



## Interactive Advertising

### what we do

We create highly effective, online display advertising and search engine marketing campaigns.

### why we do it

800+ million people utilize the internet. US internet users are expected to grow from 188.1 million in 2007 to 211.3 million in 2011. Consumers now spend as much time on the internet as they do traditional mediums. 89% of consumers making in-store purchases have conducted online research prior to purchasing.

### where we do it

Reach your audience on some of the web's most popular sites. Our partners range from the web's most visited portal (**Yahoo!**) to the world's most popular social network (**Facebook**) - and everywhere in between.

### how we do it

We utilize ad servers, targeting technologies and back-end metrics to track advertising response and ROI. Whether our clients are concerned with branding, direct response, lead generation or driving point of sale traffic, our campaigns are designed to meet a measurable bottom-line goal.

### widen your sales funnel

Display inventory allows for greater reach to communicate with your prospective customers - providing visuals that illustrate your brand in much more of an impactful way.

### how to get started

Please use the contact information below to get in touch with your account manager.