



# Ad Retargeting

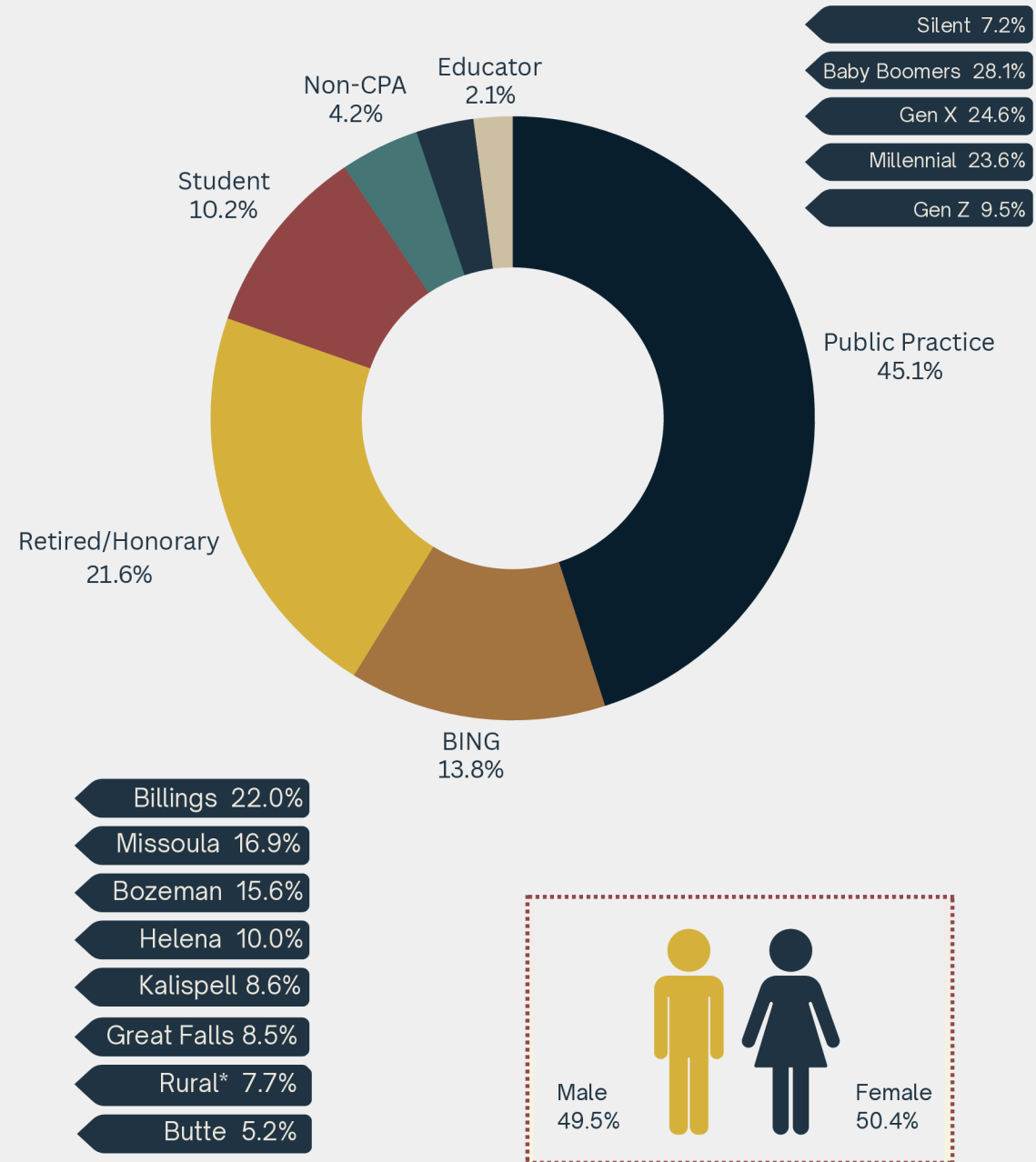
Reach your intended audience with access to our membership base of accountants and accounting firms

# Organization Overview

The Montana Society of CPAs (MTCPA) is a professional membership association with more than 1,400 members worldwide.

The demographics of the accounting profession is rapidly evolving. Our membership can be your target audience.

## Our Numbers

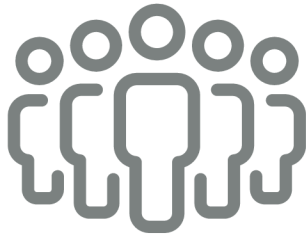


# Ad Retargeting

Ad retargeting is one of the most effective forms of digital advertising—offering you the opportunity to strategically serve highly relevant ads to the *right* audience at the *right* time.

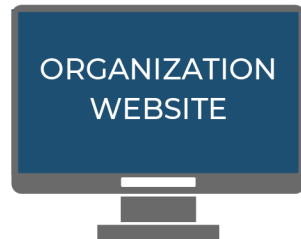
## Step 1

Internet users  
visit the MTCPA website



## Step 2

The user exits the  
MTCPA website



## Step 3

Website visitor sees your ad  
wherever they go online.



