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CORPORATE SALES

ADVERTISING OPTIONS

STATIC ADS vs. DYNAMIC ADS

STATIC ADS	DYNAMIC ADS
User Initiates	Action, Event or Behavior Driven
Flat Fee per Month or Year	CPM Pricing
Very Low Cost	Slightly Higher Cost But Hyper Targeted
Fully Interactive	Fully Interactive
Auto-Renews Each Interval	Auto Replenishes
Includes Admin Functions	Includes Admin Functions
Real Time Stats	Real Time Stats
Cancellable Prior to Any Renewal	Cancellable Prior to Any Renewal

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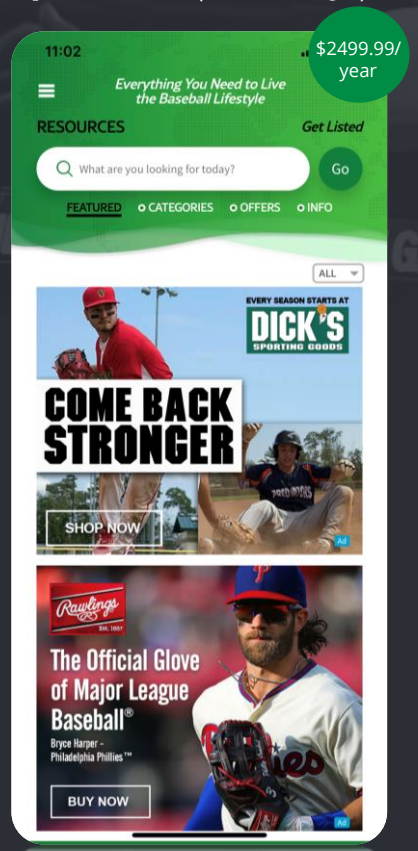
CORPORATE SALES

AD/LISTING TYPES - STATIC

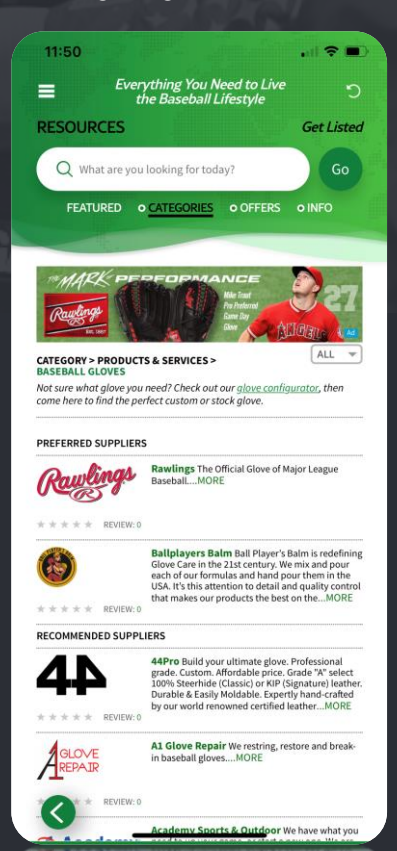
Rate Card rates shown – subject to change for PG sponsors or strategic partners

Sponsor Ad (Main Page)



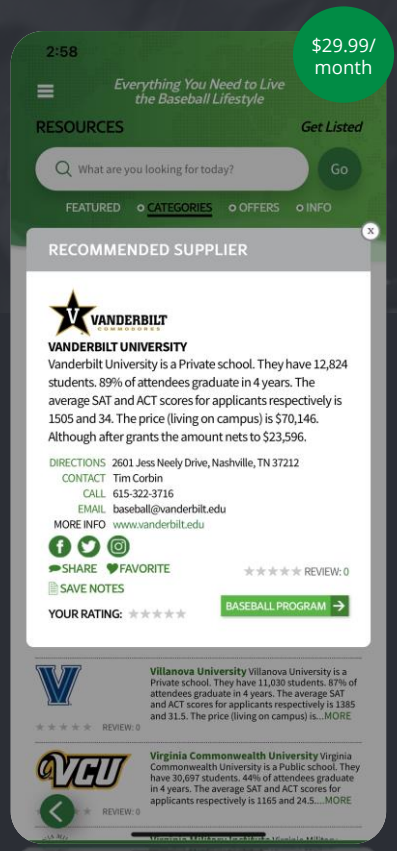
Highest Visibility and Limited Positions Available

Listing Page



Listings Prioritized by Type of Ad, then Alpha Approx. 200 Categories

Recommended Listing



Default Listing – Base Ad (Vast Majority of Listings)

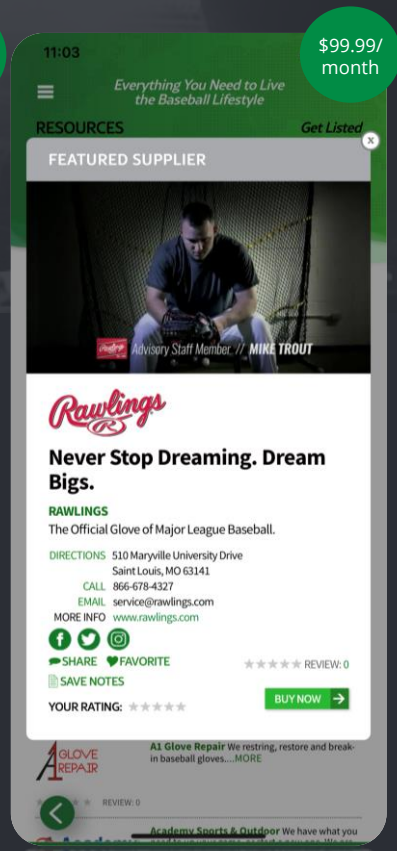
Upgraded Listing

Adds Slideshow (up to 9 Images max)

Preferred Listing

Adds Half Page Custom Photo/Ad

Featured Listing



Adds Video – (player pops out to full screen)

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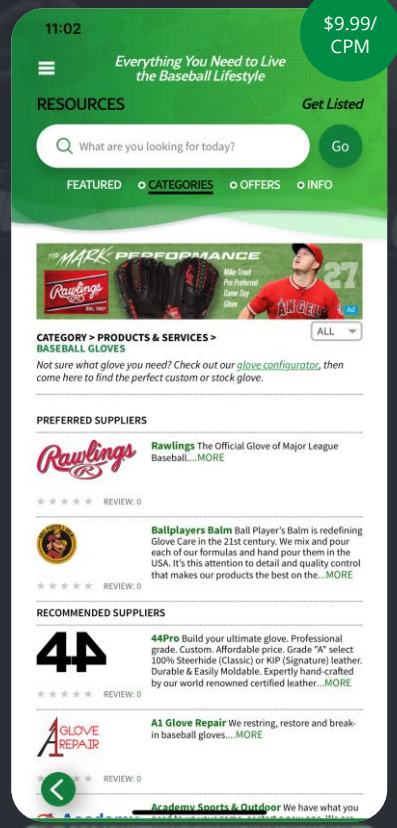
AD/LISTING TYPES - DYNAMIC

