Nacha Digital Ad Retargeting Campaigns
The Power of Retargeting

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.
Reserve now. Limited quantities available!

*Leverage this marketing tactic for your event exposure.*

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Duration</th>
<th>Impressions</th>
<th>Qty Available</th>
<th>Introductory Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter Program</td>
<td>3 months</td>
<td>50,000</td>
<td>6</td>
<td>$5,000</td>
</tr>
<tr>
<td>Half Year Program</td>
<td>6 months</td>
<td>100,000</td>
<td>4</td>
<td>$9,000</td>
</tr>
</tbody>
</table>

**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
Advertiser Information

Return this form to secure your digital ad retargeting position.

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

<table>
<thead>
<tr>
<th>Sign-up</th>
<th>Campaign Options</th>
<th>Duration</th>
<th>Impressions</th>
<th>Introductory Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter Program</td>
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</table>

☐ 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.

For More Information

Nacha

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

ACH/EFT *Preferred* (non-wire, Domestic) Online/Phone Check Wire (International)

M&T Bank Login: nacha.org -or- Call: 703-561-1100
UPIC Rtn: 021052053 Nacha Attn: Accounting
UPIC Acct: 59058945 2550 Wasser Terrace Ste. 400
All major credit cards accepted Herndon, VA 20171
Login: nacha.org -or- Call: 703-561-3954
Call: 703-561-3954 for instructions