## Step 4

Visitor clicks your ad  
and visits your website  
or landing page.



# How does it work?

Ad Retargeting uses simple Javascript code to identify visitors of **montana.cpa** and reach them with ads wherever they go online. By showing relevant, targeted ads to past **montana.cpa** visitors, you increase brand awareness and drive online engagement with your ideal customer.



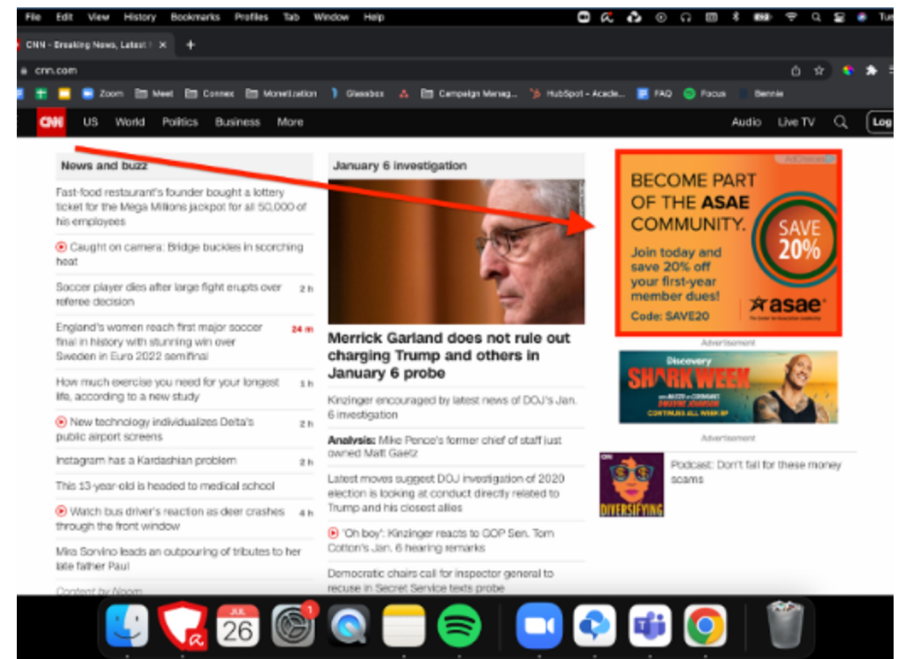
**Stay top-of-mind:**  
Keep your message in front of our audience year-round.



**Boost your event impact:**  
Reach attendees before, during, and after the event.



**Analyze your results:**  
Use real-time data & analytics to track performance and optimize your ROI.



# Choose Your Reach

Get started by choosing between one of our three campaigns. Start dates are flexible based on your needs, and ad view totals are guaranteed.

**BASIC**  
**\$750**



**VIEWS:**  
15,000



**DURATION:**  
3 Months

**STANDARD**  
**\$1450**



**VIEWS:**  
30,000



**DURATION:**  
3 Months

**PREMIUM**  
**\$2500**



**VIEWS:**  
50,000



**DURATION:**  
3 Months

# Reporting

Track results in real-time  
Live, shareable report tracks campaign  
results including:



