



Association of State
Dam Safety Officials

EXPAND YOUR REACH **BROADEN YOUR IMPACT**

Maximize your marketing
efforts with trackable and
quantifiable digital exposure.

Partnered with



Overview

We know reaching ASDSO members is an important part of your business goals. ASDSO strives to continually provide value to our partners and maximize your marketing investments. We want to share a new opportunity to reach the dam safety community through a targeted digital sponsorship.

We're offering you...

An Advertising Opportunity Employing Digital Ad Retargeting



What is Ad Retargeting?

Ever look at a pair of shoes online, or a potential vacation spot, and then for the next couple weeks you notice ads for those same shoes or that same vacation spot seem to be following you around the internet? That's ad retargeting. Retargeting uses cookies to track visitors of one website and then reach those same visitors with ads on other websites, such as looking up recipes on the Food Network or reading the news on *The Wall Street Journal*.



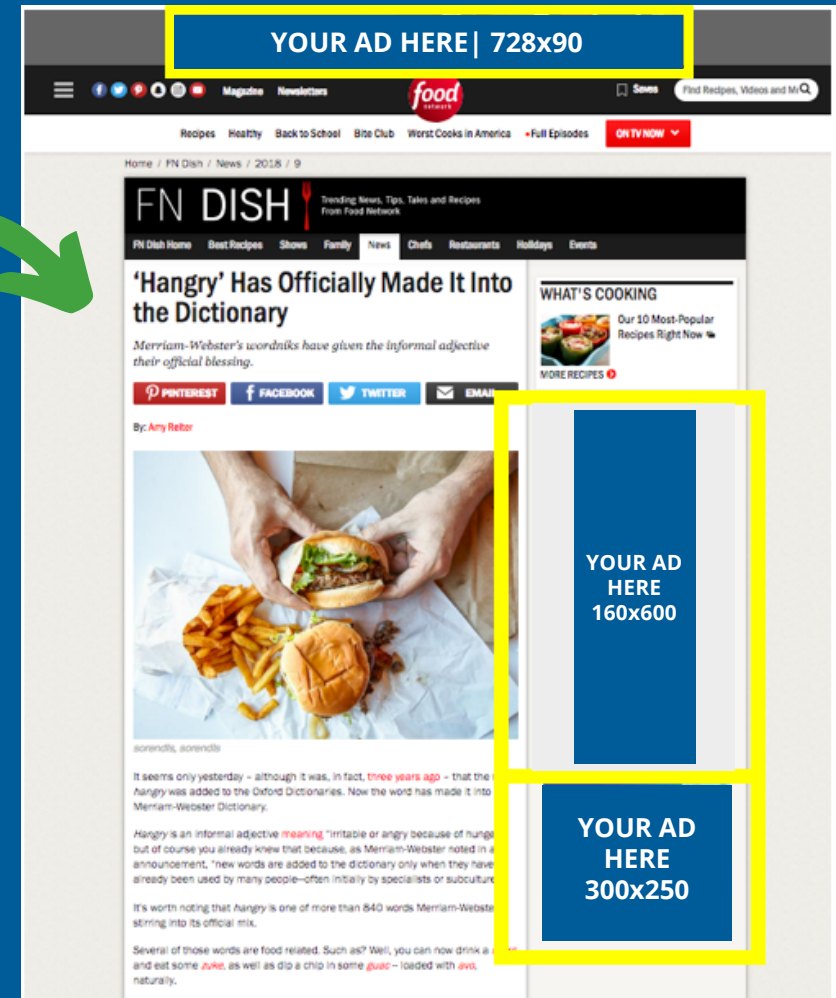
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Why Retargeting?

Our audience becomes your audience with retargeting. Get exclusive direct access to ASDSO's website visitors and retarget them with your company's ads that will showcase your brand, anywhere they visit online.

Quality Audience

Don't rely on broad, generic targeting on common ad platforms to market your company. Stand out with ASDSO's uniquely qualified audience that will showcase your business to those who need you the most.



How Does It Work?

Step 1

An internet user visits our website

Step 2

The user exits the website

Step 3

Your ad will be displayed on other websites the user visits



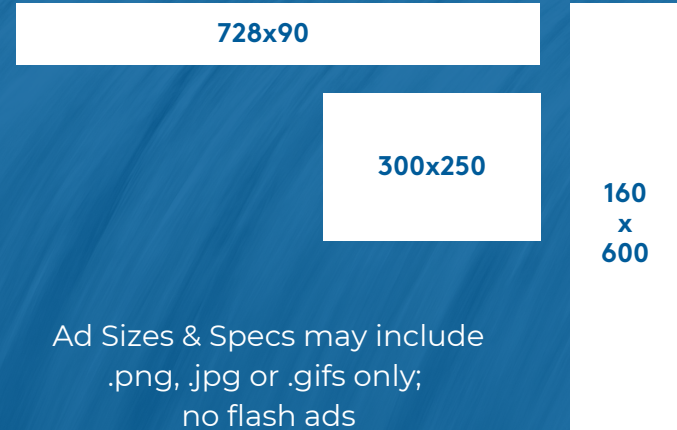
Your ads will appear on multiple major websites and mobile apps, following the ASDSO audience wherever they go.

