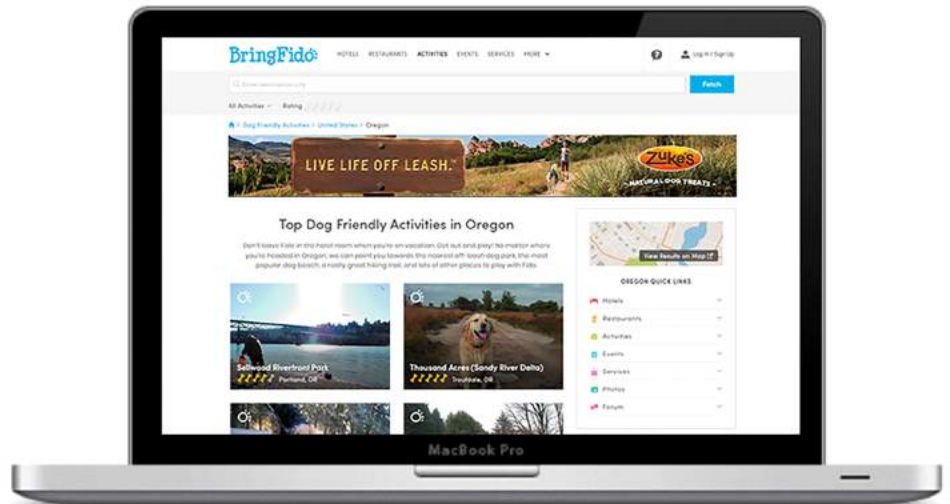


display advertising

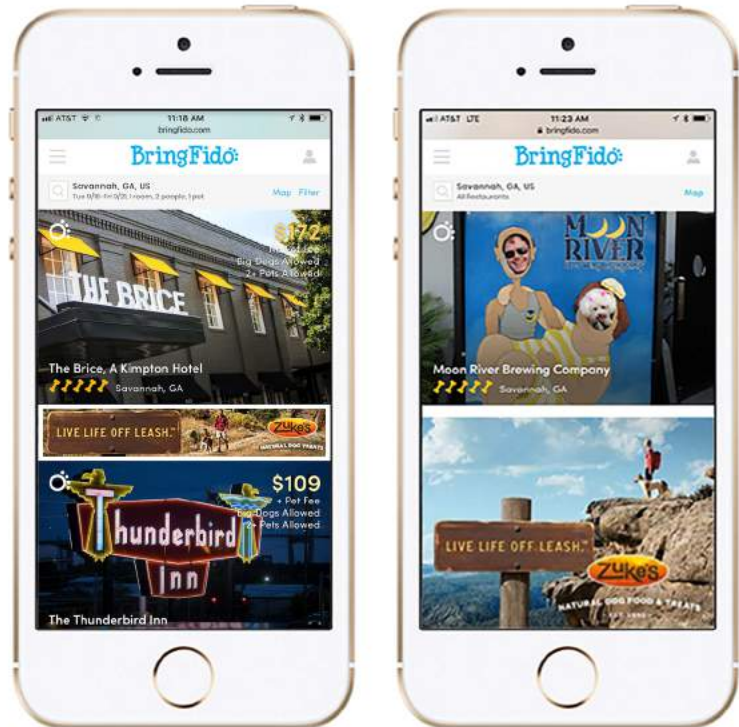
\$10 to \$15 CPM

Launching a display advertising campaign with BringFido is a great starting point for engaging with our audience of well-educated and savvy pet lovers. We run IAB standard ad bundles in various sizes across desktop and mobile devices. Brand partners can reach our entire user base through a site-wide campaign or opt for category and geographic segmentation for more targeted advertising. Rates range from \$10 CPM for ROS ads to \$15 CPM for highly targeted segmentation. Discounts are available for extended or multi-platform campaigns.

AD UNIT	DIMENSIONS
<i>Desktop Placements</i>	
8x1 Flexible Leaderboard	1200 x 150
1x1 Medium Rectangle	450x30
10x1 Super Banner	970x90
Medium Rectangle	300x250
Half Page Ad	300x600



AD UNIT	DIMENSIONS
<i>Mobile Placements</i>	
6x1 Smartphone Banner	450x75
1x1 Medium Rectangle	450x300



BringFido