

# AD REMARKETING

Reach our audience beyond our website.

Remarketing is a powerful way to stay engaged with th *BUILDINGS* audience, regardless of where they are on the web. We can remarket your banner ad to people who have previously visited BUILDINGS.com as they browse the Google Ad Network.

When people leave our website, remarketing helps you reconnect with them by showing relevant ads as they browse the web.



## REASONS TO USE REMARKETING

- Drive sales activity and generate leads
- Increase registrations
- Promote your brand and build awareness
- Large scale reach to potential customers where they are on the web
- Measure response and engagement with your current ad creative

WEB UNIT	PIXEL SIZE	PER THOUSAND IMPRESSIONS
Leaderboard	728 x 90	\$40
Medium Rectangle	300x250	\$40
1/2 Page Ad	300 x 600	\$50