

Target Your Message to Consumers Ready to Buy Now!

Behavioral targeting allows you to deliver specific, targeted ads to consumers interested in your products and services - maximizing your online campaign's effectiveness. Your banner ad is served to users who are a good match for your specific offering – ensuring that your message reaches the right user at the right time!

2 WAYS TO BEHAVIORALLY TARGET USERS:

- **Engagers:** Raise your brand awareness, deepen engagement and build brand preference by targeting users who spend the most time researching products and services.
- **Shoppers:** Reach consumers when they are making the buying decision by targeting those who are intensively searching, and ready to buy your products and services now.

FEATURES:

- Expose your local campaign to a targeted group of consumers in the Panama City/Fort Walton Beach DMA through NWFDailyNews.com and the Yahoo! network
- Behavioral targeting tracks a user's interests and behaviors so you can reach your most valuable audience effectively and efficiently
- NWFDailyNews.com and Yahoo! offer many unique targeting capabilities to find your most valuable customers, eliminate waste, and improve return on investment

BENEFITS:

- Reach your audience with the right message 24/7
- Improve campaign effectiveness by reaching only the most qualified consumers
- Extend your reach across Fort Walton Beach to engage ready-to-buy consumers

DEADLINES:

Space: Ten business days in advance of desired start date

Creative: A minimum of five business days prior to campaign start date

FILE TYPES:

JPG * GIF * HTML * SWF

For more information,
please contact us at

850-315-4340

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