

IP ONLINE TARGETING

Thank you for your interest in IP Targeting services provided by Daley Professional Web Solutions.

IP Targeting is revolutionary in the digital advertising world. An IP algorithm determines the IP address based on the physical address, which is then used for precise digital ad targeting at the IP/router level. *Household IP Targeting* is beneficial for advertisers because it incorporates offline data; i.e., registered voter lists, customer databases, modeled data, and direct mail data.

We match a physical address to IP 1:1 with extreme precision. By using address and CRM data lists, you can be ensured that your message is relevant and effective to the households you're targeting.

COOKIELESS DIGITAL ADVERTISING.



WHERE WILL MY ADS APPEAR?

We have access to place ads on over 1,000,000 websites that include 30-50 billion advertising impressions per day. Popular sites where your ads can appear include FoxNews, MSN, CNN, and Yahoo!

WHAT KIND OF CAMPAIGN CAN I RUN?

We can target by:

- **Address:** We deliver anywhere from 50% - 95% matches on the physical addresses you provide.
- **Map area**
- **Zip code**
- **Venue Replay:** Ad described previously.

I have a client list, membership list, prospect list – can I use this?

If you have purchased a list you need to check on any restrictions on the use of that data. We use client-provided data. As part of our advertising agreement, you must have the rights to use any list you provide.

If I don't have a list, can I geo-target by area or location?

Yes, we can.

With your lists, we can set up ad campaigns that are timed and targeted to specific households.

Ready to start? Contact: Shane Daley | shane@daleywps.com

WHAT IS CPM AND HOW DO YOU CALCULATE IT?

When purchasing a planned media buy, a term that you will encounter often is “CPM.” Those unfamiliar with the CPM model sometimes mistakenly think that the “M” in “CPM” stands for “million” while in reality the “M” stands for the Roman numeral for “thousand” (1,000). So “CPM” literally means “Cost per thousand.”

When calculating CPMs there are three numbers that you will continually use:

- Total number of impressions | The CPM itself | Total cost of campaign

To determine a CPM, the cost of campaign, or the number of impressions, all you need is two of the three aforementioned metrics. Below are the formulas to solve any CPM-related questions:

$(\text{Total number of Impressions} / 1000) * \text{CPM} = \text{Total cost of campaign}$

$(\text{Total cost of campaign} / \text{CPM}) * 1000 = \text{Total number of impressions}$

$\text{Total cost of campaign} / (\text{Total number of impressions} / 1000) = \text{CPM}$

When manually calculating CPMs, the cost per thousand is written as a total like this: \$25CPM

A \$25CPM basically means that you will be purchasing advertisements for 2.5 cents each. So if you have a campaign goal of purchasing 100,000 impressions at a \$25CPM, then the math looks like this:

*$(100,000/1000) * 25 = \$2,500$ Total cost of campaign.*

How many ads should I display per campaign?

An IP targeting campaign will require at least a \$1000 budget. Typically, we recommend between 20-40 campaign impressions per ad target or household. We will provide a custom quote based on your ad requirements.

SEGMENT DATA FILE

SPECIFICATIONS

The customer-provided segment data file is the most important information. Errors in this file are the leading source of delays and performance problems in an ongoing campaign.

Segment data files must conform to this format to ensure a successful campaign.

Segment Data File Format:

1. File format to be a text/csv file (Microsoft Excel can produce this file).
2. The file MUST contain a header line of the format: Last Name, Address 1, Address 2 or Apt, Zip Code (5 digits, must preserve leading zeros).

Example (shown in Excel):

	A	B	C	D
1	Last Name	Address 1	Address 2	Zip
2	Munster	1313 Mockingbird Lane	Apt 303	08831
3	Simpson	742 Evergreen Terrace	Unit B	62701
4	Flintstone	342 Gravelpit Terrace		85755
5	Clampett	518 Crestview Drive		90210
6				

Note that we intentionally omitted columns for city and state, as the information is redundant when combined with zip codes. DO NOT insert city and state data into the Address 2 column.

*If you wish to include a unique customer ID or customer number in column A, this will aid in any match back analysis that is performed on your campaign results.

