



## NMS Digital Advertising Platform Rate Card #1 – BANNER ADS

with prominent placement on top websites you can expect..



**Better Ad Performance!**



**Increased Brand Exposure!**



**Higher Return On Investment!**



**Your Ad Near Relevant Content!**

### Display Advertising



Reach your target audience on top-tier websites based on their specific interests and in-market behavior!



### Retargeting Advertising

Convert high-intent prospects after they've left your site and are browsing other sites across the platform!

## Audience Channel - PETS

<u>Local</u>	<u>Rate</u>	<u>CPM</u>	<u>Impressions</u>	<u>Campaign Length</u>
Package #1	\$ 10,000.00	\$ 16.00	625,000	30+ days
Package #2	\$ 15,000.00	\$ 15.00	1,000,000	30-45+ days
Package #3	\$ 25,000.00	\$ 14.00	1,785,714	30-60+ days
<u>Regional</u>	<u>Rate</u>	<u>CPM</u>	<u>Impressions</u>	<u>Campaign Length</u>
Package #4	\$ 15,000.00	\$ 15.00	1,000,000	30+ days
Package #5	\$ 25,000.00	\$ 14.00	1,785,714	30-45+ days
Package #6	\$ 50,000.00	\$ 13.00	3,846,154	30-60+ days
<u>National</u>	<u>Rate</u>	<u>CPM</u>	<u>Impressions</u>	<u>Campaign Length</u>
Package #7	\$ 25,000.00	\$ 14.00	1,785,714	30+ days
Package #8	\$ 50,000.00	\$ 13.00	3,846,154	30-45+ days
Package #9	\$ 100,000.00	\$ 12.00	8,333,333	45-60+ days
Package #10	\$ 250,000.00	\$ 9.00	27,777,778	60-90+ days

### EXAMPLE WEBSITE LIST

AnimalFair.com	AquariumAdvice.com	CatForum.com	Catster.com
CatTime.com	DogBreeds.net	Doggies.com	Dog-Health-Guide.org
DogingtonPost.com	Design-Milk.com/category/pets	Dogsey.com	Dogster.com
DogTime.com	GunDogMag.com	HobbyFarms.com	HonestToPaws.com
Horseillustrated.com	IHeartCats.com	IHeartDogs.com	LoveMeow.com
ModernDogMagazine.com	Pawpulous.com	People.com/Pets	PerfectPaws.com
Chewy.com	PetFinder.com	Petful.com	PetGuide.com
PetMD.com	PetCentral.com	PetStew.com	Puppytropolis.com
ReptilesMagazine.com	StyleTails.com	TheAnimalRescue.com	TheBark.com
ThePaw.com	YouPet.com	VetStreet.com	

**\* You'll find highly relevant audiences with advertising across a network of more than 300 of the most popular pet websites.**

**\* Reach new customers on the web's best pet sites.**

**\* Attract your desired audience at the exact moment they're visiting pet sites, engaging with specific content related to your offer.**

**Rate Card Updated: 5/5/2025**



Thank You for Choosing National Media Spots, Inc.

We Appreciate Your Business!

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## **NMS Digital Advertising Platform – Banner Ads Notes**

- 1: The NMS Digital Advertising Platform – Banner Ads is based on a CPM calculation as indicated on the NMS Digital Advertising Platform – Banner Ads Rate Cards. “CPM” is a digital marketing term which means “Cost-Per-Thousand”. The “M” represents the Roman numeral for 1,000. CPM measures the cost of an online ad per 1000 impressions.
- 2: CPM rates listed on the NMS Digital Advertising Platform – Banner Ads are subject to change without notice.
- 3: Audience Channels listed on the NMS Digital Advertising Platform – Banner Ads Rate Cards are websites that the client’s digital ads will run on. NMS from time to time may add additional websites with similar demographics or remove websites not performing to improve client’s results and response.
- 4: Audience Channel websites may change from time to time. Clients may request to drop or add certain websites from the NMS Audience Channels from its media buys.
- 5: Client may request that websites from other NMS Audience Channels be added to their Audience Channel as part of the media buy.
- 6: The NMS Digital Advertising Platform – Banner Ads is designed to run on all digital devices including mobile phones, tablets and computers. NMS highly advises that all devices are used in media campaigns to maximize results.
- 7: NMS recommends a “24 x 7” time slot for all media buys on the NMS Digital Advertising Platform – Banner Ads. Fixed time slots are available at an additional cost to be negotiated at time of media buy.
- 8: Client’s ads will run on pages within a website. Relevant ads run on pages associated with that demographic. Example: football related ads running on ESPN or CBS Sports would appear only on web pages about football.
- 9: Clients may also request a custom program based on a specific demographic that may not be offered as a current Audience Channel. NMS will provide a custom program and CPM rate based on the demographic requested. Custom programs take 2-3 business days to provide to client and are good for a period of ten business days.
- 10: The NMS Digital Advertising Platform – Banner Ads offers advertising programs in the following breakdown;
  - Local Advertising: Includes local DMA’s - towns, cities and their suburbs
  - Regional Advertising: Includes full states or closely grouped DMA’s
  - National Advertising: Includes all 50 states

\* GEO Targeted Advertising is available at a custom price and program to clients.
- 11: The NMS Digital Advertising Platform – Banner Ads runs from 30-90 days depending upon the size of the media buy and number of impressions required.
- 12: The NMS Digital Advertising Platform – Banner Ads is a 100% customized program designed for a specific audience the client needs to reach. The campaign is managed for you, is continuously optimized and is fully transparent for performance. NMS will provide the client with a weekly campaign report and full details as to where and when the client’s ads have run.
- 13: The NMS Digital Advertising Platform – Banner Ads will offer free text and/or banner ad design for the client to use. Ad design takes 1-3 business days. Client will need to provide basic information like company logos, websites, phone numbers, landing pages or other content as needed to design digital ads. Campaigns can start 3-5 days after the ad design is complete and approved by the client.
- 14: NMS reserves the right to decline any ads that NMS deems as not appropriate, illegal or controversial. All ads must not trick or confuse the consumers. NMS may from time to time request that the client provide a proof of claims it is making in its ads.