

# The New World of Digital Marketing

## Retargeting = Intelligent, Analytical Digital Marketing

Retargeting tracks visitors of our sites, displaying your digital ads to them as they scroll across the Internet – from social media to news to sports sites to weather.com and millions more.

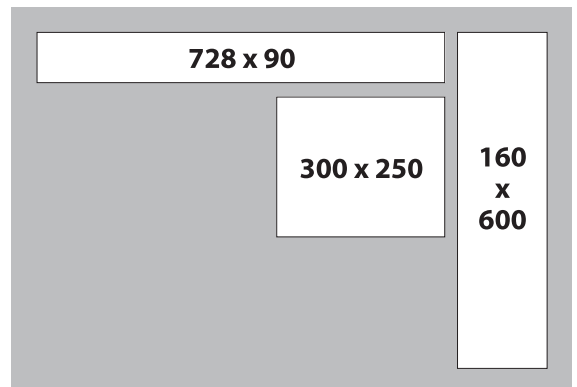
### Guaranteed Reach

Retargeting allows you to reach our audience wherever they are on the Internet, keeping your brand front and center, underscoring the value of good branding and repeated exposure.



### Ad Sizes & Specs

(.jpg or .gif static images only; no flash)



### Quantifiable ROI

Detailed analytics & reporting allow you to see your ad campaign results in real-time, including number of times your ad has been seen, number of clicks on your ad, and the geographical locations of where your ad has reached.

### Unimaginable Segmentation

Select a portion of our website for an even more targeted approach – those who visit [iise.org](http://iise.org) training sites, ergonomics pages, publications pages, conference pages – the possibilities are endless.

# OF IMPRESSIONS	DURATION	PRICE	INITIALIZE YOUR PACKAGE
200,000	2 months	\$9,000	
100,000	1 month	\$5,000	
50,000	1 month	\$2,800	