



Cost Per Click Opportunities

Location:

Multiple – site specific or run of network

Minimum Orders:

\$1000

Payment Terms:

Net 30 with approved credit

Payment Methods:

PayPal, Wire, or Cheque

Media Option:

Geo-targeting (country)
Frequency capping
Day-parting
Category Targeting

Standard Out Clause:

24 hours notice
North American business days only

Contact Us

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The Benefits of Cost per Click Advertising

Cost per click marketing allows you to specify the exact number of visitors you would like to your site in a specific time frame.

Multi media CPC campaigns also allow you to launch a campaign with up to 4 distinct creative units and work with our account managers to optimize for your best performing media, as well as the particular creative in that media.

Available Media Include:**125*125 Buttons**

Location: left/right hand side of page
Animated or non-animated GIF creative accepted
15k file size max
No looping or extreme animation permitted

240*90 Half Banners

Location: top of page
Animated or non-animated GIF creative accepted
15k file size max
No looping or extreme animation permitted

468*60 Banners

Location: top of page
Animated or non-animated GIF creative accepted
20k file size max
No looping or extreme animation permitted

Text Links (50 Character max)

Location: top / side of page
Character count does not include call to action
i.e. Click Here

Campaign Suggestions

To make maximum use of your CPC campaign we strongly recommend utilizing multiple of the available media positions mentioned above, as well as multiple creative in each position.

This will allow your account manager to optimize for you more effectively based on both location and CTR.

