



Nacha Digital Ad Retargeting Campaigns

The Power of Retargeting

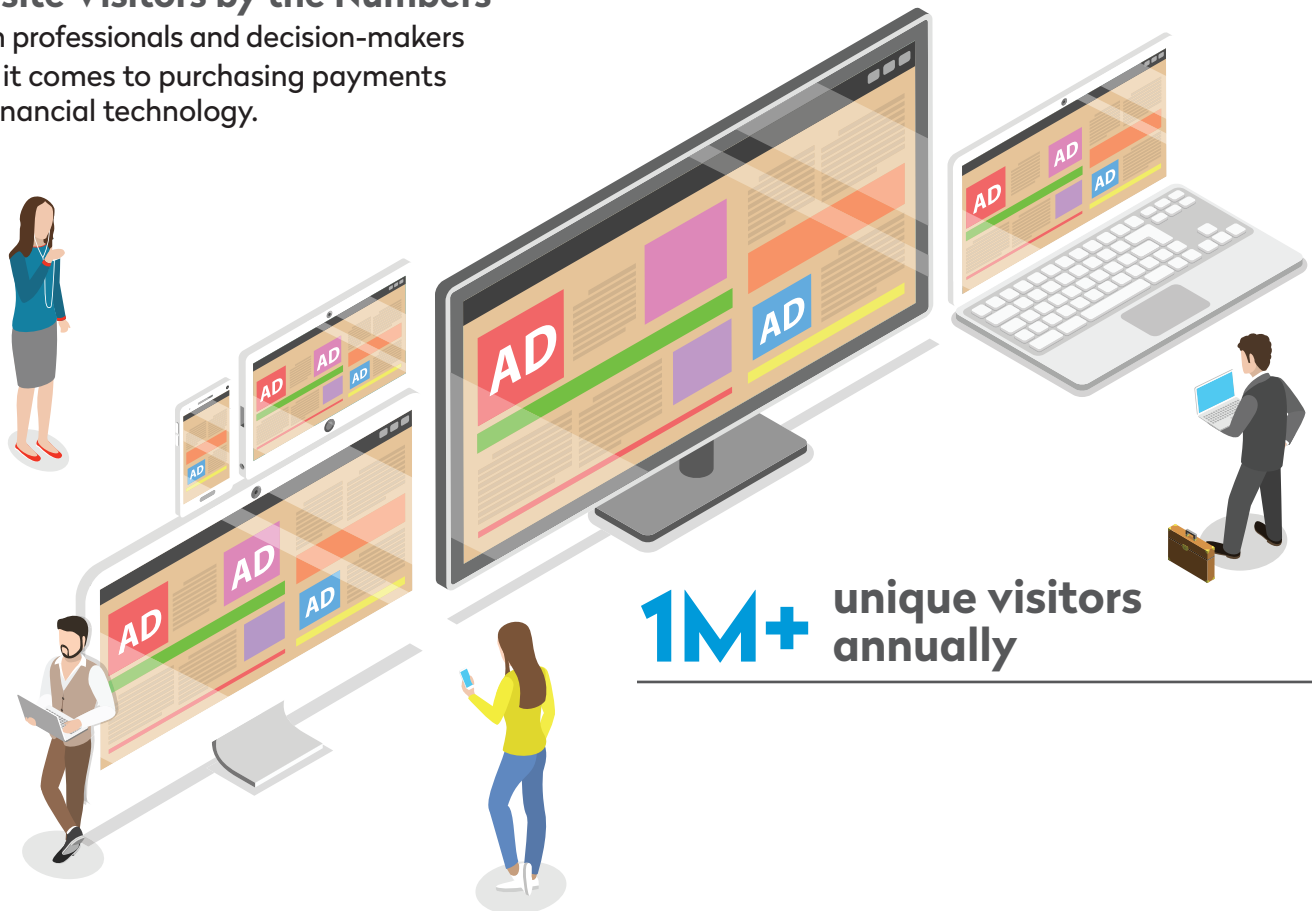
Direct. Intelligent. Trackable. Quantifiable.