	A	B	C	D	E
1	Unique ID	Last Name	Address 1	Address 2	Zip
2	1	Munster	1313 Mockin	Apt 303	08831
3	2	Simpson	742 Evergree	Unit B	62701
4	3	Flintstone	342 Gravelpit Terrace		85755
5	4	Clampett	518 Crestview Drive		90210
6					

Again, Microsoft Excel easily produces the file we need to run your campaign. If you are using software other than Excel, and you are unable to produce a segment file of this type, we encourage you to contact the IT support group within your organization. We can work with your IT staff to assist in producing this file.

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DISPLAY ADVERTISEMENTS

SPECIFICATIONS

Creative should be sized in accordance with the ad dimensions listed below. We recommend that clients generate at least one creative in each size to maximize available placements.

All creative sizes need to be less than 40 KB. JPG, GIF, and PNG files are all supported.

Animated banner advertisements should not last more than 30 seconds, or no more than 3 loops.

Creative should be within the following dimensions (below). We recommend that clients generate at least one creative in each size to maximize available ad inventory. While we can run campaigns with fewer sizes it will limit the inventory available to us and may result in the campaign taking longer to serve the ads you purchased.

- 300x250
- 160x600
- 728x90
- 320x50
- 300x50

If any animation is present within the ads, it must stop within 30 seconds of the ad serving. This can be done by limiting loops to 1 to 3 rotations.

Each advertisement must contain at least one of the following to pass audit with sufficient brand recognition:

- Distinct Brand Name
- Clearly Identifiable Logo
- Landing Page URL/Website
- Disclaimer/Paid For by text

We recommend at least two ad variants at the beginning of a campaign to conduct a proper A/B test for ad efficacy. Once we develop performance history on the ad variants we will often adjust the ad serving of the campaign to focus on the most productive advertisements.

VIDEO ADVERTISEMENTS

SPECIFICATIONS

In addition to traditional banner advertising, we also offer placement of video ads. Below are critical elements to keep in mind when placing video ads using the IP Targeting System. We offer Pre-Roll (representing the majority of available inventory), Mid-Roll, and Post-Roll video placement with the following supported file types:

- **.MOV • .MP4 • .FLV • .webM • .WMV • .MPG**

Video has to be less than or equal to requested duration (i.e. we can bid on a 15 second request with a 10 second video.) The standard durations available via our system are as follows:

15 seconds, 30 seconds, and 60 seconds.

Hosted video dimensions are as follows:

- 400x225
- 640x360
- 400x300
- 1920x800
- 480x360

The maximum supported file size is 20MB. The video will be encoded down to a workable file size of between 2-5MB.

AD CONTENT GUIDELINES - DISPLAY AND VIDEO

We review your ad content to ensure that your ads are approved by our partner networks. The policies apply to both your ad and website landing pages.

Any content used in your ads or website must be appropriate for all ages. Your ads cannot contain nudity, graphic language, or adult concepts. We can't approve any ads that depict alcohol or alcohol consumption. Don't use images that are visually disturbing, gory, or designed to shock or scare. Your ads cannot depict violence, including pictures of guns or other firearms. We will refuse any advertiser who submits ads that are threatening, abusive, harassing, defamatory, vulgar, obscene, profane, hateful or otherwise offensive. We will refuse ads that contain or potentially contain material that is racially, ethnically, disputatiously, argumentatively, or ethically objectionable.

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RECOMMENDED DISCLOSURE

Where you collect or procure a Targeting List, your website should contain a prominently posted privacy policy that discloses the manner in which the data collected is used for retargeting purposes, and contains a conspicuous link to NAI and DAA industry opt-out pages - a way for targeted consumers to opt out of having their information placed on the Targeting List.

Sample disclosure text to include in your website privacy policy

Interest Based Advertising and IP Targeting: We may work with data providers to serve advertising to you through display media or other methods. These providers may use personal information that we have collected or that you have provided to locate you online, such as when you visit or log in to websites or mobile applications. This information may be linked to online identifiers or IP addresses assigned to you, and to demographic or interest-based data, in order to target you with relevant advertising, including about our products or services. To learn more about or opt out of this and other interest-based advertising, please visit the industry opt-out pages operated by the DAA, at <http://www.aboutads.info> and by the NAI at <http://networkadvertising.org>.

READY TO START?

Contact Shane Daley at shane@daleypps.com. We will get in touch with you to go over your advertising needs and come up with a plan that fits your needs and budget.