Rate Card rates shown – subject to change for PG sponsors or strategic partners

Leaderboard Banner

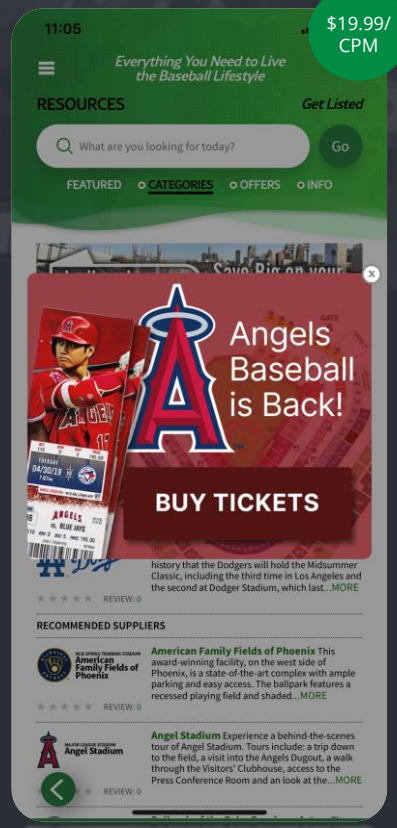
$9.99/ CPM



Targeted by **Category**
Position **Rotates**

Half Page Banner

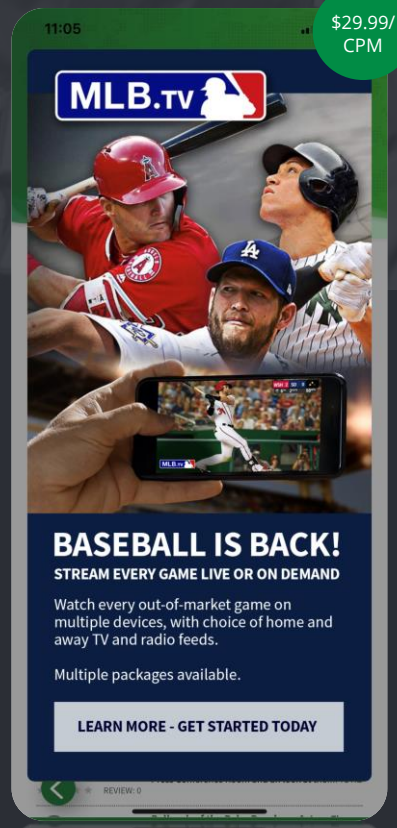
$19.99/ CPM



Targeted by **Category**
Pops-Up; Position **Rotates**

Interstitial Image

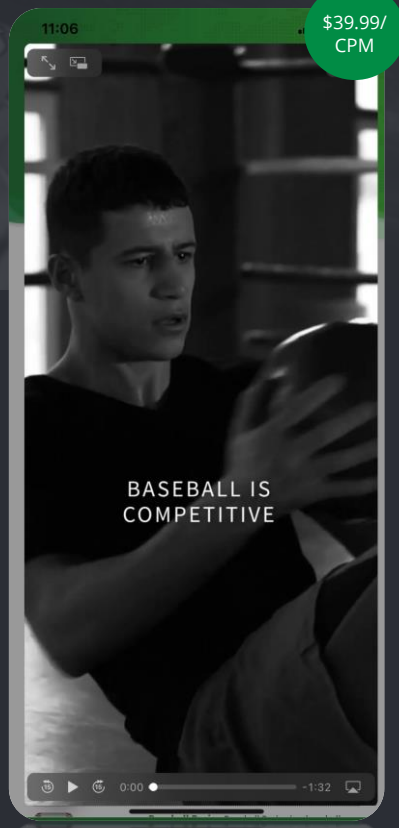
$29.99/ CPM



Targeted by **Category**
Pops-Up; Position **Rotates**

Interstitial Video

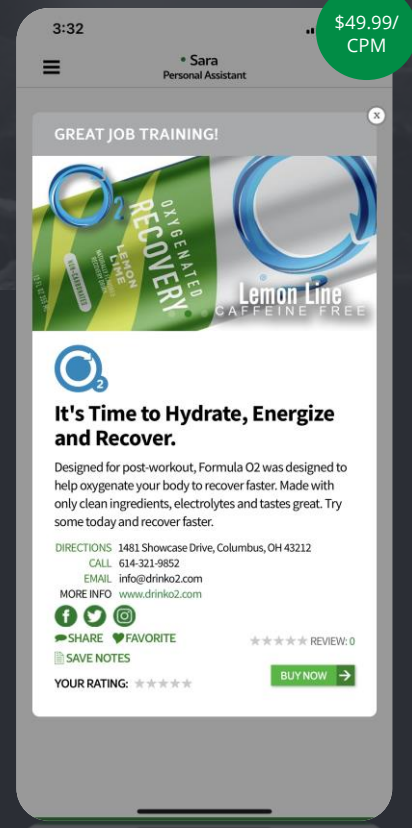
$39.99/ CPM



Targeted by **Category**
Pops-Up; Position **Rotates**

Special Pop-Up Ad

$49.99/ CPM



Triggered by **Activity, Events, Behavior**
Pops-Up; Position **Rotates**

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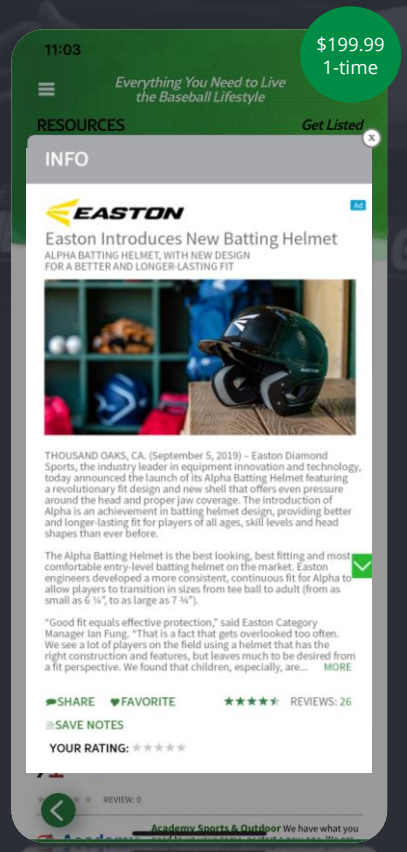
CORPORATE SALES