INTRODUCTORY OFFER! Get in on the ground floor and become a premiere organization to initiate an intelligent marketing strategy from Nacha. Gain guaranteed digital reach with our website visitors.

Website Visitors by the Numbers

Reach professionals and decision-makers when it comes to purchasing payments and financial technology.



1M+ unique visitors annually

3.8M+ pageviews collected in 2019



The Power of Ad Retargeting

We are not kidding! Direct results.

How it Works

Retargeting uses cookies to track visitors of one site and reach those same visitors with ads on other sites. Now you can retarget and **advertise directly** to Nacha website visitors year-round!

1



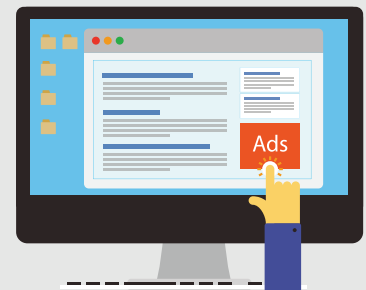
New and returning visitors come to the Nacha website.

2



Your ad campaign is activated and when a site viewer leaves our website, their unique identifier (cookie) allows your ad to be displayed.

3



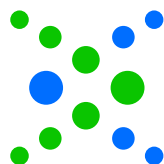
Your ads are served to potential customers on thousands of websites they visit in their normal online daily browsing.

Quality Website Traffic - Delivered!

Ad retargeting directs sustained, specific exposure to the exact qualified audience you're trying to reach. No more guessing whether or not your ads are reaching the right people or if they're being seen by your potential customers.

Quantifiable ROI

Detailed analytics and reporting allow you to see your ad campaign results in real time, including number of times your ad has been seen, number of clicks on your ad, and the geographical locations of where your ad has reached.



NachaTM

Reserve now. Limited quantities available!
Leverage this marketing tactic for your event exposure.

Campaign	Duration	Impressions	Qty Available	Introductory Rate
Quarter Program	3 months	50,000	6	\$5,000
Half Year Program	6 months	100,000	4	\$9,000

Digital Ad Sizes & Specifications

To get started, submit these three digital ad sizes in .jpg or .gif images only; no flash. Animated .gif images are also accepted.

728 x 90 pixels

300 x 1050
pixels

*(animated GIFs
only)*

160
x
600
pixels

300 x 250
pixels

970 x 250 pixels
(animated GIFs only)

970 x 90 pixels *(animated GIFs only)*

For questions, contact Holly Price, hprice@nacha.org • 703-561-3960

INSERTION ORDER

Nacha 2020 Web Retargeting

Advertiser Information

Return this form to secure your digital ad retargeting position.



1. Sign-up for one of our retargeting campaign options

Sign-up	Campaign Options	Duration	Impressions	Introductory Price
	Quarter Program	3 months	50,000	\$5,000
	Half Year Program	6 months	100,000	\$9,000

☐ Please add this option and bill to our company's current billing contact.

2. Include contact information. (All fields are required)

Advertiser Name: _____ Ad Agency: _____
(if applicable)

Contact Name: _____

Contact Title: _____

Address: _____

City: _____ State: _____ Zip/Postal: _____

Country (if not US): _____

Phone: _____ Email: _____

By signing below, advertiser gives consent to ads being used for retargeting campaigns on their behalf. Advertiser indemnifies Nacha and its associates/partners against any losses or liabilities that could arise from this advertising. I also authorize the fees to be paid by my company as outlined above.

Signature: _____ Date: _____

MATERIALS SHOULD BE EMAILED TO: cblevins@nacha.org. Ads must arrive no later than seven business days before the desired run date.

ACH/EFT *Preferred* (non-wire, Domestic)	Online/Phone	Check	Wire (International)
M&T Bank UPIC Rtn: 021052053 UPIC Acct: 59058945	Login: nacha.org -or- Call: 703-561-1100 All major credit cards accepted	Nacha Attn: Accounting 2550 Wasser Terrace Ste. 400 Herndon, VA 20171	Call: 703-561-3954 for instructions

For More Information

Nacha

Attn: Sales Department • Phone: 703-561-3901 • Fax: 703-787-0996 • Herndon, VA 20171