THE POWER OF RETARGETING

Maximize your presence with trackable and quantifiable digital exposure

Partnered with Feathr
Advertising Opportunities

Overview

We know that reaching the members of ACTFL is important to you and your business. As we continue our mission to provide vision, leadership and support for quality teaching and learning of languages, we want to share an opportunity to reach our online audience through this digital sponsorship opportunity.

Contact: Casey Bloyer | 703-894-2900 x109 | cbloyer@actfl.org
Why Retargeting?
Our audience becomes your audience with retargeting. Get exclusive direct access to ACTFL’s website visitors and online community. Target them with your company’s ads that will showcase your brand, anywhere they visit online.

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

What are Impressions
Impressions are the number of times an ad is served. A higher number of impressions will allow more people to view and click your ad. Increased impressions will lead to increased engagement and community size along with potentially higher ROI.

Your ads will appear on multiple major websites and mobile apps, following ACTFL’s audience wherever they go.

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**Intelelligent Advertising Starts Here**

**Choose Your Reach & Duration:**

<table>
<thead>
<tr>
<th>Package</th>
<th>Introduction Price</th>
<th>Duration</th>
<th>Impressions (# of ad views)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small</td>
<td>$2,500</td>
<td>1 Month</td>
<td>35,000</td>
</tr>
<tr>
<td>Medium</td>
<td>$4,500</td>
<td>3 Months</td>
<td>70,000</td>
</tr>
<tr>
<td>Large</td>
<td>$6,000</td>
<td>6 Months</td>
<td>100,000</td>
</tr>
</tbody>
</table>

**Ad Sizes & Specs**

- .jpg or gif static images only; no flash ads

**All sizes included in every package:**

- Leaderboard 728x90
- Wide Skyscraper 160x600
- Square Pop-Up 300x250

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Quantifiable Results with: Feathr

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