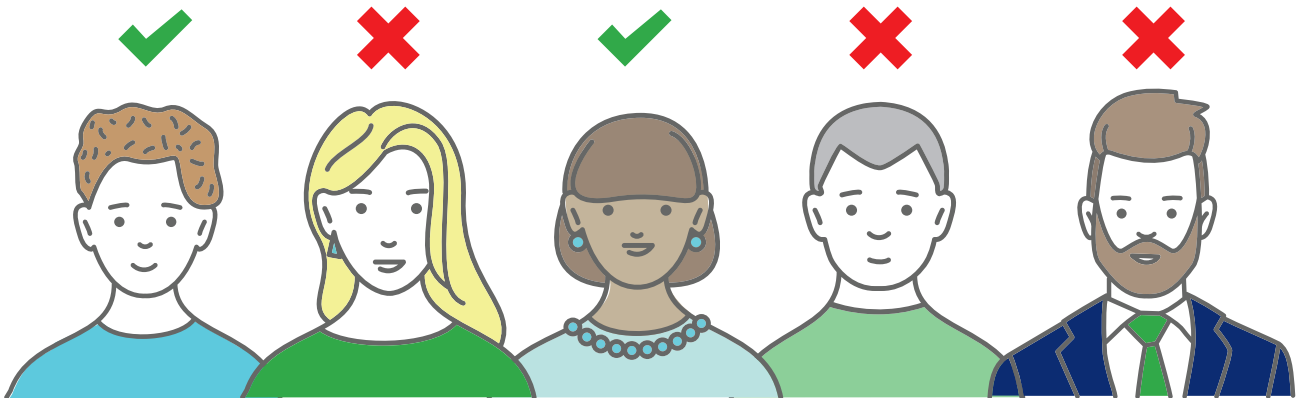


# Maximize reach and frequency to your intended audience

You want them? We'll find them, wherever they are. Broad-based advertising has no targeting capabilities, uses one generic ad message and is blanketed across one, large audience on redundant sites. **District Administration's** High-Yield Digital Ad Targeting strategy ensures your ads speak directly to your audience and are viewed on the trusted sites your defined targets frequent...with zero wasted dollars.

### Campaign Strategy:

- Define audience segments using your identifiers (job function, decision-making role, geo targets) to create specific segments.
- Match defined audience segments to our DA audience (1st party users) and look-alike profiles (3rd party users).
- Engage users with ad creative off-portfolio on brand-safe partner sites.
- Deliver a high number of impressions at a lower CPM.



According to Businesswire, location-specific digital ad campaigns are 20x more effective than traditional banner ads that are not location-based. Focus your digital ad budget where it can make the most impact.

**For more details and to customize your program, contact:**

East: Rachel Davis 678.521.7584 [rdavis@lrp.com](mailto:rdavis@lrp.com)

West: Paul Milnamow 847.647.0416 [pmilnamow@lrp.com](mailto:pmilnamow@lrp.com)

Vice President of Media Sales, Education Markets:

James Callan 404.353.5276 [jcallan@lrp.com](mailto:jcallan@lrp.com)

[districtadministration.com/media-opportunities](https://districtadministration.com/media-opportunities)