PCNA
PREVENTIVE CARDIOVASCULAR NURSES ASSOCIATION

Ad Retargeting

Reach key decision-makers in cardiovascular disease prevention and management.
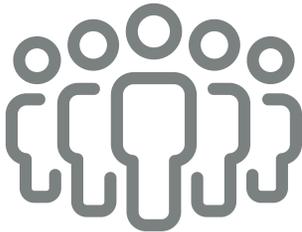
Powered by Feathr

Brand Awareness
Digital Reach
Targeted Audience

Ad Retargeting

Ad retargeting offers the opportunity to serve highly relevant ads to the *right* audience
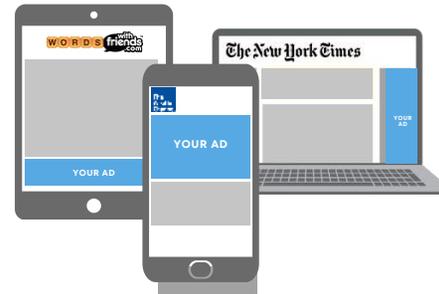
Step 1

Internet users visit the PCNA website

Step 2

The user exits the PCNA website

PCNA WEBSITE

Step 3

Website visitor sees your ad wherever they go online.

WORDS with friends.com

The New York Times

YOUR AD

YOUR AD

Step 4

Visitor clicks your ad and visits your website or landing page.

YOUR WEBSITE

How does it work?

Ad Retargeting uses simple Javascript code to identify visitors of pcna.net and reach them with ads wherever they go online. By showing relevant, targeted ads to past pcna.net visitors, you increase brand awareness and drive online engagement with your ideal customer.

Stay top-of-mind:
Keep your message in front of our audience year-round.

Boost your event impact:
Reach attendees before, during, and after the event.

Analyze your results:
Use real-time data & analytics to track performance and optimize your ROI.

Choose Your Reach

Get started by choosing between one of our three campaigns. Start dates are flexible based on your needs, and ad view totals are guaranteed.