AD/LISTING TYPES - CONTENT

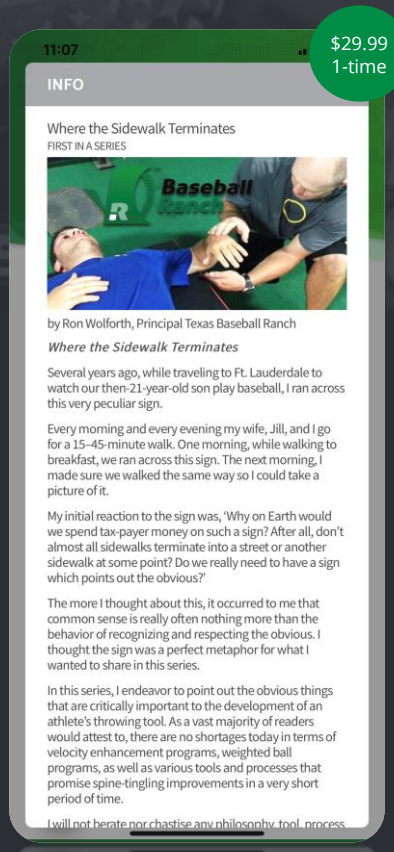
Rate Card rates shown – subject to change for PG sponsors or strategic partners

Paid Content



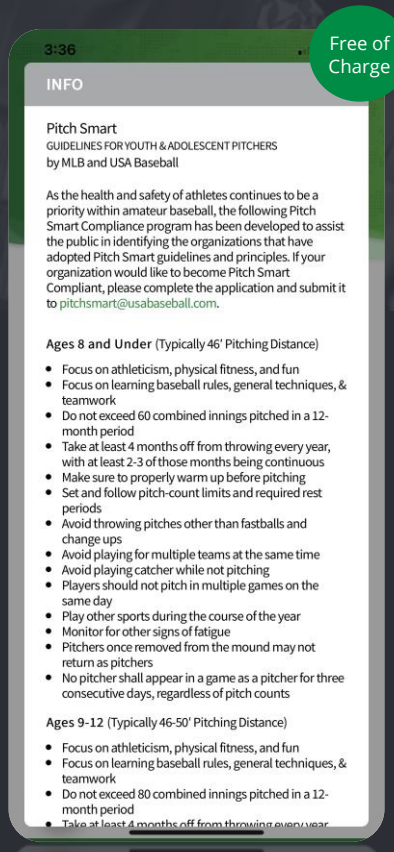
Purely Commercial Interest
One Time Fee
Includes Logo

Byline Content



Moderate Commercial Interest
Lower One Time Fee

Subject Content



No Commercial Interest
Free of Charge

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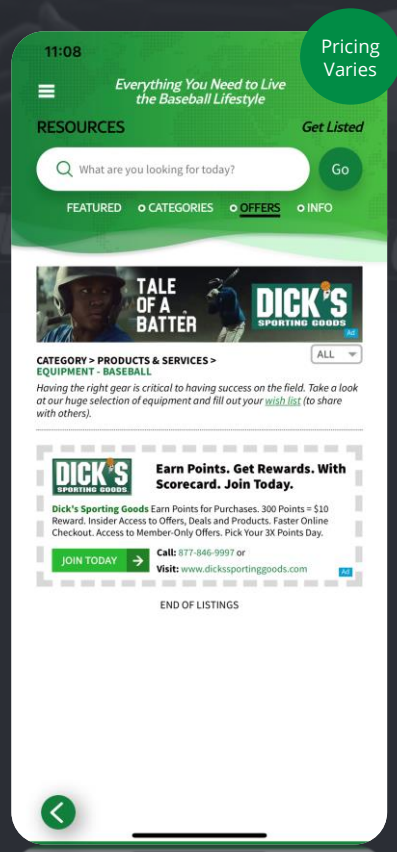
CORPORATE SALES

AD/LISTING TYPES – OTHER
OFFERS, EMAIL + TEXT BLASTS

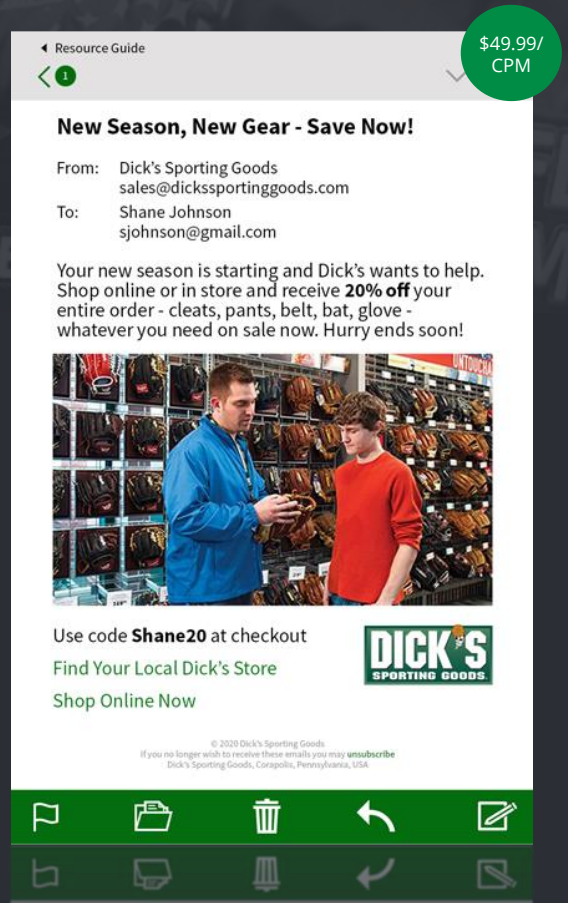
Rate Card rates shown – subject to change for PG sponsors or strategic partners

