation notice is needed. Content creation is not included. Ad Creation can be included. Ads will use budget to run throughout the month. Service fee included in all ad campaigns.