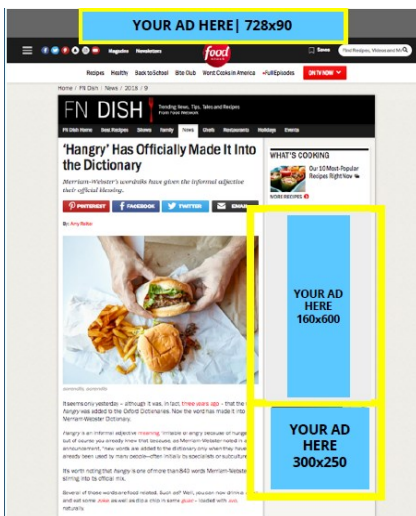


Intelligent marketing starts here.

Retargeting provides you incredible opportunities to **target** exactly the customer you want to reach to build brand awareness and **convert** new customers. With retargeting, you follow CPAs and finance professionals around the web – starting with MNCPA.org. After they visit the MNCPA site, they will see your ad on nearly any website they visit. This guarantees access and sustained exposure to your audience.



What is retargeting?

Our audience becomes your audience with retargeting. Get **exclusive** direct access to MNCPA'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 MNCPA's uniquely qualified audience that will showcase your business to those who need you the most.



TARGETED AUDIENCE
Access up to 21,000 CPAs and finance professionals on MNCPA.org each month



DIGITAL REACH
Follow your audience wherever they go on the web.



QUANTIFIABLE ROI
Analyze results with detailed reports, including impressions, clicks and website occupied.

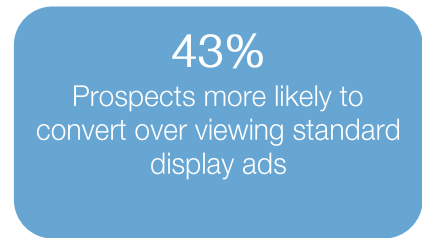
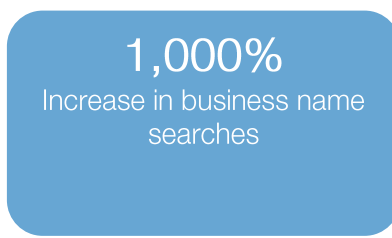
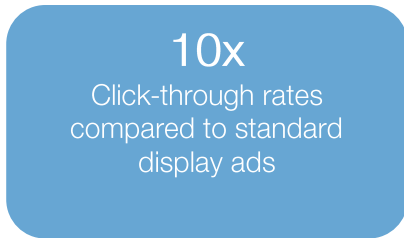
How does retargeting work?

With retargeting, your brand follows CPAs and finance professionals around the web—starting with **MNCPA.org**. After they visit the MNCPA website, they will see your ad on nearly any website they visit. This guarantees access and sustained exposure to your target audience.



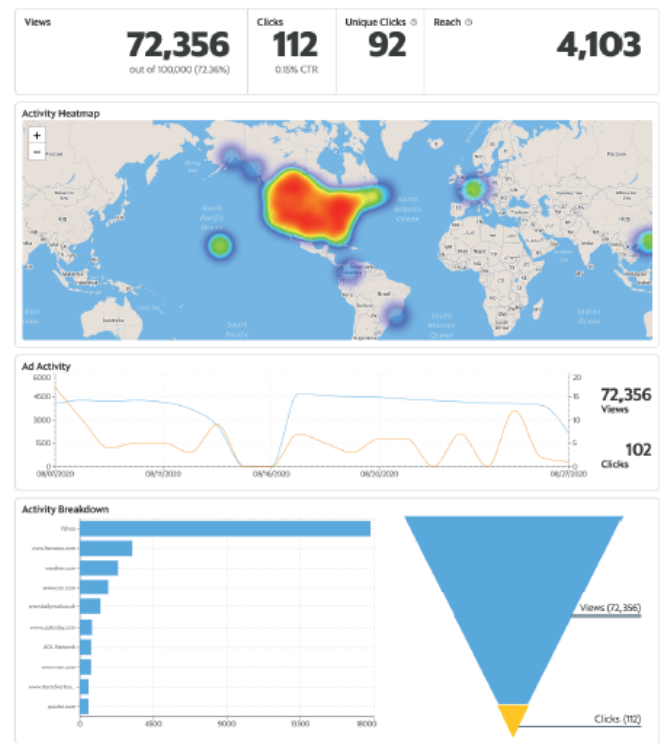
Why should you use retargeting?

Retargeting is one of the most effective digital marketing strategies to build brand awareness and convert viewers to customers. It's been proven that three out of five viewers notice and consider ads showing products they viewed on another page.



Quantifiable results

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



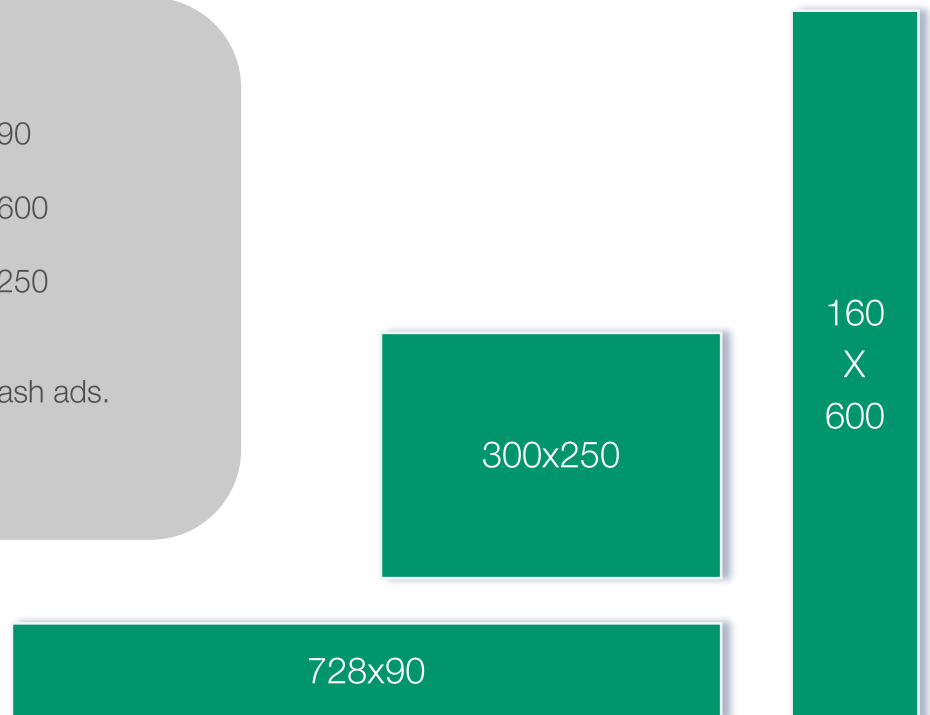
Choose Your Package

Package	# of Impressions	Duration	Cost
Silver	25,000	30 days	\$2,500
Gold	70,000	90 days	\$4,500
Platinum	100,000	180 days	\$6,000

Ad sizes:

Leaderboard	728x90
Wide skyscraper	160x600
Square pop-up	300x250

Ad sizes and specifications
.jpg or .gif static images only; no flash ads.



Boost your advertising success today!

As you partner with the MNCPA to advertise your products and services to an influential group of CPAs, retargeting is an effective way to focus your advertising spend. Learn more about this opportunity and how it fits into your marketing goals.

Contact Leslie Mueller, strategic partnership specialist at 952-885-5520 or by email at lmuller@mncpa.org.