Offers



Provides Value to Customers
Discounted Rate or Free

Email Blasts



Dedicated Blast to PGD Customers
Limited Weekly Slots Available
CPM Pricing

Text Blasts

Dedicated Blast to PGD Customers
Limited Weekly Slots Available
CPM Pricing

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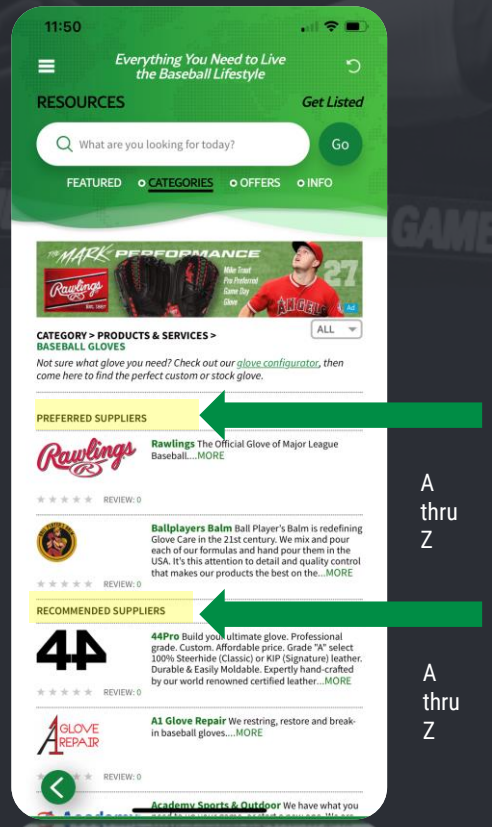
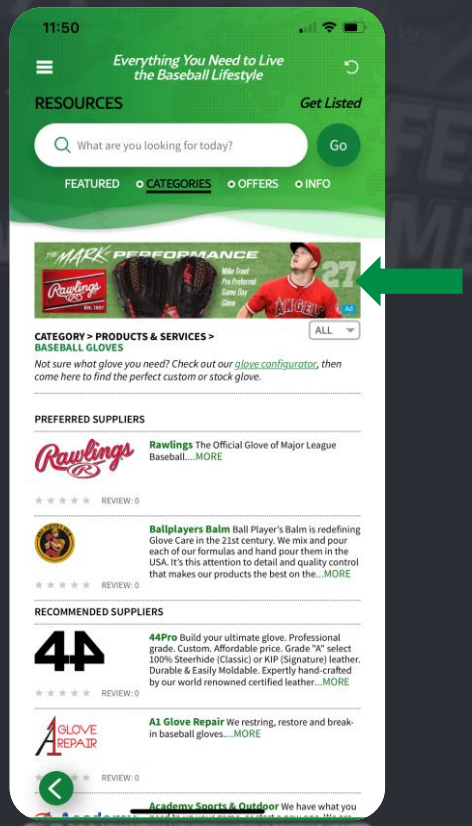
AD LISTING PLACEMENT + PRIORITIZATION

Static Ads



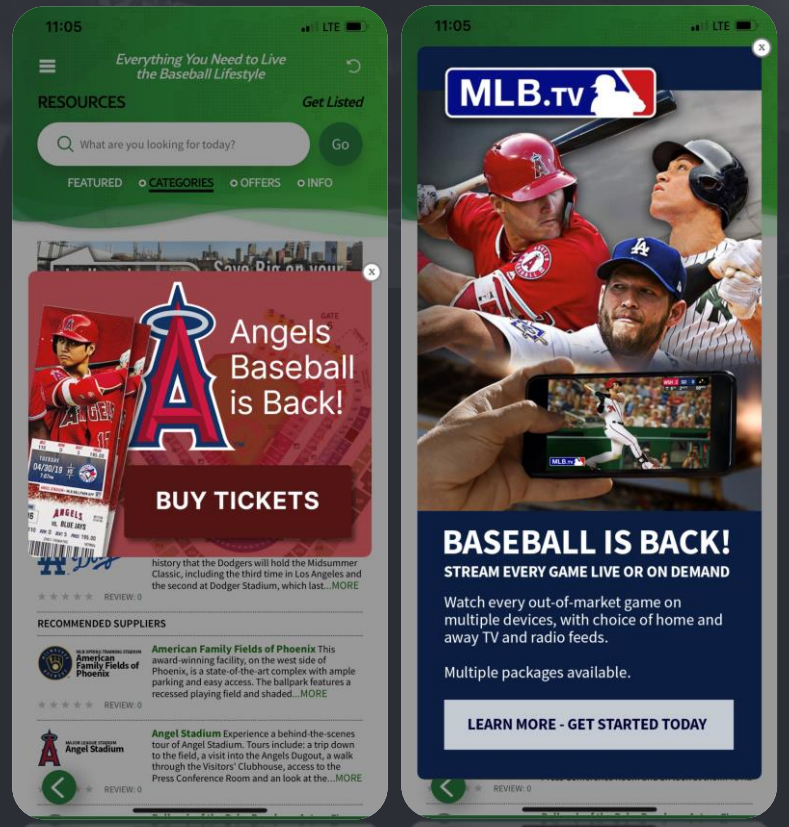
Static Ads are placed in either the **RECOMMENDED** section (Alphabetically) or **PREFERRED** section (in order of AD TYPE (then Alphabetically)

Leaderboard Banners



Rotated at the top of a Category (up to a max of 5 categories per ad) and/or Main Sections

Half Page Banner + **Interstitial** Full-Page Ads



Pop-Up; Rotated by Category (up to a max of 5 categories per ad

Special Pop-Up Ads

Served Up Once Per Customer Per Activity, Action, Event or Behavior

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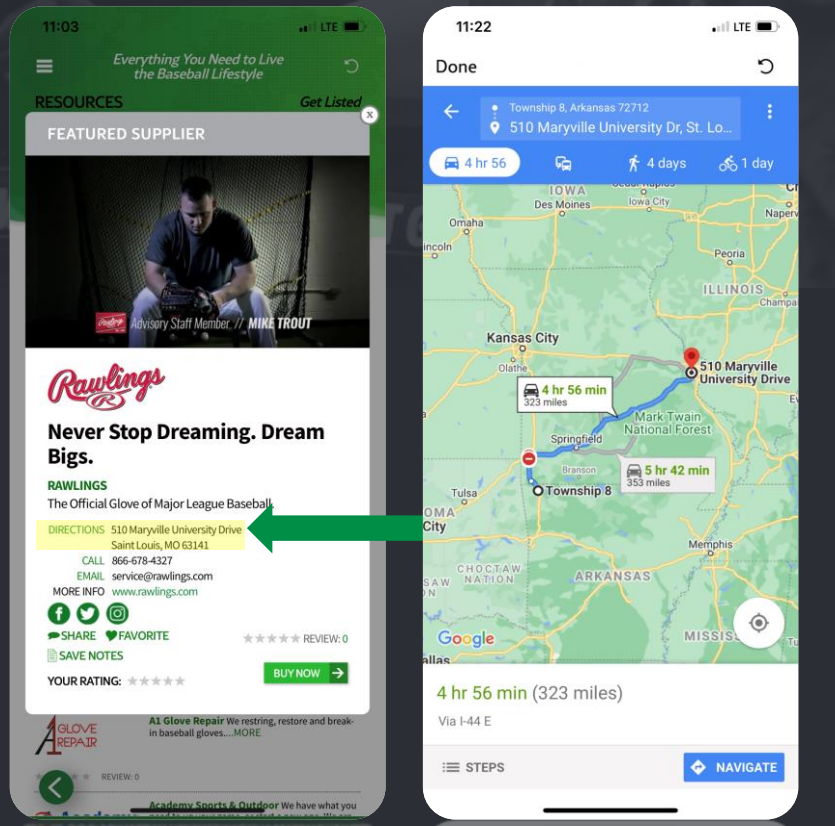
CORPORATE SALES

