

Maximize your presence with trackable, quantifiable digital exposure through ad retargeting.

Partnered with







# **Overview**

APPA brings together public power-decision makers and influencers from the nation's 2,000 community-owned utilities and the 93,000 people they employ. We're pleased to offer online ad retargeting as a new way for you to reach this critical audience and grow your sales and revenue.

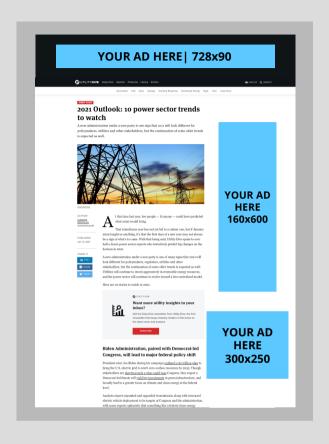


## Why Retargeting?

Make APPA's online audience your audience with ad retargeting. Enjoy exclusive direct access to PublicPower.org visitors and retarget them with your ads to showcase your brand anywhere they visit online.

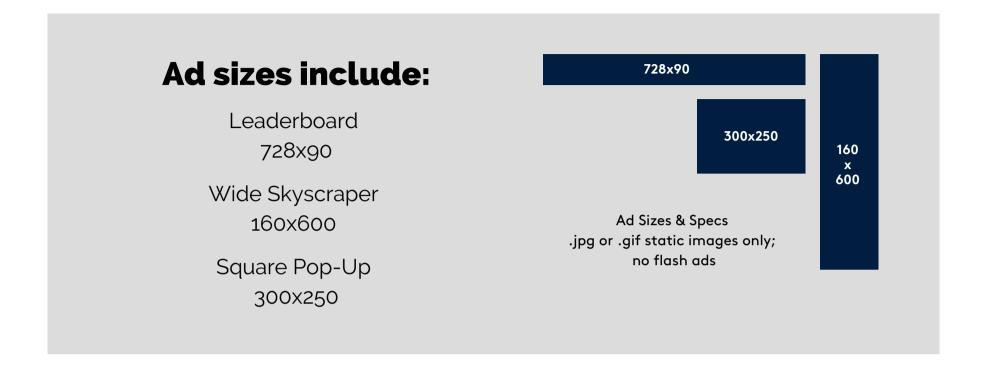
### **Qualified Prospects**

Don't waste precious marketing dollars on generic, broad targeting on common ad platforms. Engage APPA's uniquely qualified audience to showcase your business to those who need you the most.





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



#### CHOOSE YOUR PACKAGE

	Packages	Duration	Elite	Corporate	Nonmember	# of Impressions
<b>→</b>	SMALL	1 Month	\$1,500	\$1,800	\$2,000	20,000
<b>→</b>	MEDIUM	3 Months	\$4,125	\$4,950	\$5,500	60,000
$\rightarrow$	LARGE	6 Months	\$7,500	\$9,000	\$10,000	120,000

# PUBLIC POWER ASSOCIATION

Powering Strong Communities

## QUANTIFIABLE RESULTS WITH OUR PARTNER

Feathr

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

