

# Digital Advertising

## BANNER AD PROGRAM

**Do it Best**

**SHELBYVILLE**  
Builder's Lumber & Hardware  
1309 Miller Avenue • 317-398-9773

**SPECIALS OF THE MONTH**  
CLICK HERE!!

970 X 90

**McCabe Do it Center**

**SAVE \$5.00**  
ON ANY NON-SALE ITEMS

**GET A \$5 COUPON**

\* WHEN YOU SPEND \$20 OR MORE!

728 X 90

**Aurora Do it Best Lumber**

**Scott's**

**SAVE \$5.00**  
ON ANY NON-SALE ITEMS

**GET A \$5 COUPON**

\* WHEN YOU SPEND \$20 OR MORE!

160 X 600

**Do it Best**

**FISHERS**  
Fishers Do It Center®  
11861 Lakeside Drive • 317-841-2735

**SPECIALS OF THE MONTH**

300 X 250

### SAMPLE WEB SITES

These ads could be advertised on:

**AUTOMOTIVE:** EBAY MOTORS, YAHOO!, AUTOS EDMUNDS.COM, AOL AUTO, KBB.COM, CARS.COM, CARFAX.COM, JCWHITNEY.COM

**NEWS & INFO:** YAHOO! NEWS, CNN.COM, AOL NEWS, GANEO SITES, TRIBUNE, INTERAC-VE, NEW YORK TIMES, USATODAY.COM, FOXNEWS.COM, MCCLATCHY, CBSNEWS.COM

**SHOPPING:** EBAY, AMAZON.COM, WALMART.COM, YAHOO! SHOPPING, PRONTO.COM, SHOPPING.COM, NEXTAG.COM, BARNESANDNOBLE.COM, AOL SHOPPING, SHOPLocal.COM

**McCabe Do it Center**

**Scott's**

**SAVE \$5.00!**

**GET COUPON**

**Best Hardware**

**Scott's**

**SAVE \$5.00!**

**GET COUPON**

320 X 50 MOBILE ADS

- Internet placement ads on popular sites to draw click throughs back to landing page for offers, to store websites & offers name recognition.
- To target 25+ age group by zip code with offers to bring them into the store using on-line digital media.

### PROGRAM ESTIMATED COSTS

\$4.00/CPM | \$4.90/Tablet/Smartphone

Estimated 6 month program.

650,000 impressions - tablet/smart phone

350,000 impressions - computer

**ESTIMATED 6 MO. IMPRESSION COST TOTAL: \$4585\***

\*ADDITIONAL SET UP COSTS FOR LANDING PAGE AND INDIVIDUAL STORE GRAPHICS: ESTIMATED \$500-\$750 LANDING PAGE, \$75-\$100 PER STORE GRAPHICS. PRICES WILL VARY BY STORE.


**ARTWORK • DOMAIN • LANDING PAGE • BANNERS • BANNER LEVEL REPORTING**

ESTIMATE COSTS ONLY! PROGRAM AND PRICING IS SUBJECT TO CHANGE. PLEASE GET A QUOTE FOR FINAL PRICING. PRICING WILL VARY BY STORE.



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# Sample Results

		<b>Campaign Delivery</b>	
<b>Campaign Name:</b> Do it Best Corp (5/5/14 - 7/15/14) (8/15/14 - 10/30/14)			
<b>Reporting Period:</b> 05/05/2014-06/08/2014	<b>Campaign Dates:</b> 05/05/2014 - 10/30/2014	<b>Frequency/Span:</b> Week/Campaign to Date	
<b>Impressions Ordered:</b> 6,666,807		<b>Completion Rate:</b> 22.74%	

Placement	Impressions	Clicks	CTR (%)	Video Completes	Video Completes (%)
160x600	22,465	8	.04%	0	.00%
300x250	62,466	65	.10%	0	.00%
728x90	62,535	58	.09%	0	.00%
<b>Aurora Lumber - RON</b>	<b>147,466</b>	<b>131</b>	<b>.09%</b>	<b>0</b>	<b>.00%</b>
160x600	19,820	9	.05%	0	.00%
300x250	79,686	48	.06%	0	.00%
728x90	72,126	52	.07%	0	.00%
<b>Mccabe Do It Center - DIY</b>	<b>171,632</b>	<b>109</b>	<b>.06%</b>	<b>0</b>	<b>.00%</b>
300x250	7,165	6	.08%	0	.00%
320x50	184,438	627	.34%	0	.00%
728x90	14,474	16	.11%	0	.00%
<b>Mccabe Do It Center - Mobile/Tablet</b>	<b>206,077</b>	<b>649</b>	<b>.32%</b>	<b>0</b>	<b>.00%</b>
160x600	39,432	21	.05%	0	.00%
300x250	106,025	67	.06%	0	.00%
728x90	111,239	94	.08%	0	.00%
<b>Mccabe Do It Center - RON</b>	<b>256,696</b>	<b>182</b>	<b>.07%</b>	<b>0</b>	<b>.00%</b>
160x600	23,550	3	.01%	0	.00%
300x250	90,017	67	.07%	0	.00%
728x90	68,805	18	.03%	0	.00%
<b>Small's Dib Hardware - DIY</b>	<b>182,372</b>	<b>88</b>	<b>.05%</b>	<b>0</b>	<b>.00%</b>
300x250	11,096	9	.08%	0	.00%
320x50	235,072	825	.35%	0	.00%
728x90	18,311	29	.16%	0	.00%
<b>Small's Dib Hardware - Mobile/Tablet</b>	<b>264,479</b>	<b>863</b>	<b>.33%</b>	<b>0</b>	<b>.00%</b>
160x600	45,716	15	.03%	0	.00%
300x250	117,464	73	.06%	0	.00%
728x90	124,299	115	.09%	0	.00%
<b>Small's Dib Hardware - RON</b>	<b>287,479</b>	<b>203</b>	<b>.07%</b>	<b>0</b>	<b>.00%</b>
<b>Total</b>	<b>1,516,201</b>	<b>2,225</b>	<b>.15%</b>	<b>0</b>	<b>.00%</b>

Total Impressions Delivered = Total # of impressions served  
 Total Clicks Recorded = # of clicks registered against the "Total Impressions Delivered"  
 Click Thru Rate % = % of "Total Clicks Recorded"/"Total Impressions Delivered"  
 Video completes will populate when running Pre-roll data. otherwise no data will show