



Restaurant Association of Maryland

# Advertising with RAM

# Retargeting



## About:

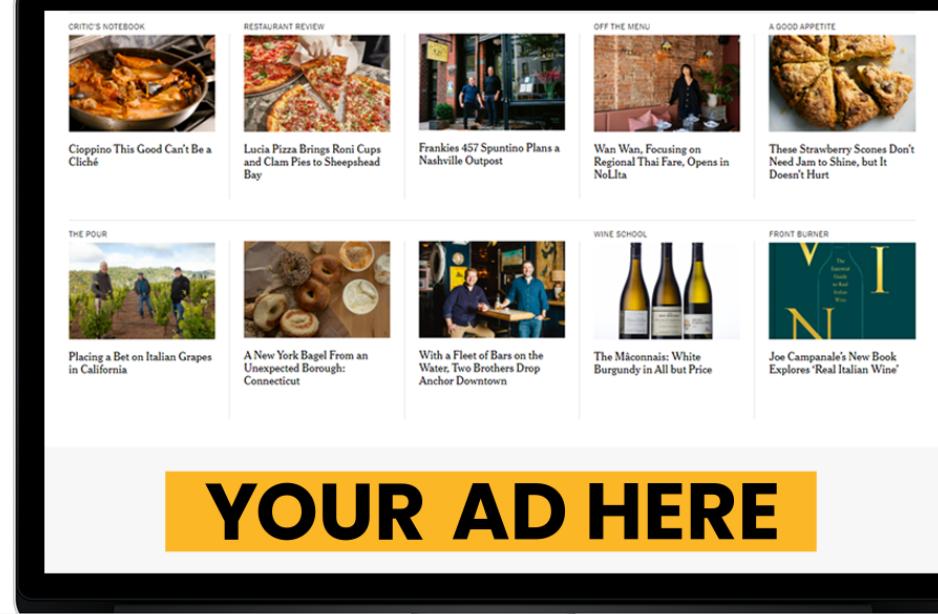
**Retargeting** is an extremely resourceful method of digital advertising. Do you ever shop online for a pair of shoes, or look for a vacation rental on a travel site? The next thing you know, ads for that company will follow you seemingly everywhere! That's exactly what retargeting is.

With retargeting, you will have the ability to place your advertisement in front of anyone who has previously engaged with RAM's website. Due to the nature of RAM's business, our reachable visitors primarily consist of: restaurants, bars, caterers, food trucks, the dining public and all of the necessary vendors in between. Simply put, **RAM visitors are now your audience for retargeting with ads.**

## How It Works:

Since your audience is already defined, our software will follow those users and deliver your ads as they visit different websites.

Design your advertisements to the specs listed on this page. Because retargeting campaigns are usually long periods of time, we require that your ad is designed at all three sizes. If you'd prefer, we can design your ad for an additional fee. Select your price point and desired amount of views. RAM will then send you a digital dashboard to track the campaign results in real time.



*\*\*With retargeting, your ad will follow an audience to their favorite websites*

Pricing:	Ad Views:	Duration:
\$2,100	60,000	1-3 Months
\$4,500	150,000	2-3 Months
\$7,500	300,000	3+ Months

## Ad Design Specs:

Horizontal Banner: 728W x 90H

Callout Box: 300W x 250H

Skyscraper: 160W x 600H

*\*\*Don't have ads? RAM's design team can create your ad package for \$250.*

# Geofencing



## About:

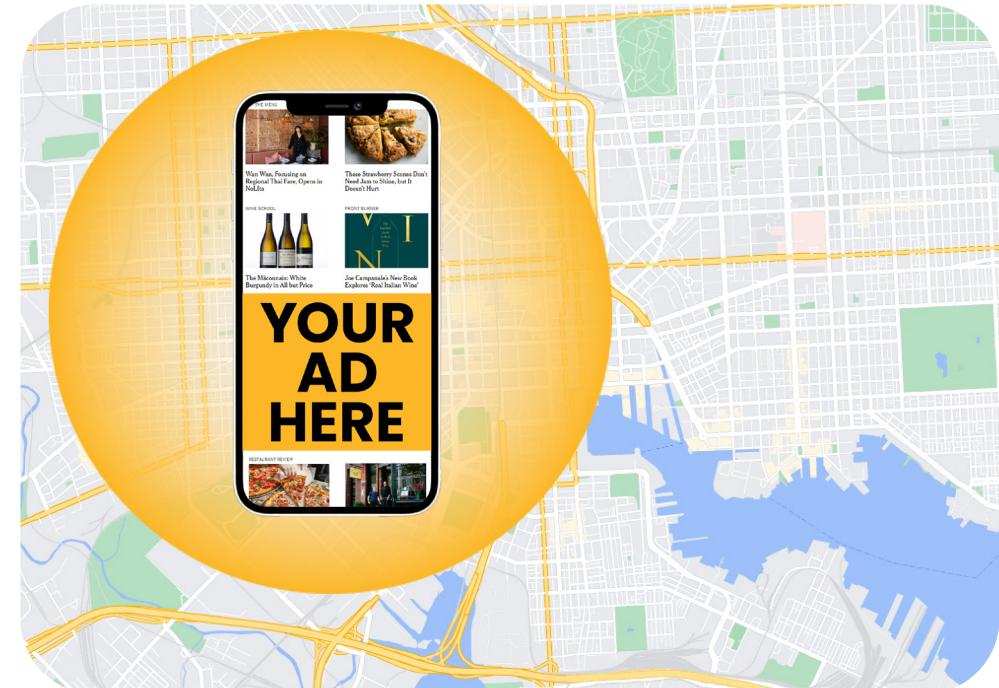
**Geofencing** is exactly what it sounds like: building a virtual “fence” around a specific location and serving digital ads to everyone who steps inside this area, even briefly. Facebook and Instagram offer this type of advertising. Direct mail is also similar, in that a business will send coupons to everyone within a certain radius (usually 2-3mi). This option is ideal for a grand opening or an event.

