

WEBSITE & E-BLAST RETARGETING

The days of one-and-done marketing are behind us. To be successful you need your website ad seen multiple times and your email marketing reinforced through behavioral retargeting.

Make sure your target audience sees your message, with *Chemical Engineering's* retargeting programs.



WEBSITE RETARGETING

Place your banner ad on chemengonline.com and sign up for the retargeting program. When your prospect clicks on the ad, it will continue to appear on other websites, reinforcing your message and ensuring you get the most out of your advertising program.

- The minimum chemengonline.com investment: \$5,000
- Offsite retargeting is at 40% of contracted CPM

This program can serve retargeted banner ad impressions up to 4x number of contracted chemengonline.com impressions.

EXCLUSIVELY FROM



chemengonline.com/mediakit

EMAIL MARKETING RETARGETING

Send your custom HTML email message to your selected audience segment from *Chemical Engineering's* coveted customer database. And you have the option to have a follow-up email automatically sent to users that engaged with the initial email blast or to the non-engaged from the initial e-blast.

- \$600 CPM – Standard email blast (\$6,000 for 10,000)
- \$750 CPM – Standard email blast + re-targeted email to engaged segment (opens and clicks) (\$7,500 for 10,000)
- \$950 CPM – Standard email blast + retargeted email to non-engaged segment (\$9,500 for 10,000)

CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION:

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