Advanced Online Display Ads and Pre-roll Video

The targeting of direct mail. The interactivity of the internet.
If you could put your online ads in front of only those people who are on your offline databases, wouldn’t you want to do that? Whether your data is voter data, donor, customer, or prospect data, through data appending processes and a network of over one million websites we can put Display Ads directly in front of your audience.

Through data appending, you can now reach the same desired target voter 25x for every one direct mail piece you would send. You already know the importance of layering your message with traditional means of TV, radio and direct mail. You can now layer with digital in a micro-targeted manner through targeted Display Ads.

*See next page for description of data appending processes.
DISPLAY ADVERTISING

[SELECT QUESTION TO SEE ANSWER]

+ How does it work?

+ What if I don’t already have a list of names and postal addresses?

+ How can I use this to raise money?

+ Where will my ads appear?

+ What sort of metrics do I get?

+ How accurate is ad delivery?
DISPLAY ADVERTISING

[SELECT QUESTION TO SEE ANSWER]

+ How does it work?

+ What if I don’t already have a list of names and postal addresses?

+ How can I use this to raise money?

+ Where will my ads appear?

+ What sort of metrics do I get?

+ How accurate is ad delivery?
**PRE-ROLL VIDEO**

Pre-roll looks much like traditional TV commercials, with four advantages:

1. Increased accountability (viewers are forced to watch it).
2. Targets a more engaged user due to its on-demand format (viewer clicked on the link to see it).
3. Has a handy interactive component (viewers can take an action regarding the ad by clicking on the video if interested).
4. You have the stage to yourself—no competing commercials around the viewer.

A pre-roll video campaign is efficiently targeted by demographics, geography and behavior which means your video plays only in front of those you intend to influence.

While pre-roll is primarily used to raise awareness, it also includes the opportunity for clicking through to a landing page.
Display ads and pre-roll video were used as part of the strategy by David Brat, Tea Party challenger in the June 2014 G.O.P. Primary upset of Eric Cantor. The “We Deserve Better PAC” (not a Design4 client). The PAC placed a :30 video as pre-roll video targeting Republicans, conservative voters and likely voters for four weeks. The campaign began seeing an increase in donations. As a result, the PAC continued putting money back into the pre-roll campaign.

This campaign reached more than 50% of people who voted, 3.4 times each. Specifically, the video was viewed 64,128 video views by 20,031 unique voters.
Ad placement

Banner ad production for in-display, three sizes

We can also take existing television or web spot and produce :15 or :30 pre-roll. The post-production edit depends on several factors and we will provide a quote upon review of existing footage. We highly recommend that you shoot :15 & :30 video and TV commercials when you begin a project to avoid editing costs for pre-roll.

$750 – $1,000 per message

Contact for details
<table>
<thead>
<tr>
<th>TYPE</th>
<th>LIST/TARGET</th>
<th>IMPRESSIONS*</th>
<th>MINIMUM LIST SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Roll</td>
<td>Demo/Geo Target/Behavior</td>
<td>200,000</td>
<td>N/A</td>
</tr>
<tr>
<td>Pre-Roll</td>
<td>Demo/Geo Target/Behavior</td>
<td>100,000</td>
<td>N/A</td>
</tr>
<tr>
<td>Display Advertising</td>
<td>Demo/Geo Target/Behavior</td>
<td>200,000</td>
<td>N/A</td>
</tr>
<tr>
<td>Display Advertising</td>
<td>Demo/Geo Target/Behavior</td>
<td>100,000</td>
<td>N/A</td>
</tr>
<tr>
<td>IP Append Display</td>
<td>Customer supplies</td>
<td>200,000</td>
<td>20,000 records</td>
</tr>
<tr>
<td>IP Append Display</td>
<td>Customer supplies</td>
<td>100,000</td>
<td>10,000 records</td>
</tr>
<tr>
<td>IP Append Display</td>
<td>Third-party list</td>
<td>200,000</td>
<td>20,000 records</td>
</tr>
<tr>
<td>IP Append Display</td>
<td>Third-party list</td>
<td>100,000</td>
<td>10,000 records</td>
</tr>
</tbody>
</table>

*Minimum investment is 100,000 impressions