Geofencing does not require that your audience share any common interests, rather, focuses exclusively on proximity. **If you prioritize a viewer's location, geofencing is the way to go.**

## How It Works:

Determine the location and size of your virtual “fence”. Our software can target an area as small as three city blocks, or as large as 10 miles in diameter. Active web users within the designated area will see your ad as they visit different websites.

Design your advertisement to the specs listed on this page. Because geofencing campaigns are usually shorter periods of time, we only require one ad size. If you'd prefer, we can design your ad for an additional fee. Select your price point and desired amount of views. RAM will then send you a digital dashboard to track the campaign results in real time.



\*\*With geofencing, your ad will appear when people are within your “fenced” area

Pricing:	Ad Views:	Duration:
\$250	5,000	3+ Days
\$500	15,000	5+ Days
\$1000	35,000	7+ Days

## Ad Design Specs:

Callout Box: 300W x 250H

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# RAM Website + Newsletter



## About:

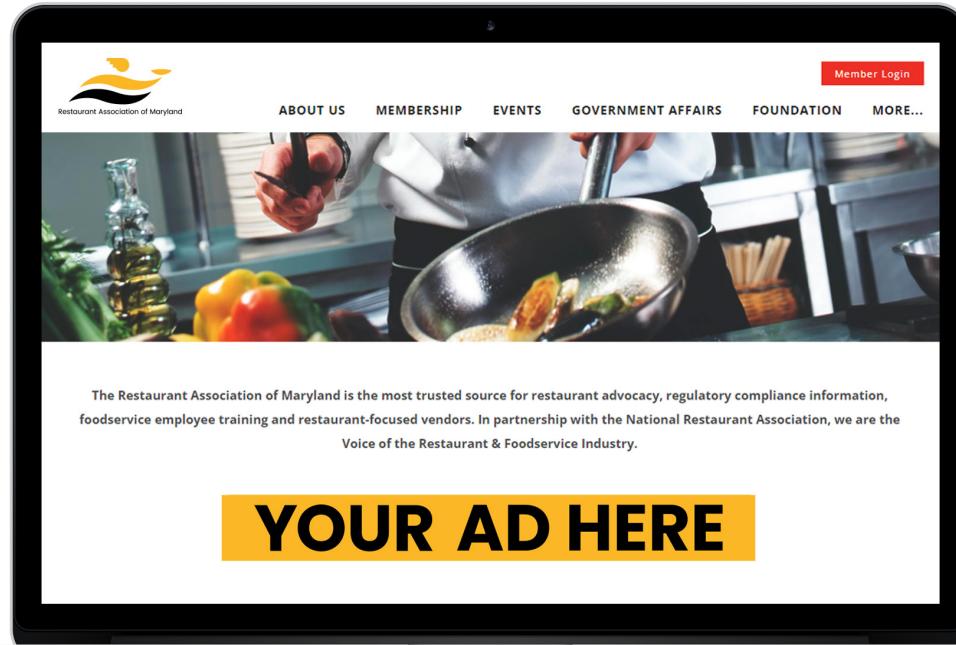
In addition to our marketing software, RAM also offers static advertisements on our website pages and through our bi-weekly member newsletter. Our website reaches the aforementioned audience, consisting of the foodservice industry and dining public, while our newsletter is distributed twice per month to our current members. You have the option of choosing between RAM website advertising, newsletter advertising, or both.

Unlike retargeting or geofencing, your ads will only be listed through RAM's internal sources. **This is our most personal option for advertising.**

## How It Works:

Determine the RAM platform(s) and length of time you would like to advertise with us. Our audience will see your ads when they visit our website and open our newsletter emails.

Design your advertisements to the specs listed on this page. Because RAM advertising options are completely flexible, you determine the style and size of your ads. If you'd prefer, we can design your ad for an additional fee. Select your price point and desired duration. Once completed, RAM will send you statistics to review the success of your campaign.



*\*\*With RAM website and newsletter advertising, we share your ad on our platform*

Pricing	Type	Duration
\$350	Home Page	1 Month
\$200	Other Page	1 Month
\$500	Newsletter	4 Mailings

### Ad Design Specs:

Horizontal Banner: 728W x 90H  
Callout Box: 300W x 250H  
Skyscraper: 160W x 600H

*\*\*Don't have ads? RAM's design team can create your ad package for \$250.*