INTERACTIVE FEATURES

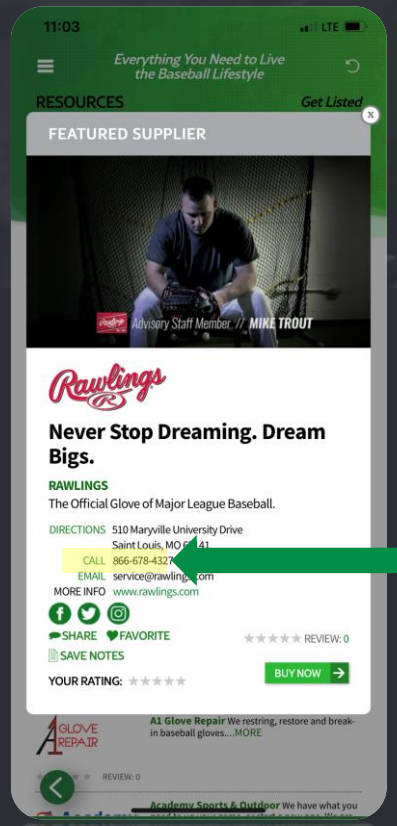
(ALL ADS EXCEPT SPONSOR + BANNERS)

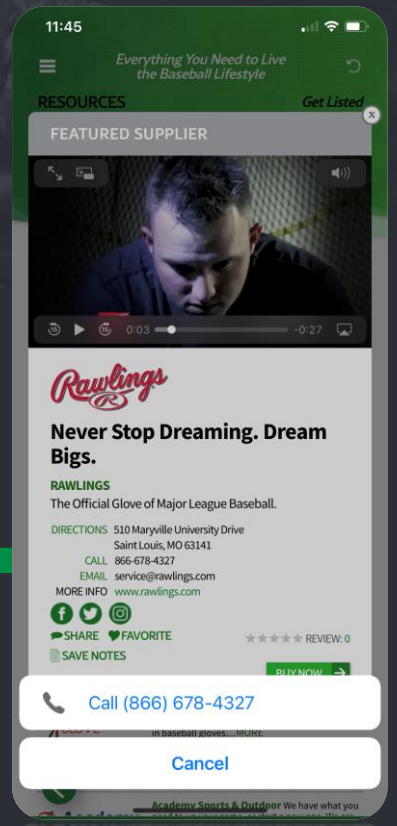
Directions/Address



Uses address on file and/or geolocating to provide directions

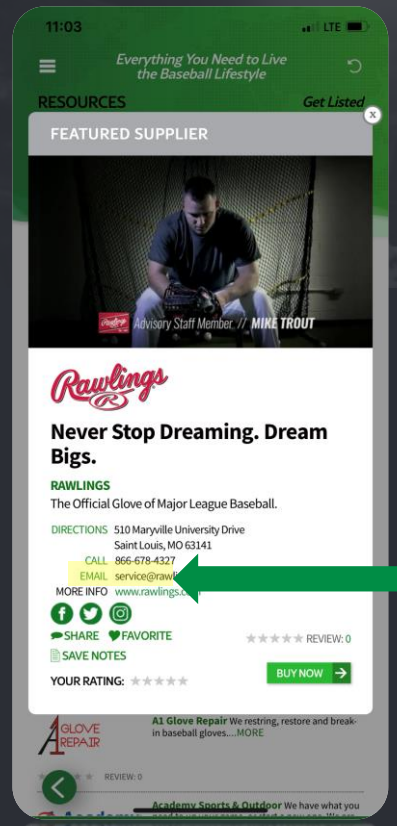
Call

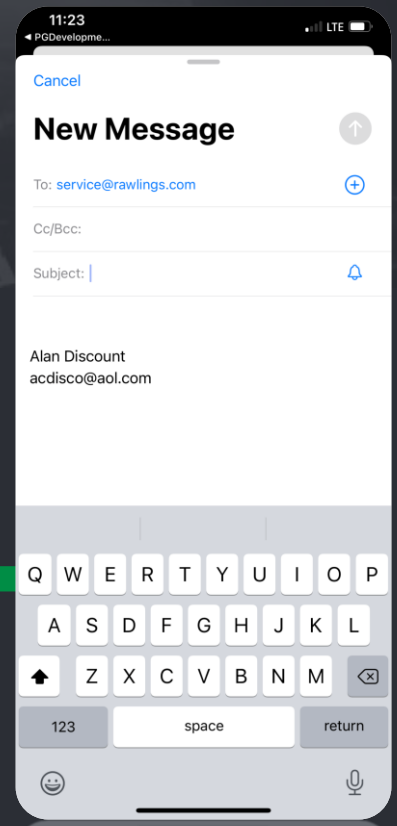




Initiates phone call with just a tap

Email





Opens and pre-populates email client

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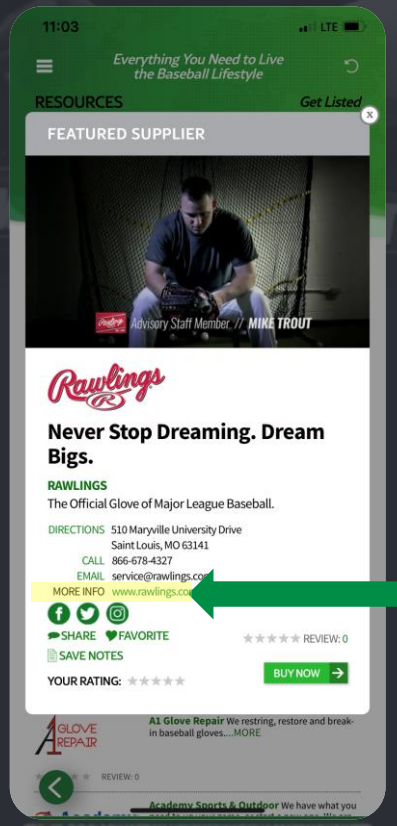
CORPORATE SALES

