

## Digital Retargeting Ads

Keeps a sponsor's brand visible to engaged industry decision-makers who have already visited MDM's website, by serving ads across third-party websites and search platforms, not on MDM.com itself. This extended visibility reinforces awareness, strengthens brand recall, and creates more opportunities for conversion.

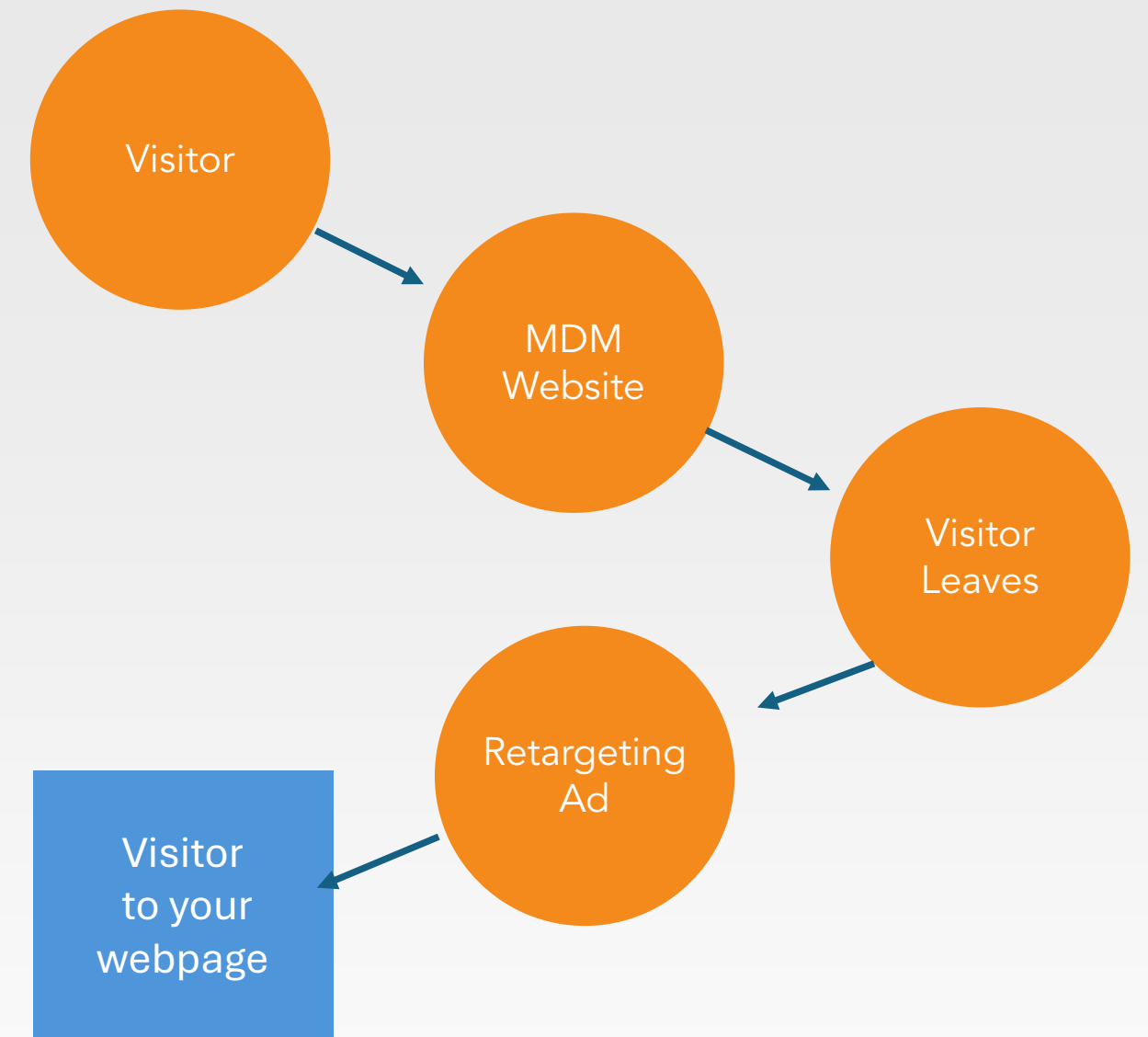
### Program Includes:

- Ads served to MDM website visitors within the last 180 days
- Five standard ad sizes for broad coverage across devices
- Strategic frequency to keep your brand top-of-mind
- Campaign performance reporting

### ARTWORK SPECS:

- **Accepted Formats:** JPG, PNG, GIF (40KB max)
- **Click URL:** Include destination link
- **Lead Time:** Submit assets **10 business days** before start
- [Submit materials here](#)

SIZES:	w x h
Half page	300 x 600
Wide Skyscraper	160 x 600
Billboard	970 x 250
Medium Rectangle	300 x 250
Leaderboard	728 x 90



Investment	\$20,000 Impressions = \$2,000
	50,000 Impressions = \$3,500
	75,000 Impressions = \$5,000
	100,000 Impressions = \$6,500

**Availability:** One per month