Display Advertising

Display Product Collection

WHAT IS DISPLAY ADVERTISING?

Increased Frequency. High Impact.

Display advertisements are image-based ads on ad-supported websites and apps on any internet connected device.

Display is a powerful branding tool with abundant inventory and multiple opportunities on each page and app to get in front of your target audience.

Display campaigns ensure that when a consumer is ready for your product or service, you’ll be top of mind.

OUR DISPLAY PRODUCTS

Display Banners
Image-based ads that are either static or animated in a variety of sizes, that appear online on internet.

Mobile AdMessenger
Our proprietary scrolling text ad that allows your message to display on mobile devices in the hands of your target audience.

Social Media Display
Image-based ads coupled with text that appear within the Newsfeed on Facebook and Instagram social media on both site and app.
Mobile AdMessenger is our fully customizable scrolling text display ad for mobile devices. AdMessenger is proprietary to a4 Advertising.

- All features are customizable within our demo tool:
  - Your words
  - Your logo
  - Your color scheme

- Tap to any native smartphone function:
  - Tap to website
  - Tap to social
  - Tap to map
  - Tap to calendar
  - Tap to video

- Premium placement is 70% app based and 30% mobile browser sites.

- Turnaround is minimal due to the simplicity of the ad format.

- Engagement is consistently more than double that of a traditional display ad.
- Zero production costs, zero production lag time.
- Take control of your ad quality by seeing a demo before it goes live.
- Need to switch gears quickly? Update your ad text anytime with a rapid turnaround.
- A variety of tap action options allows you to interact with your audience in new ways.
Display Banners

Display Banners are image-based ads that are found on websites and apps on any internet connected device. Think of them as the billboards of the online world.

- Banners can be:
  - Static or Animated
  - Multiple sizes
  - Provided by you or created by us

- Banners present online at the top, sides, and embedded within the web page content. They are a familiar part of the online landscape.

- Within the online landscape, banners are familiar and expected. A staple branding tool for any business.

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OUR PRODUCT

YOUR BENEFITS

- Banner inventory is abundant, giving your brand the reach and frequency boost it needs.

- Inventory for banners can be found on any internet connected device – so screen size is never an issue.

- Cost of inventory for banners is less, making it a great way to extend reach without overextending your budget.

- Cost of production is less expensive than video ads.
Social Media Display Ads

Display Products

OUR PRODUCT

Social media display advertisements appear on Facebook and Instagram within the Newsfeed, seamlessly integrated within user generated content.

- These ads are often referred to as native ads, because they blend in with their surroundings.
- Seamlessly extend your message to Facebook and Instagram, two of the top social networking sites with over 1.6 billion users combined.
- Likes, comments, shares... a4 Advertising sets you up for success on social.

YOUR BENEFITS

- Utilizing a4 Advertising’s team of experts, campaigns are more streamlined and managed than they would be if a brand attempted to support all of their social efforts in-house.
- Extend your message to social without a separate partner!
- Native ads appear like regular site content, so they blend seamlessly within the user experience.
- Potential to interact with millions of users in one place!
- Interact with your audience in unique ways that aren’t available through traditional advertising channels.