

Programmatic Advertising

Reach your target audience wherever they are online.

STRATEGY INCLUDES:

- BIC database targeting
- Site and keyword retargeting
- Addressable geofence retargeting
- Event retargeting

PROGRAMMATIC GOALS

- Build brand awareness
- Stand out from competitors
- Achieve a CTR of .10% or higher
- Drive traffic to your website

PACKAGE OPTIONS

DOMINANT MARKET PRESENCE:

300,000 impressions / \$4,200 per month

COMPETITIVE MARKET PRESENCE:

250,000 impressions / \$3,700 per month

MOMENTUM MARKET PRESENCE:

200,000 impressions / \$3,100 per month

IMPACT MARKET PRESENCE:

150,000 impressions / \$2,400 per month

* Minimum of 6-month campaign

Programmatic Ad Sizes:

(Width x Height in pixels, art files submitted as PDF, JPEG or PNG)

300x50	300x250	160x600
320x50	728x90	

Five mobile and desktop ad sizes reach 98% of available inventory while receiving the most engagement.

TV ADVERTISING ON STREAMING SERVICES

Use BIC's exclusive tactics to stream commercials to your target audience through popular providers like Hulu, Sling TV, Paramount, DirectTV, Warner, Discovery, Frndly, LG, ESPN, A&E, Philo, Vizio, Fubo, Xumo and Pluto. Audience strategy includes BIC first-party data, website retargeting, geofencing and event retargeting.

PACKAGE OPTIONS

DOMINANT

100,000 impressions per month (\$10,000/month)

GROWTH

40,000 impressions per month (\$4,000/month)

IMPACT

20,000 impressions per month (\$2,000/month)

* Minimum of 3-month campaign

PRODUCTION OF TV COMMERCIALS

BIC can professionally produce your commercials at competitive rates. \$3,000-\$5,000 for all three 15-, 30- and 60-second versions, depending on scope. Production charges may be waived in larger campaigns.



See Examples at:
BICVideos.com