INTERACTIVE FEATURES

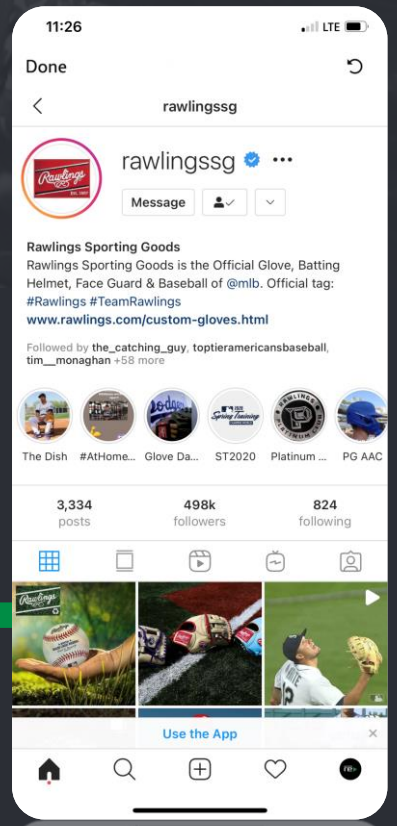
(ALL ADS EXCEPT SPONSOR + BANNERS)

More Info



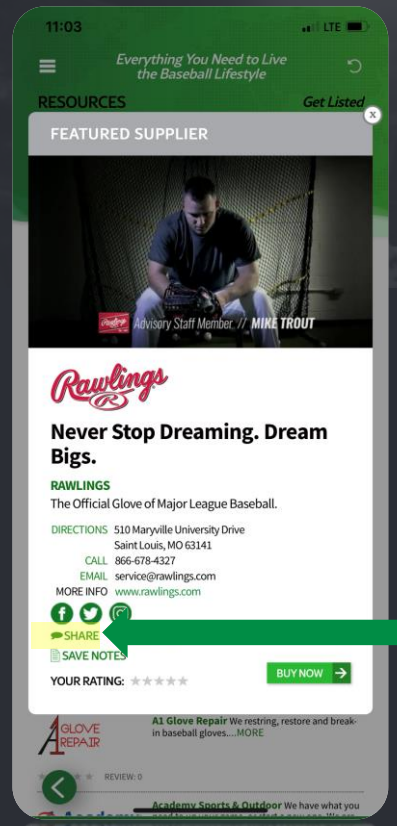
Uses proprietary in-app browser to link to website

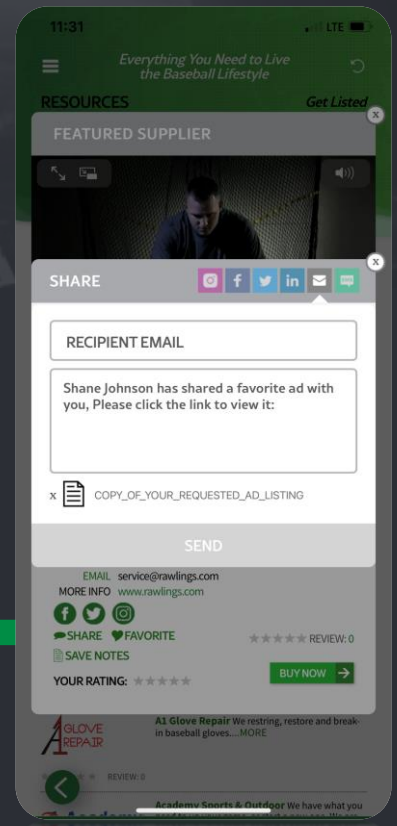
Supplier's Social Media



Uses proprietary in-app browser to link to social media (FB, TW, IG)

Share





SMS Text, Email or post to user's Social Media (viral opportunity)

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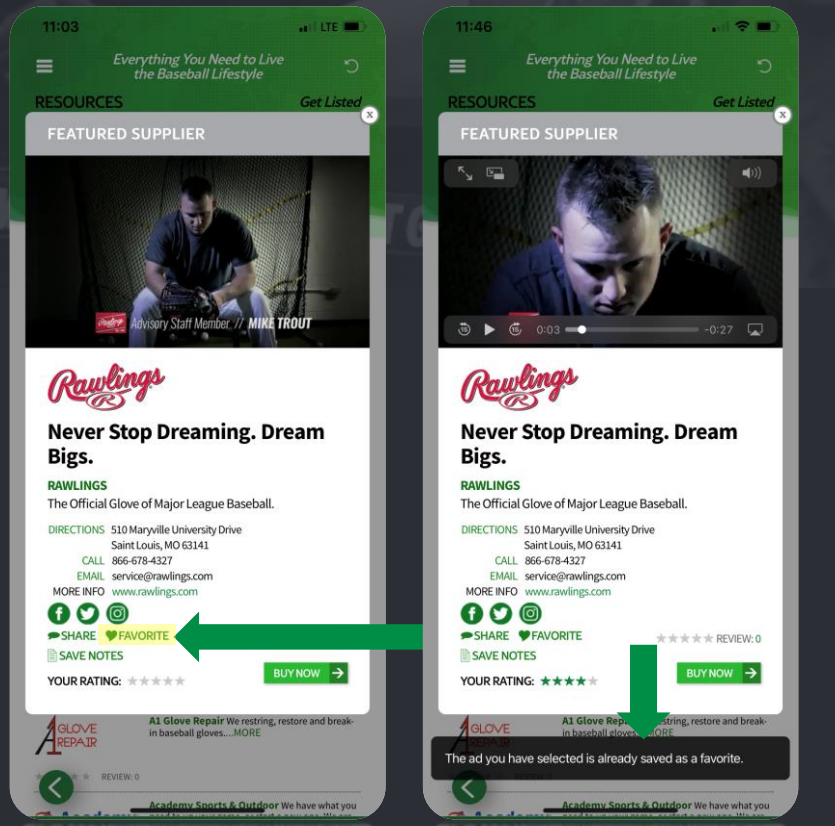
INTERACTIVE FEATURES