Ad sizes include:

Leaderboard
728 x 90

Wide Skyscraper
160 x 600

Square Pop-Up
300 x 250



Ad Sizes & Specs may include
.png, .jpg or .gifs only;
no flash ads

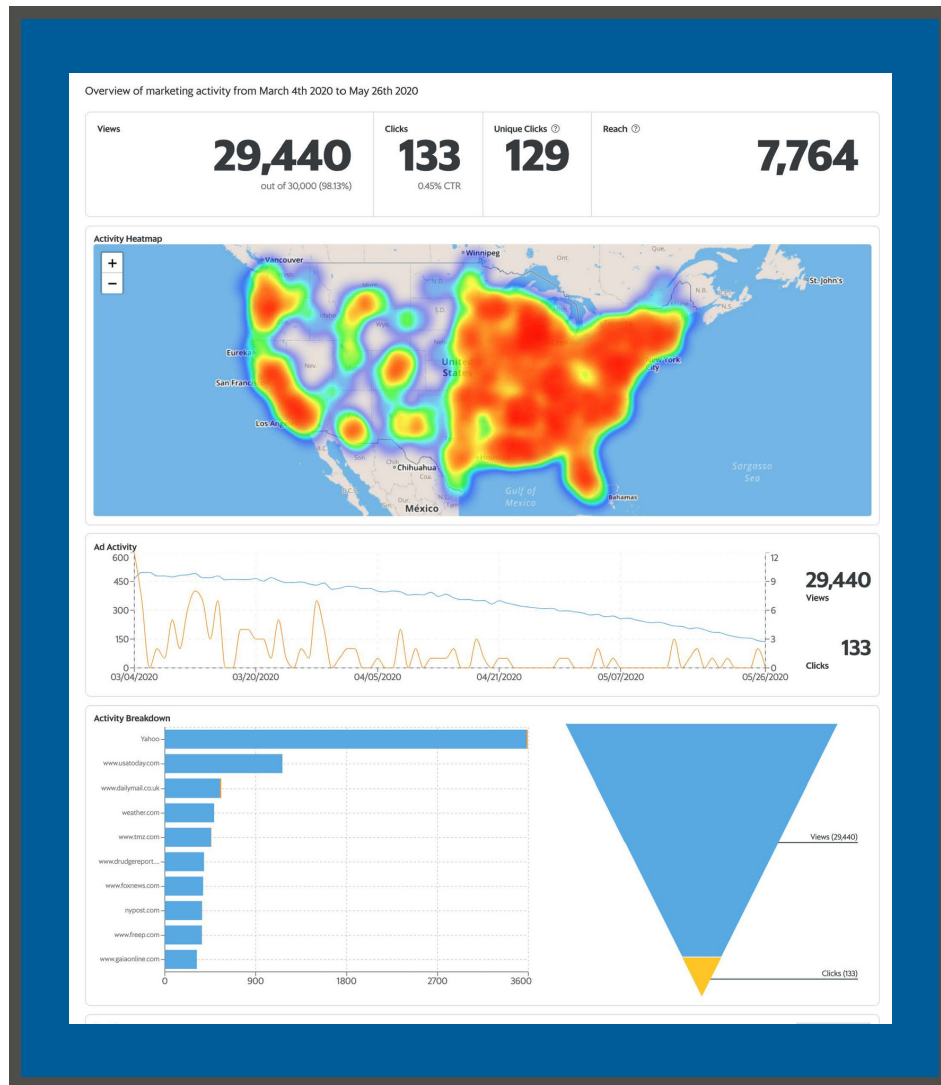


CHOOSE YOUR PACKAGE

	Package	Price*	Duration	# of Views
→	SMALL	\$2,000	3 Months	90,000
→	MEDIUM	\$3,000	3 Months	150,000
→	LARGE	\$4,000	3 Months	210,000



**Non-members please add 20%*



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QUANTIFIABLE
RESULTS WITH

Feathr



Receive detailed reports that allow you to see your campaign results in real-time, including impressions, clicks, and geographical locations of ads served.