

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. Your banner ad will follow a reader to third party sites after the visit on chemengonline.com.

- 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

TARGETING E-BLAST/LIST RENTAL

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.

- \$650 CPM – Standard email blast
- \$800 CPM – Standard email blast + re-targeted email to engaged segment
- \$1,000 CPM – Standard email blast + retargeted email to non-engaged segment

CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION:

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