

ASTRO

Banner Ad Retargeting Packages



HOW DOES RETARGETING WORK?

Retargeting works by keeping track of people who visit ASTRO's website and displaying your retargeting ads as they visit other sites online.

Retargeting keeps your brand front and center. Every time an ASTRO website visitor or meeting attendee sees your retargeting ad, your brand gains traction and recognition. The click-through rates and increased conversions that are typical with retargeting campaigns underscore the value of good branding and repeated exposure.

1. A visitor comes to ASTRO's website.
2. Your ad campaign is activated when they leave the website with a special cookie that allows your brand's ad to be displayed on other sites.
3. Your ad is displayed on sites they visit later through the course of their normal web browsing.



CHOOSE YOUR REACH

FULL RETARGETING

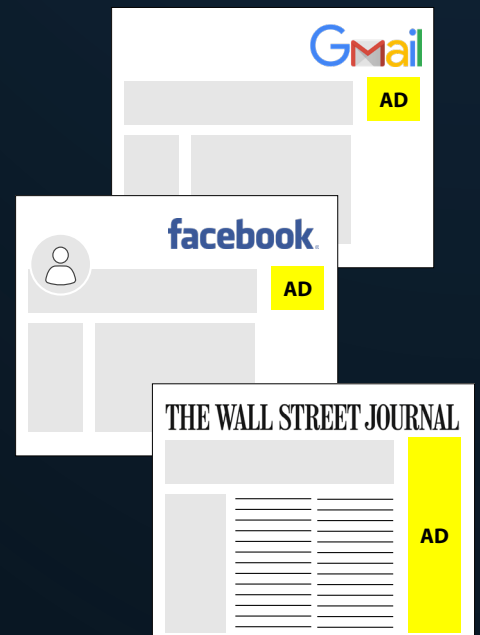
\$6,000 for 75,000 impressions served over four months (May – August)

With our full retargeting package, you can reach ASTRO's digital audience wherever they go. ASTRO will retarget radiation oncology professionals who visit astro.org across the web on sites including social networks and major online publishers. An advanced, real-time bidding algorithm optimizes campaigns for maximum exposure.

ATTENDEE RETARGETING

\$7,000 for 75,000 impressions served over four months (September – December)

With our attendee retargeting package, you can reach registered and prospective ASTRO Annual Meeting attendees wherever they go. This package specifically retargets over 11,000 ASTRO (exhibition and conference) attendees across social networks and major online publishers. An advanced, real-time bidding algorithm optimizes campaigns for maximum exposure.



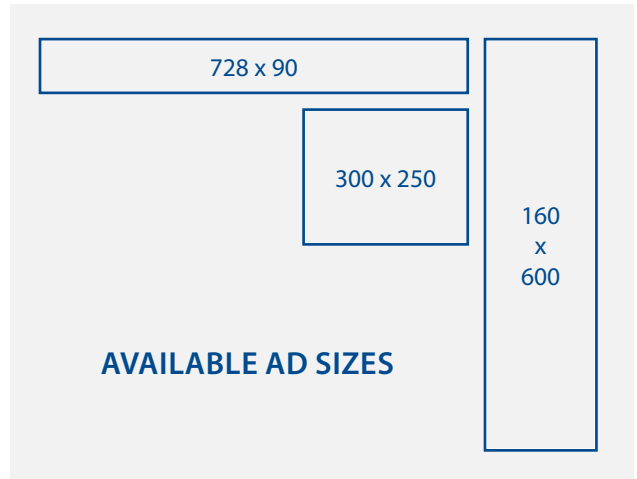
For maximum impact, retargeting packages are limited to ten companies.



Banner Ad Retargeting Packages Ad Sizes and Specifications

**ALL ARTWORK MUST BE JPG OR GIF.
WE DO NOT ACCEPT ANIMATED ARTWORK.**

Payment for electronic advertising due upon space reservation.
Ad materials are due one week prior to start date.



ADVERTISER INFORMATION

COMPANY NAME CONTACT NAME

ADDRESS

CITY STATE ZIP

PHONE FAX

EMAIL

AD PLACEMENT INFORMATION

- Full Retargeting Package** - \$6,000 for 75,000 impressions served over four months (May – August)
- Attendee Retargeting Package** - \$7,000 for 75,000 impressions served over four months (September – December)

CANCELLATION POLICY

With **minimum of 30 days before** run date prior written notice: no penalty.
With **less than 30 days prior** written notice: Advertiser will be billed at the negotiated rate.



By signing above, Advertiser gives consent to ads being used for retargeting campaigns on their behalf. Advertiser indemnifies ASTRO, Feathr and its associates/partners against any losses or liabilities that could arise from this advertising. Advertiser authorizes the fees to be paid by their company as advertised above.