

OnTarget is Group Tour Media's specialized retargeting program. You can reach visitors of GroupTourMagazine.com, and all its sub-pages, long after they've left the website.

This allows you to gain more impressions (an average of 103,000 impressions per campaign) and a higher likelihood of online engagement with qualified prospects (an average of 780 clicks per campaign).

Your ad will be shown to GroupTourMagazine.com visitors across millions of websites; apps; mobile devices; and high-traffic websites like Facebook, Instagram and YouTube. Be seen by high-value prospects around the internet and direct those prospects to your website.

## COST

**\$3,000/1x**

One 14-day campaign

Analytics provided upon completion of campaign

**\$7,500/3x**

Schedule three 14-day campaigns, save \$1,500

Analytics provided upon completion of each campaign

## GOOGLE DISPLAY ADS

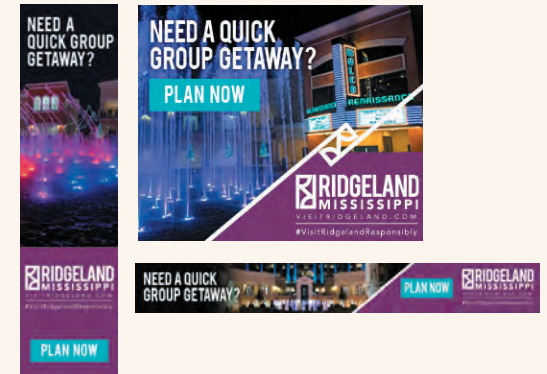
1 Leaderboard Ad | 728 X 90 pixels

1 Rectangle Ad | 300 X 250 pixels

1 Skyscraper Ad | 160 X 600 pixels

Acceptable formats: JPG, PNG, GIF  
(Max. size 150 KB)

Website URL



## FACEBOOK BOX ADS

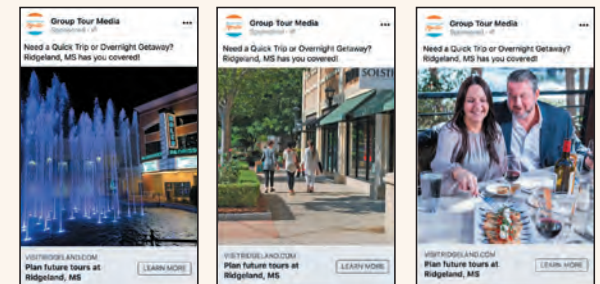
3 photos | 1080 x 1080 pixels

Acceptable formats: JPG or PNG

Website URL

12 words of copy to accompany  
all photos

(The same text will apply to all three  
images, not 12 words per image).



## GUIDELINES:

- Please include a website URL unrelated to ticket sales
- Do not place text on Facebook ad photos; even logos can cause an ad to be rejected
- Ads cannot be related to alcohol
- GIF animation length must be 30 seconds or shorter
- GIF animations can be looped, but animations must stop after 30 seconds
- GIF animations must be slower than 5 FPS
- Use as few words as possible on all ads

Please email all materials to: [Artwork@GroupTour.com](mailto:Artwork@GroupTour.com)