Number of impressions

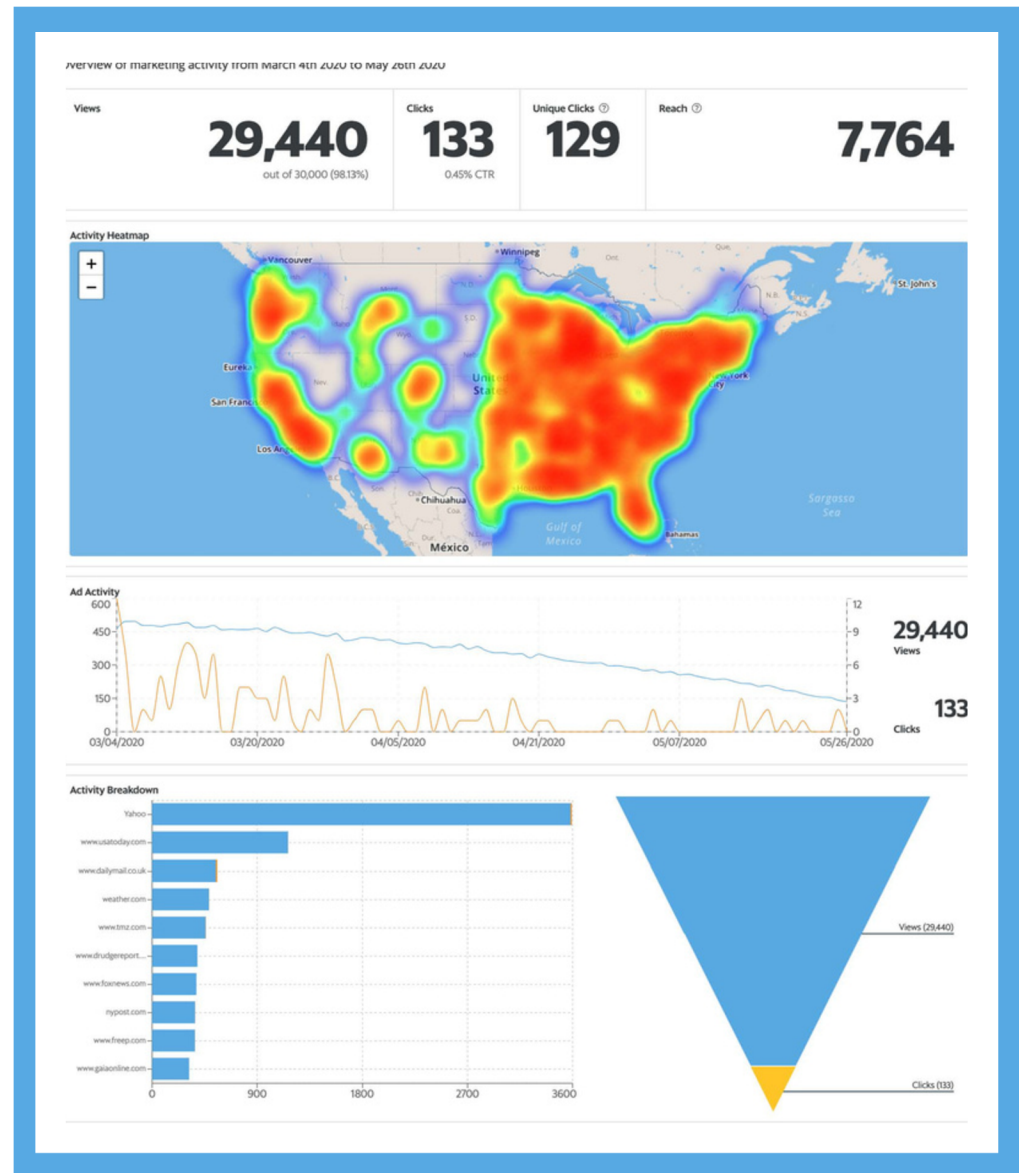


Clicks



Geographical locations

Optimize your spend: A/B test different ad designs, messages, and calls to action. Pause under-performing ads to allocate more impressions to your top-performing ads.



# Ad Requirements

## Universal Ad Sizes (Required)

This is a set of four display ad sizes which are universally accepted across the web - these sizes are necessary to launch your ad retargeting campaign (in pixels, width x height):

- 300 x 250
- 160 x 600
- 728 x 90
- 180 x 150

## IAB Rising Stars (Optional)

The following ad sizes are less frequently requested across the web, but are gaining popularity and make an impression when they're seen (in pixels, width x height):

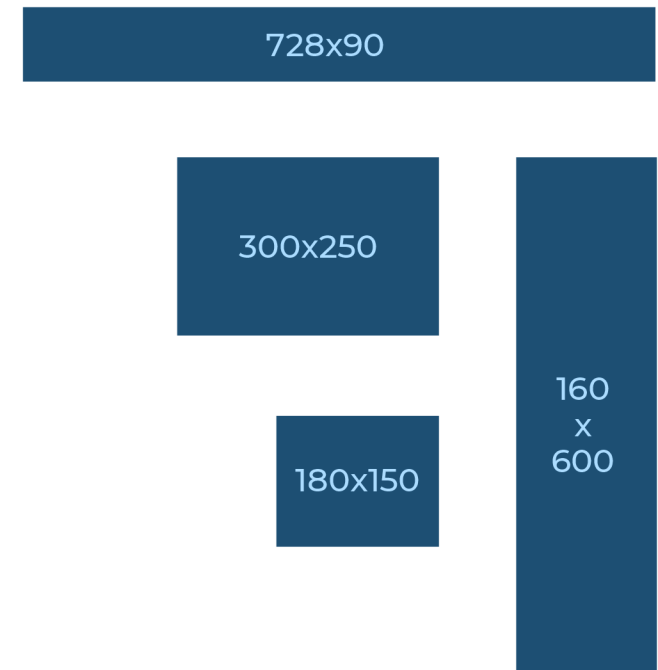
- 970 x 250
- 300 x 1050
- 300 x 600
- 970 x 90
- 320 x 250

**Ads must match pixel dimensions exactly for launch.**

Acceptable File Format: .png, .jpg, .gif.

The maximum file size of each creative that can be uploaded to Feathr is 200MB.

**WE CAN HELP YOU BUILD YOUR CREATIVES!**



Not sure what to put in your ad? Check out our [Best Practices for Creatives Doc.](#)