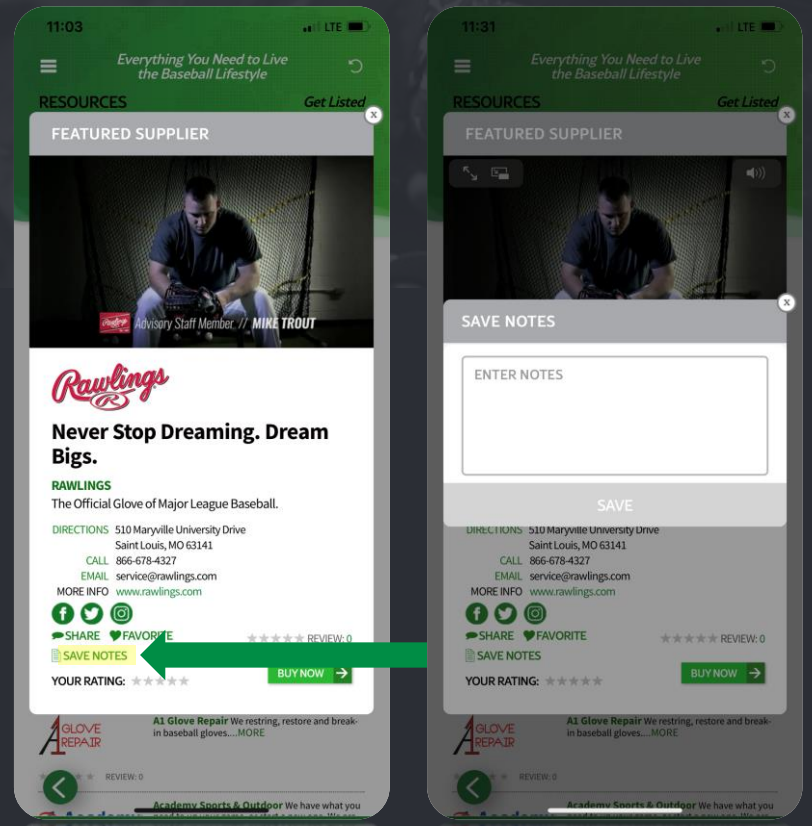
(ALL ADS EXCEPT SPONSOR + BANNERS)

Favorite



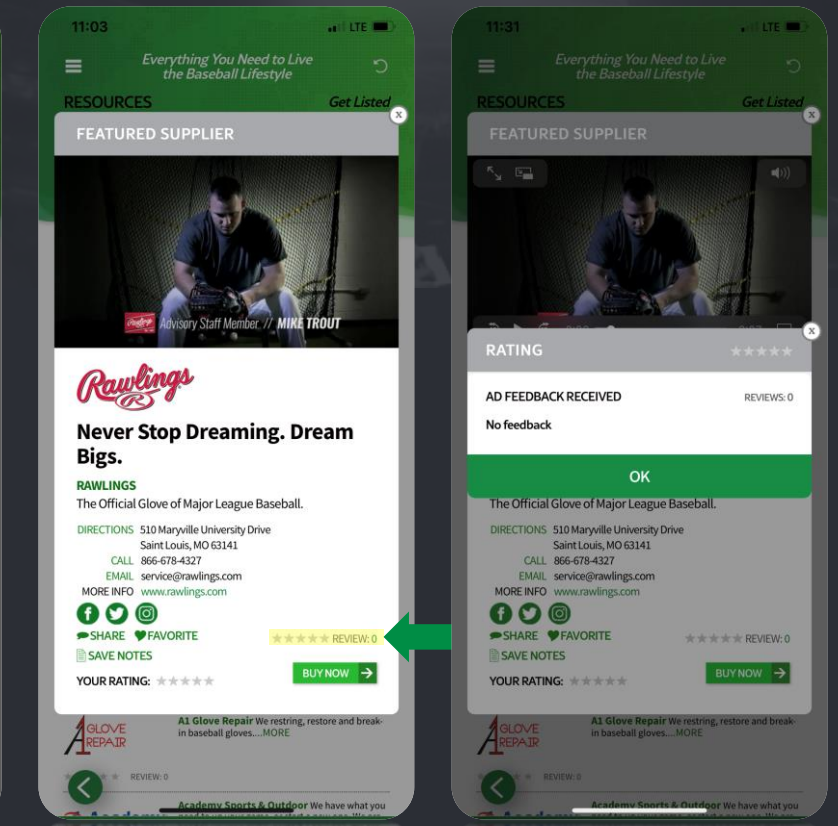
Saves to user's Favorites page for easy future reference

Save Notes



Saves notes to user's Favorites page for easy future reference

Reviews



See other user's ratings and reviews (moderated)

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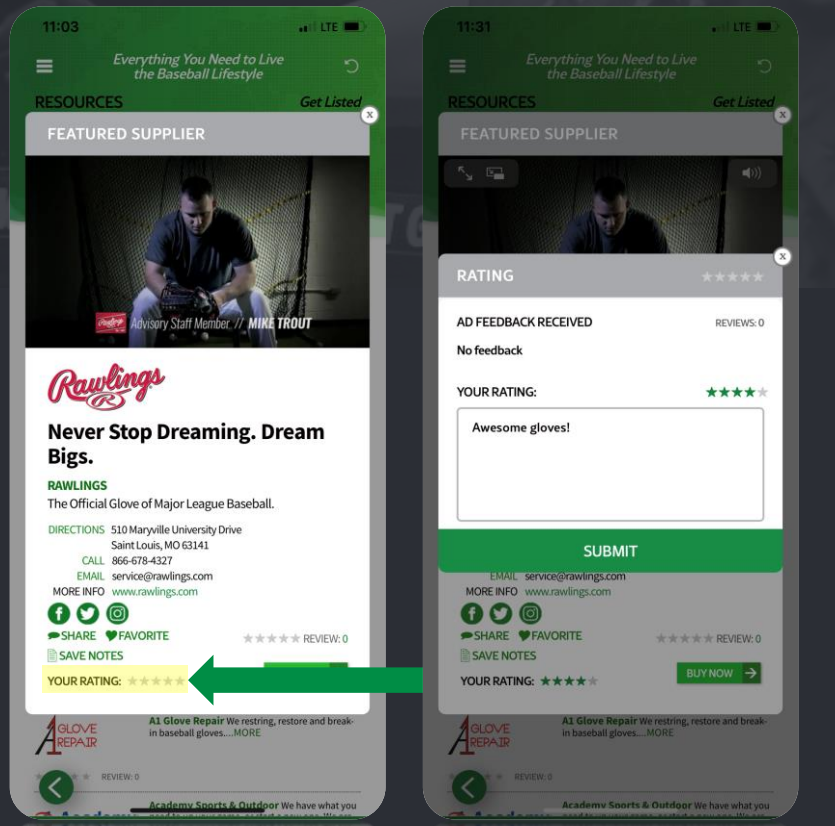
INTERACTIVE FEATURES

