



Using our sophisticated real-time bidding ad serving software, we can now target JCK buyers while they search the internet and interact on social media. Take this opportunity to increase your brand exposure and add additional influence to your online marketing campaign prior to the event. You provide the ad creative, we take care of the rest!

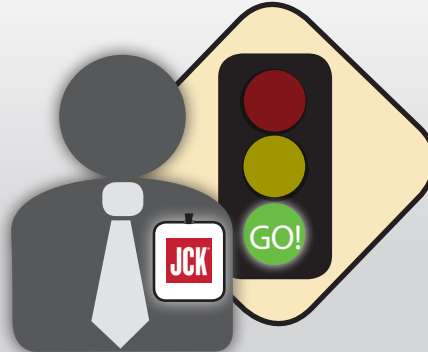
▶ REMARKETING: HOW DOES IT WORK?

1 BUYER VISITS JCKONLINE.COM



- Our Marketing attracts over 354,600 unique visitors to JCKOnline.com during the three months leading up to JCK Las Vegas.

2 AD CAMPAIGN ACTIVATES



- Each qualified site visitor leaves our website with a special JCK identifier tag (cookie)
- Your co-branded digital ad campaign is then set to re-market to the JCK cookie on other content/social sites

3 BUYER IS TARGETED WITH YOUR AD AND LINKED BACK TO YOUR JCK LAS VEGAS SHOWROOM



- We place the bid to ensure the buyer is served your banner ad on available content/social websites
- Your ad links back to your JCK Las Vegas Showroom
- You gain access to a buyers' contact information when they add you to their My Show account

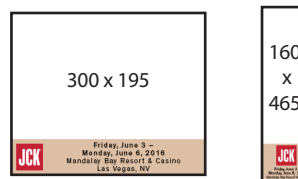
+ Gain Access to Buyers' Contact Info!

Choose Your Reach

Buyer Impressions	CPM (Cost per thousand)	Total Cost
<input type="checkbox"/> 55,500	\$45	\$2,500
<input type="checkbox"/> 125,000	\$40	\$5,000
<input type="checkbox"/> 285,500	\$35	\$10,000

*All campaigns are activated with a 5X Buyer Impression Frequency cap.

Ad Specs



SHOW BRANDED AD TEMPLATES!



.jpg or .gif static image only, no flash.

Branding Preference:
 Show Branded Sponsor Branded

Timing:
 Start Date: _____ End Date: _____

Sales Contact

Shellyann Hill
 shill@reedexpo.com
 p: 203-840-5395 f: 203-840-9395

Reed Exhibitions, Americas
 383 Main Avenue • Norwalk, CT 06851

_____ company name

_____ contact _____ title

_____ authorized signature _____ date

_____ email address

Rates are net and non-commissionable. All reservations with signed insertions orders are non-cancelable and non-refundable. In the event of cancellation, the advertiser is responsible for full payment. Management reserves the right to offer new product or options throughout the year that may not be listed on this form.

\$

Total



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▶ REMARKETING BANNER:

Ad Specs

SPONSOR BRANDED AD TEMPLATES!

300x250

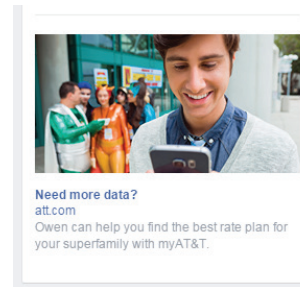
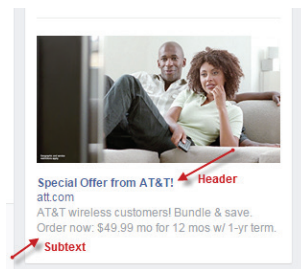
160
x600

728x90

600x315

Max File Size: 100KB .jpg or .gif static image only, no flash.

Please note that 600x315 is optional. You will still get all impressions before the show using only the other three. If you do wish to submit all four that size can have no writing, only pictures. You can however have a line of text underneath the banner. It will look like the screenshot below: (Header: 25 characters, Subtext: 90)



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company name	
contact	title
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Total