

Digital Retargeting Pre-Event Package - 50,000 impressions (\$3,500)

(limited to 10 participating sponsors)

Retargeting uses “cookies” to track visitors of one site and reach them with ads on other sites. Your IFT FIRST: Annual Event and Expo digital retargeting campaign allows you to reach IFT event site visitors and pre-registered attendees too! Your digital ads are served to prospects as they visit other internet websites and social media sites. Your ad links back to your designated landing page, and you gain access to the prospect’s contact information when they submit your request information form.

50,000 impressions delivered pre-event.

- Start date to be specified on agreement (note: please allow 5 business days from graphic submission for activation)
- Sponsor receives access to final campaign metrics via a secure online dashboard
- Sponsor receives access to link for tracking the campaign metrics in real time online dashboard
- (4) versions of digital ad creative required (in pixels, width x height):
 - 300 x 250
 - 728 x 90
 - 160 x 600
 - 180 x 150
 - .jpeg or .gif static image only, no flash
 - Recommended <30 MB per file; maximum 200MB per file
 - URLs are needed for the ads, by individual ads or 1 URL for all of them, **no tracking pixels are allowed.**
- Allow 5 days from graphic submission for activation.
- Submit materials to Darlene Hanks, dhankes@ift.org