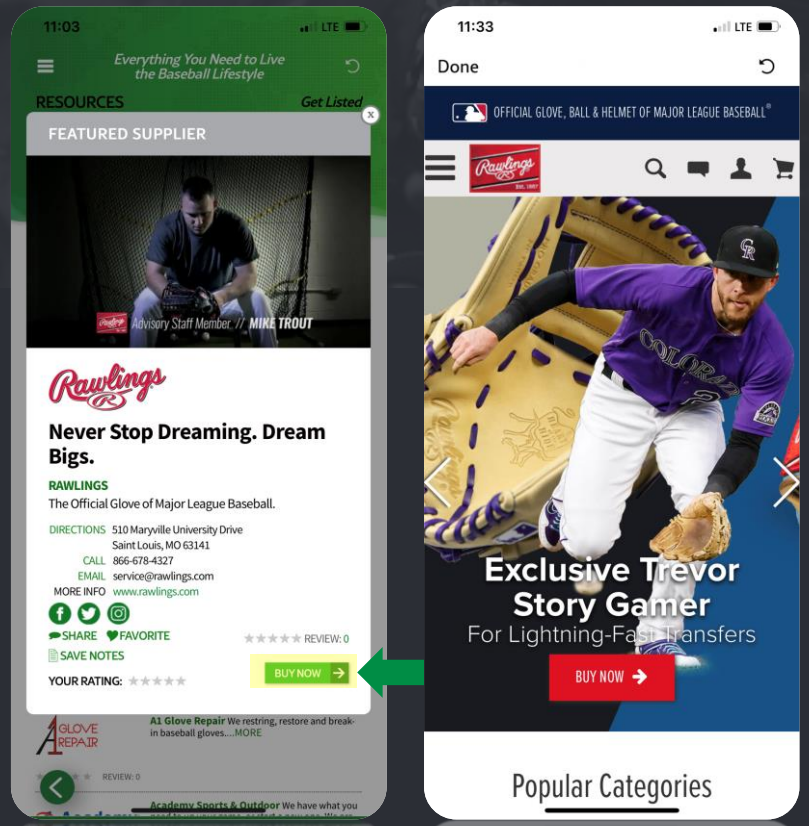
(ALL ADS EXCEPT SPONSOR + BANNERS)

Your Rating



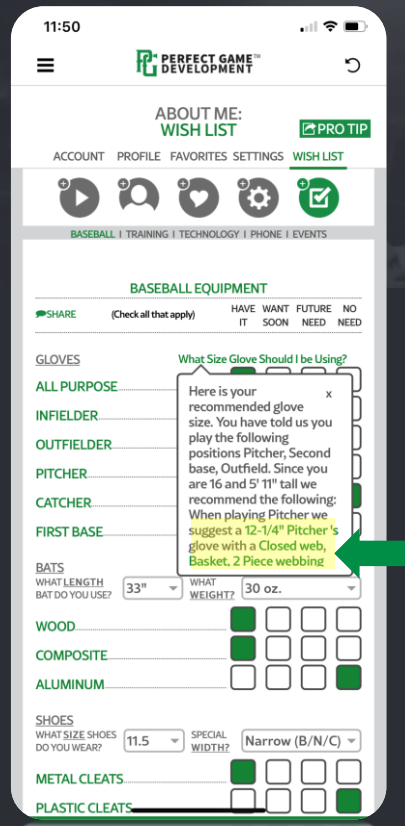
Each user may enter a rating and post their own review (moderated)

Call-to-Action Button



Uses in-app browser to drive user to purchase, find locations, etc.

Tied to App Functions



Custom applications tied to specific app Functionality available

Add to Calendar

Event driven activity can instantly be added to the user's calendar

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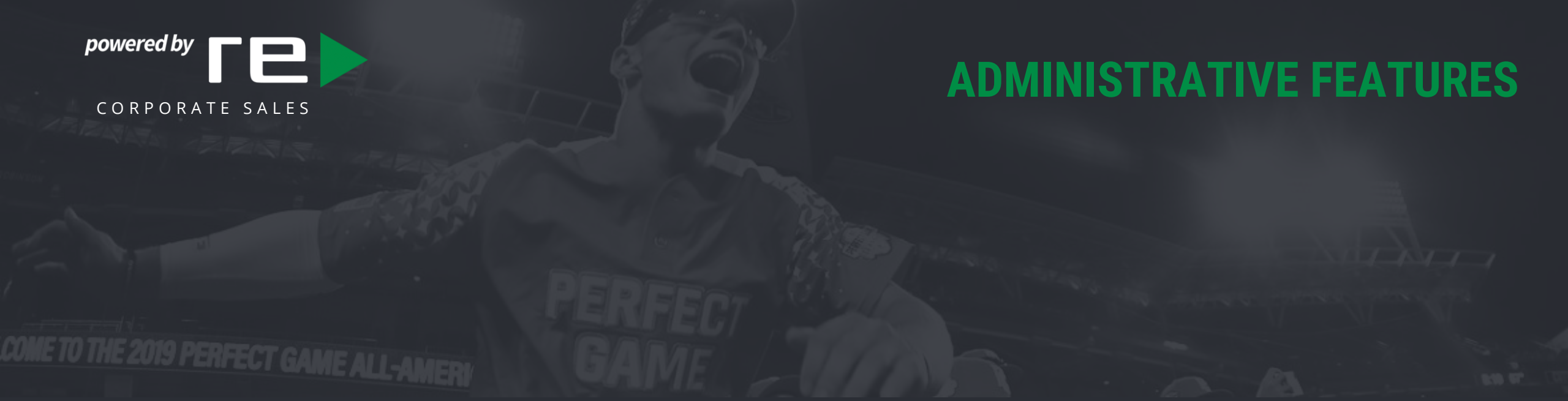

ADMINISTRATIVE FEATURES

- Ads may be placed in up to **5 Categories**
- Up to **10 Keywords** (or Keyword Phrases) Included
- **Search Engine** – Name, Address, Description, Categories, Keywords
- Real Time Ad **Performance Stats**
- **Editing/Upgrading/Cancelling** Capabilities
- Auto-Renewable Payments
  (Multiple Gateways – CC/DC, Check/Savings, PayPal)
- We review (to ensure compliance with our publishing guidelines),
  approve and release all ads before they go into the app