



Digital Advertising Opportunities

Our goal for our website is to show you a return on your online advertising investment, and we provide monthly performance reports for your campaign. We OPTIMIZE our site to drive traffic and ensure high impressions to your online ads. We focus not only on the overall site performance, but on the **engagement** of our site users: How long they spend on the site, how often they visit, and how many pages they view.

Banner ads are attention-getting and brand-building, as well as a cost-effective and simple way to complement your print advertising campaign. You can use a variety of formats in your banner ads, including static, HTML5, expandable, and video.

There's a 40kb max file size for all.

Remarketing

School Bus Fleet also offers remarketing, which is a powerful way to reach customers who have shown interest in a particular subject. It can provide continual brand exposure across many platforms, better targeting, flexible budget, and improved conversion rates.

Top Leaderboard
Size: 728x90
Rate: \$70 CPM

Right Square 1
Size: 300x250
Rate: \$65 CPM

Right Square 2
Size: 300x250
Rate: \$55 CPM

Right Square 3
Size: 300x250
Rate: \$45 CPM

Middle 1
Size: 300x250 or 600x250
Rate: \$55-\$70 CPM

Right Square 4
Size: 300x250
Rate: \$35 CPM

Bottom Leaderboard
Size: 728x90
Rate: \$35 CPM



Rich Media

Prestitial



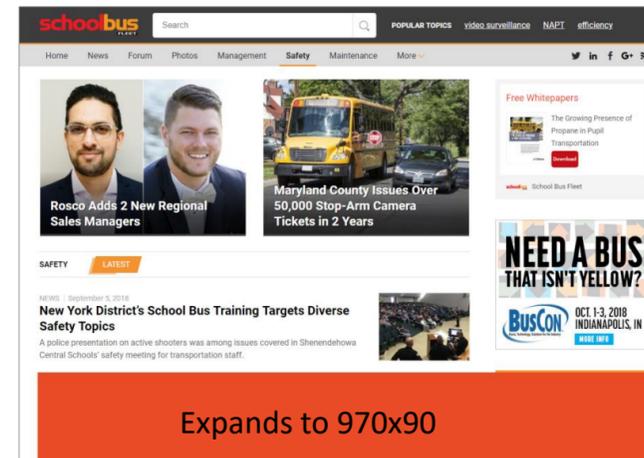
Prestitials are well-known to be high impact and generate very high click rates. A prestitial displays as a full page for 15 seconds whenever a user goes to our site, regardless of which page they enter on. Users are given the option to skip past the prestitial. Rate: \$125 CPM

Page Peel



Page peels engage a user directly with your ad in an interactive way. It starts as a page curl in the upper right corner of the home page. When the curl is moused over, the page peels down to present a 500x500 clickable advertisement. Client provides material, or SBF can assist with creation of the ad. We can track hovers as well as clicks for this position. Rate: \$100 CPM

Push-Up Leaderboard



A push-up leaderboard pops up at the bottom of the page and will display for a period of time, even as the user scrolls. 728x90 or 970x90 sizes are accepted. Rate: \$100 CPM

Outstream Video



Outstream videos allow advertisers to reach prospective customers in a new and exciting way. Your video expands within the content of the page when at least 50% of the video is in view. The video auto-plays while in view and pauses when not, ensuring viewers don't miss out on any important information. Rate: \$125 CPM