AFS TARGETED DIGITAL ADVERTISING

Modern Casting | FABIO CAVALIERI: 847-827-3622 / Fabio@afsinc.org

Casting Source | DAVID KATHE: 630-841-8804 / dkathe@afsinc.org
THINK OUTSIDE THE INBOX

If you're only targeting customers via email, you're missing an opportunity to reach them regularly.

With the modern office redefined, your brand can stay in front of customers wherever they venture - even if they're not in your database.

MARKETING THAT HITS THE MARK

Targeted Digital Advertising from AFS uses the strength of our industry-leading magazines, Modern Casting and Casting Source, to identify a qualified audience of foundry pros from across the worldwide metalcasting supply chain.

Your brand goes where they go, bringing your message to their computers and mobile devices at a fraction of the cost of other web ad services.

MEASURE YOUR SUCCESS

Focus your ad delivery by keyword, location and more, and determine your brand’s level of exposure over time. Whatever you choose, transparent metrics reporting lets you watch your investment pay off by tracking every part of your campaign’s reach.

WHERE WILL MY ADS BE SERVED?

- ✔ RIGHT MESSAGE
- ✔ RIGHT PERSON
- ✔ RIGHT TIME

- When they are checking the weather.
- When they are reading about their favorite team or news.
- When they are playing a game.
SITE RETARGETING

A user self-qualifies by visiting one of our magazine sites to read our content.

Your ad continues to be served to them as they visit other sites.

The user clicks through the ad and goes to your site.

KEYWORD/SEARCH:
Target customers using very specific keywords and search terms at a fraction of the cost of competing ad services.

ADDRESS TARGETING:
Deliver your ads to customers when they visit a specific location, such as a business park.

GEO-FENCING:
Capture an audience when they enter area during a specified time, such as a convention hall during a trade show.
WHAT WILL MY DIGITAL AD LOOK LIKE?

RECOMMENDED AD SIZES!
OCCUPY 98% OF THE INVENTORY AND RECEIVE THE MOST ENGAGEMENT.

160 x 600
300 x 250
300 x 50
320 x 50
728 x 90

DISCOVER THE POWER OF TRUE CAPACITY.
REALTIME REPORTING

COMPLETE TRANSPARENCY WITH YOUR CAMPAIGN!

- Impressions
- Clicks
- Click-Thru Rates (CTR)
- Conversions
- Device Delivery
- Campaign Performance by Tactic
- Measure Traffic
- Creative Tracking Review
- Geo-Fence Tracking by Location/Competitor
- Keywords Detail
- Customize Comparisons

INDUSTRY TARGETED DIGITAL DISPLAY
TARGET OUR TRUSTED AUDIENCE

**PRESENT EXPOSURE**
- **30,000** impressions per month

**INVESTMENT**
- **$1,800** - 3 Months
- **$3,420** - 6 Months
- **$6,480** - 12 Months

**COMPETITIVE EXPOSURE**
- **60,000** impressions per month

**INVESTMENT**
- **$3,420** - 3 Months
- **$6,480** - 6 Months
- **$12,240** - 12 Months

**DOMINANT EXPOSURE**
- **120,000** impressions per month

**INVESTMENT**
- **$6,480** - 3 Months
- **$12,240** - 6 Months
- **$23,040** - 12 Months

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