



Targeted Educator Web Advertising

Highly Targeted Web Ads to Complement Your Multi-Channel Digital Marketing Strategy

Take the Guesswork Out of Web Advertising With Guaranteed Targeting!

Increase your advertising ROI with a solution that serves your ad to a known educator every time.

TARGETED EDUCATOR WEB ADVERTISING WILL HELP YOU...

Maximize your advertising dollars. Gone are the days when you had to compete for limited ad space on a few relevant websites, waiting for the right people to view your ad there. MDR's Targeted Educator Web Advertising gives you guaranteed placement in front of your specific educator audience.

Launch or augment your multi-touch digital marketing strategy. Now more than ever, education marketers need to utilize a multi-channel approach to reach educators online, and MDR's web advertising solution is equally effective as either a complement to your existing online campaign or a low-risk first step into digital marketing.

Broaden your online reach and target your audience with precision. Backed by our extensive research on teachers' online preferences and buying behaviors, Targeted Educator Web Advertising gives you the capability to reach them wherever they go online. Our deep educator database gives you the power to segment your audience with the same precision you've come to rely on in your direct mail and email campaigns.

MDR'S WEB ADVERTISING: PART OF A WINNING COMBINATION OF ONLINE MARKETING TOOLS

"Today more than ever, you need to utilize a multi-channel approach with your digital marketing strategy, and the Targeted Educator Web Advertising solution is a perfect complement to a comprehensive campaign. MDR is committed to offering our customers a full spectrum of marketing tools and resources, and our targeted web ads will allow them to reach educators through this channel with the same precision segmentation and targeting that they do with direct mail and email lists. Combined with our email solutions and social marketing program, MDR's web advertising creates a comprehensive and highly effective multi-touch digital marketing strategy."

– Christopher Ziemnicki
MDR Senior Director of Product Development

BENEFITS

- **Real-Time Optimization:** Your ad runs on a best-in-class ad platform that provides information on the campaign's performance—such as which sites are generating the most ad clicks—and the campaign is refined accordingly while still in progress.
- **Ongoing Reports:** You receive up-to-the-minute reports throughout your campaign so you can review your ad's performance and see firsthand how the optimization process unfolds.
- **Brand Security:** Your brand safety is just as important to MDR as it is to you. Ads always run on trusted sites and never next to inappropriate content. You can provide inclusion or exclusion lists for your campaign as well.
- **Easy Integration:** MDR's Targeted Educator Web Advertising solution can be integrated with existing web ad programs by utilizing third-party tracking tags or even third-party ad serving. Customers simply identify the target audience and the specifics of campaign delivery, and MDR does the rest.

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Take Advantage of MDR's Extensive Research on Educators

Our comprehensive multi-channel digital marketing solutions—including web advertising—were created with the insights gained from four decades of exclusive focus on the education market.

At MDR, we've done our homework to learn how teachers use the web, and the result is a keen understanding of educators' online preferences and buying behaviors.

Our research shows that teachers use the web like everyone else—for work, home, family, and social connection. Our Targeted Educator Web Advertising solution was created to connect you with teachers at all of these points, not just when they're using the web for teaching information and classroom resources.

How Does Targeted Educator Web Advertising Work?

Exclusive to the education industry, MDR's cutting-edge "implicit targeting" method ensures your ad is served to the right audience, wherever they go on the web.

Implicit targeting utilizes specific institution and individual demographics to find educators on the web and then serves them with web banner advertising. This is unique in contrast to conventional web ad offerings where companies purchase ad space on an education-related website and wait for their target market to visit and view their ads.

When prospects come online, our implicit targeting system identifies them as educators and, using information from our deep database, categorizes them into segmented audiences. Once your specific target is identified on the web, your ad can be served to them on any site they visit, expanding your campaign's reach far beyond a static placement.

Selecting Universes

Choose from familiar selects to get the precision segmentation you've come to expect from MDR:

Institution

- Grade Ranges
- School/College/Library/Day Care Type
- School/District Size
- Title I

Personnel

- Highest Degree Completed
- Job Title
- Job Group
- Subject/College Discipline Taught

Pricing

Cost per impression.....\$25/CPM
Segmentation selects..... Free

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Learn more about MDR's Targeted Educator Web Advertising

schooldata.com/MDRWebMarketing.html

