

# DEZMEN SERVERS



[fb.com/dezmenserv](https://fb.com/dezmenserv)



[@dezmen\\_serv](https://twitter.com/dezmen_serv)



[@dezmen\\_serv](https://www.instagram.com/dezmen_serv)

MIA MENDEZ 828-555-5555

# WHO WE ARE

## DELIVERING PRIMETIME ADVERTISING FOR TODAY'S DIGITAL WORLD



### INNOVATION DRIVEN

AT DEZMEN, WE WORK TO STAY ON TOP OF THE LATEST TECHNOLOGY TO MAKE SURE WE ARE REPRESENTING YOUR BRAND IN THE BEST WAY POSSIBLE TO DRIVE TRAFFIC TO YOUR SITE.



### TRUSTED PARTNER

WITH DEDICATED SUPPORT TEAMS AND 5 YEARS OF EXPERIENCE, DEZMEN WORKS CLOSELY WITH ADVERTISERS AND PUBLISHERS TO HELP THEM MAXIMIZE THEIR CAMPAIGNS & INTEGRATIONS.



### AWARD-WINNING

THE AWARDS WE'VE RECEIVED AT DEZMEN SERVERS SPEAK FOR THEMSELVES. FROM WINNING AD WEEKS MEDIA PLAN OF THE YEAR AWARD TO RECEIVING THE 2020 MOBILE EXCELLENCE AWARD.

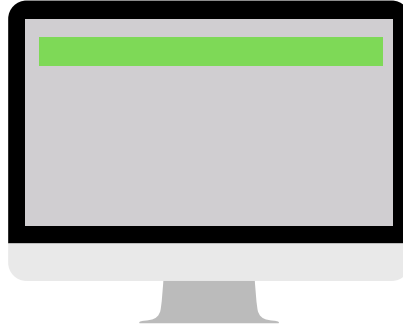
# ADVERTISEMENT SIZES

SKYSCRAPER



160 X 600

LEADERBOARD



728 X 90

MED RECTANGLE



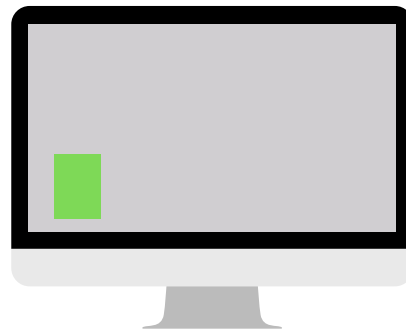
300 X 250

BILLBOARD



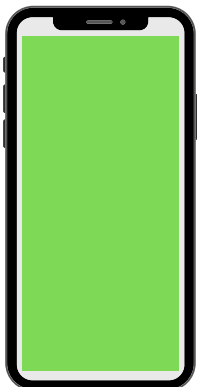
970 X 250

20 X 60



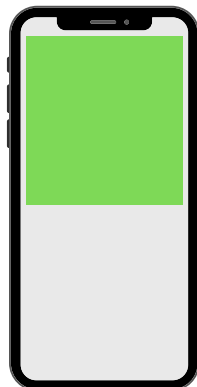
120 X 60

FULL PAGE



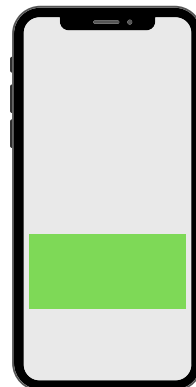
320 X 480

1/2 PAGE



300 X 240

RECTANGLE



300 X 100

BANNER



300 X 50

# RATE CARD

## CPM PRICING MODEL

### DISPLAY AD UNITS

Leaderboard	\$8.50 / 1,000 impressions
Billboard	\$10.00 / 1,000 impressions
Skyscraper	\$7.50 / 1,000 impressions
Medium Rectangle	\$10.50 / 1,000 impressions
20 x 60	\$12.00 / 1,000 impressions

### MOBILE AD UNITS

Full Page	\$9.00 / 1,000 impressions
1/2 Page	\$4.50 / 1,000 impressions
Rectangle	\$3.00 / 1,000 impressions
Banner	\$2.25 / 1,000 impressions

# FLAT PRICES PER IMPRESSIONS

## CPM PRICING MODEL

### RATES FOR SITES OVER 1,000 IMPRESSIONS

#### DISPLAY

LEADERBOARD - \$150

WIDE SKYSCRAPER - \$250

MED RECTANGLE - \$150

20 X 60 - \$100

#### MOBILE

HALF PAGE - \$150

FULL PAGE- \$250

RECTANGLE - \$150

BANNER - \$100

### RATES FOR SITES UNDER 1,000 IMPRESSIONS

#### DISPLAY

LEADERBOARD - \$100

WIDE SKYSCRAPER - \$250

MED RECTANGLE - \$150

20 X 60 - \$50

#### MOBILE

HALF PAGE - \$100

FULL PAGE- \$200

RECTANGLE - \$100

BANNER - \$100

# FREQUENCY PLAN

## GOALS OF THE PLAN

By placing one or more advertisements on the same websites, you are increasing the average number of impressions Cedar Point would receive. With repeated advertisements, you are increasing your brand awareness and making people more inclined to visit.

## FREQUENCY

### YOUTUBE/ SNAPCHAT

DISPLAY	COST PER WEEK	# OF WEEKS	COST
SKYSCRAPER	\$250	5	\$1,250
20 X 60	\$100	5	\$500
HALF PAGE	\$150	5	\$750
RECTANGLE	\$150	5	\$750

TOTAL COST (PRE CPM): \$3,250

# ADVANTAGES OF THE MEDIUM

## HUGE USER BASE

The average person now spends more than six hours a day online. The number for teens is only getting higher and as far as getting people to Cedar Point goes, this is the place you want to be. If you want your ad where the most people are, working with Dezmen Servers is the way to go.

## TARGET YOUR AUDIENCE

Instead of sending your ad to thousands of people, few of who might actually be interested, we help you concentrate on the people who have already expressed interest in the product.

## ANALYTICAL FEEDBACK

After a campaign runs, at Dezmen Servers we offer premiere analytics that can show us exactly who saw our ads. Whether its their demographic information, where they saw them, what interests they have, or even how much money they make.

## LOW COST

Online advertising is inexpensive in the age of digital first. A basic advertisement could have a CPM of about \$1.00.

## ADS LINK TO BUSINESS

The best thing about online advertising is hands down the direct linkage to your business. A customer can easily go straight from an advertisement they've seen to purchasing a ticket to visit Cedar Point.

# PUBLISHERS





# AWARDS



**ADWEEK**  
MEDIA PLAN  
OF THE YEAR



**MMA**  
MOBILE MARKETING ASSOCIATION  
**SMARTIES**



Mobile  
Excellence  
Awards



TOP 25 MOBILE  
PARTNER  
2020  
**TUNE**