BASIC
$3000

VIEWS:
100,000

DURATION:
3 Months

STANDARD
$4000

VIEWS:
150,000

DURATION:
3 Months

PREMIUM
$5000

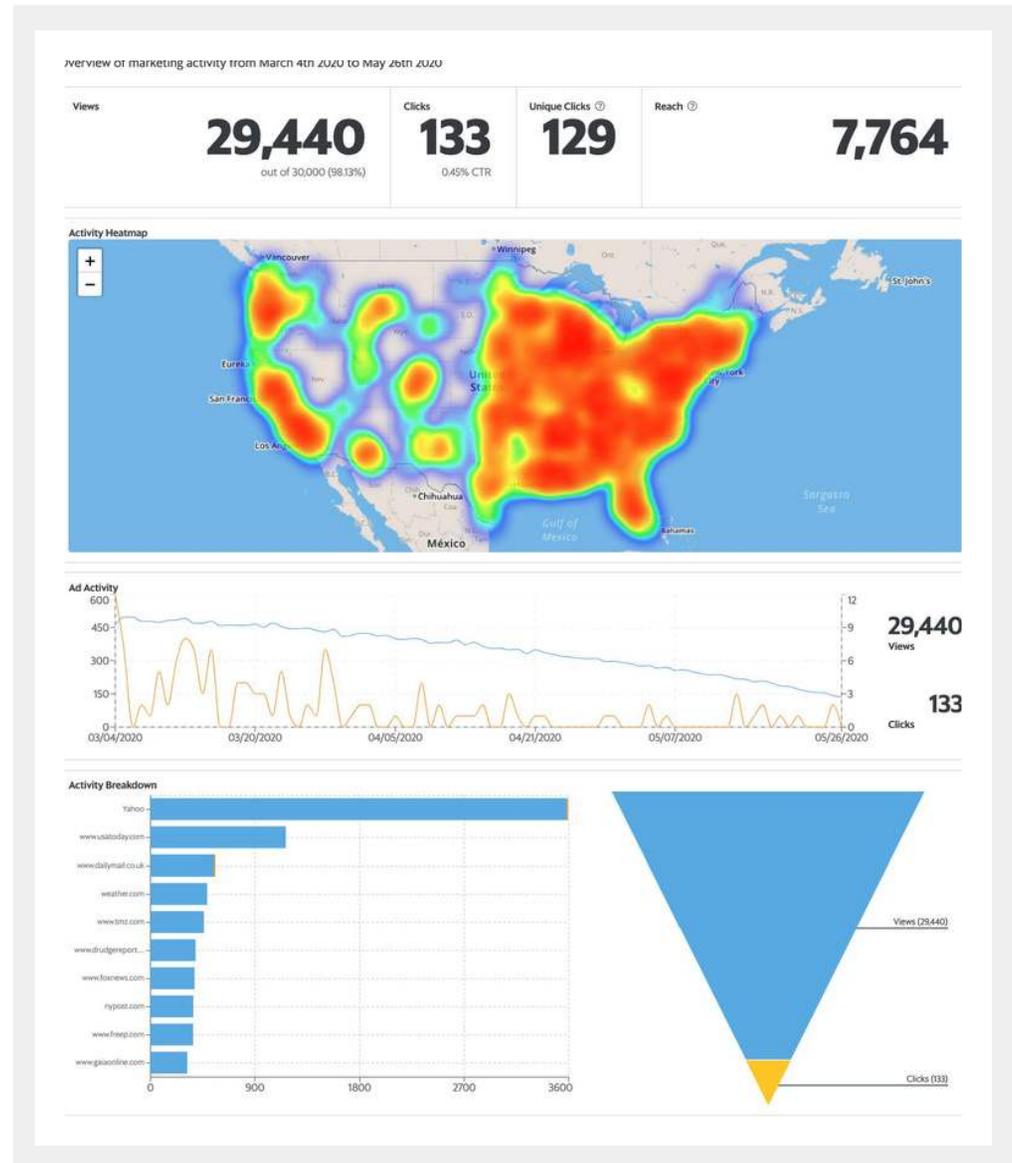**VIEWS:**
250,000

DURATION:
3 Months

Reporting

Track results in real-time
Live, shareable report tracks campaign results including:

👁 Number of impressions

🖱 Clicks

📍 Geographical locations

Optimize your spend: A/B test different ad designs, messages, and calls to action. Pause under-performing ads to allocate more impressions to your top-performing ads.

Ad Requirements

Universal Ad Sizes (Required)
This is a set of four display ad sizes which are universally accepted across the web - these sizes are necessary to launch your ad retargeting campaign (in pixels, width x height):

- 300 x 250
- 728 x 90
- 160 x 600
- 180 x 150

IAB Rising Stars (Optional)
The following ad sizes are less frequently requested across the web, but are gaining popularity and make an impression when they're seen (in pixels, width x height):

- 970 x 250
- 300 x 600
- 320 x 250
- 300 x 1050
- 970 x 90

Ads must match pixel dimensions exactly for launch.
Acceptable File Format: .png, .jpg, .gif.
The maximum file size of each creative that can be uploaded to Feathr is 200MB.

728x90

300x250

180x150

160 x 600
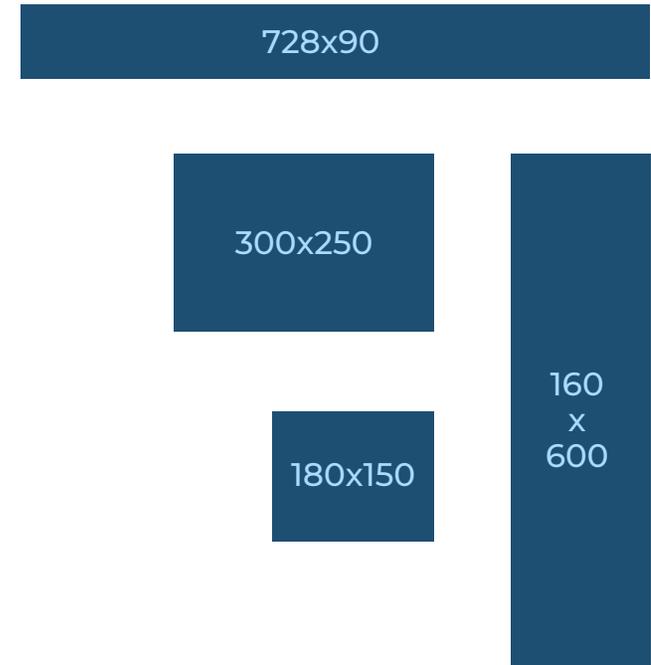
Not sure what to put in your ad? Check out our Best Practices for Creatives Doc.