

# THE POWER OF RETARGETING

Guaranteed digital reach with  
every attendee & website visitor

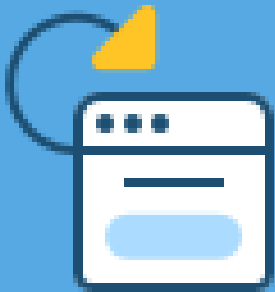
INTELLIGENT MARKETING STARTS HERE



# Advertising Opportunities

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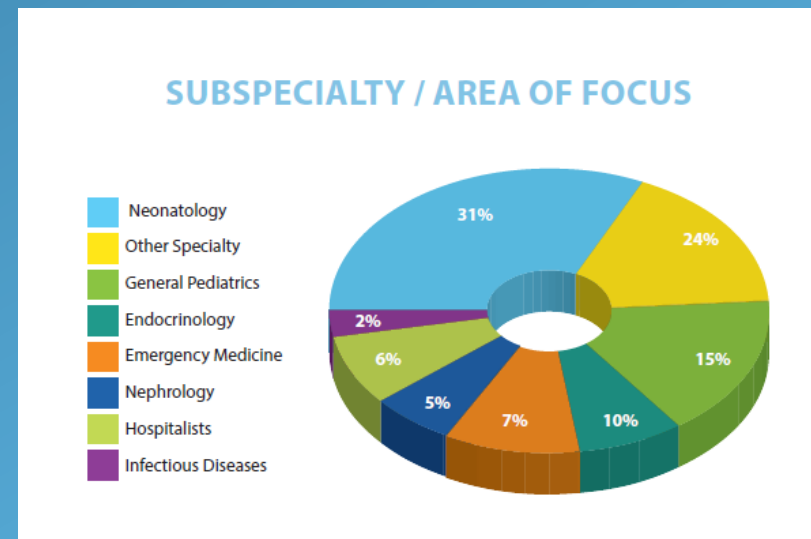
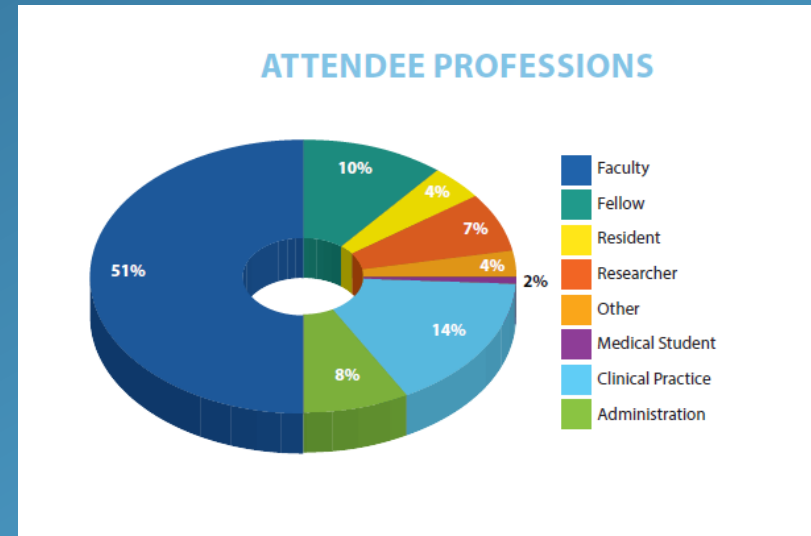
## Overview



Extend your brand visibility and gain exposure with the pediatric medical community. Engage with an audience of over 140,000 users from around the world. We offer ad targeting packages that include design and implementation.

# Access the PAS Meeting Audience\*

SOCIETY DISTRIBUTION	
1,824	Academic Pediatric Association
68,125	American Academy of Pediatrics
1,775	American Pediatric Society
817	American Society of Pediatric Nephrology
1,266	Pediatric Infectious Diseases Society
3,968	Society for Pediatric Research
PAS MEETING STATS	
7,288	Total Attendees
1,018	International Attendees
2,243	Trainees
4,012	Abstracts Presented
650	Events
155	Exhibitors
46	Sponsors
8,586	PAS Mobile App Users
4.4 million	#PAS2019 hashtag impressions
2,884	Tweets using the #PAS2019 hashtag
DIGITAL COMMUNITY STATS	
20,000+	Monthly Website Visitors
75,000+	Monthly Website Impressions
12,000+	Webinar Attendees



\*Numbers are based on PAS 2019 Meeting Statistics

## Why Retargeting?

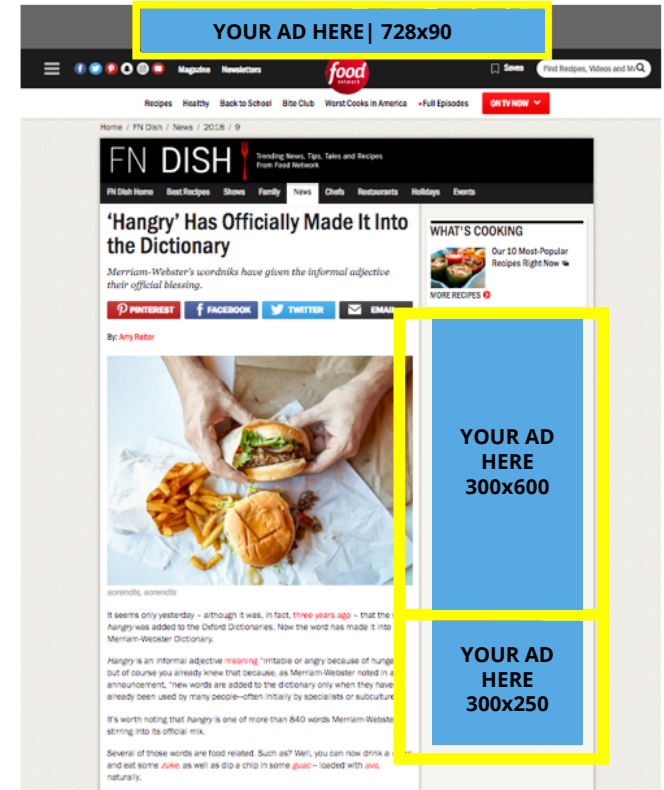
Advertise directly to PAS website visitors and professional learning participants. Retarget these visitors with your brand's ads anywhere they visit online.

## Quality Targeting

Ad retargeting guarantees sustained, specific exposure to the exact qualified audience you're trying to reach. Tap into PAS's exclusive network rather than relying on broad, generic targeting on common ad platforms.

### CHOOSE YOUR REACH & DURATION:

Package	Price	Duration	# of Impressions
Option A	\$5,000	3 Months	100,000
Option B	\$8,000	3 Months	200,000



# Quantifiable Results:

Receive detailed reports that allow you to see your campaign results in real-time including impressions, clicks, and geographical locations of ads served.

