

# B2B Bullseye Targeting Program

**For anyone providing financial, legal and insurance services, our program helps you hit the mark on your target market.**

**AUDIENCES AVAILABLE:**

- **C-Suite**
- **Design Firms**
- **Contractors**
- **Government**

Scranton Gillette Communications has been a market-leading business-to-business communications company since 1904. The company, and its sister company, SGC Horizon, proudly serve buyers and decision-makers across important industries through 15 print and digital brands. Tap into our audience to target and build your customer base.\*

By employing our Bullseye Targeting Program, and digital deployment services — paid social media ads, programmatic display ads, video, native ads or email — you can connect your business and services to an audience that is both relevant and engaged.

Choose the audience, the message and the method for maximum marketing ROI.

**BUILDING DESIGN  
+CONSTRUCTION**

**CUSTOM BUILDER**

**CONSTRUCTION  
EQUIPMENT**

**THE  
DIAPASON**

**furniture  
lighting  
&decor**

**iWWD**  
INDUSTRIAL WATER & WASTES DIGEST

**MULTIFAMILY**  
DESIGN+CONSTRUCTION

**PROBUILDER**  
PROFESSIONAL BUILDER

**PROREMODELER**  
PROFESSIONAL REMODELER

**Pro Trade  
CRAFT**  
For Residential Construction Pros

**ROADS&BRIDGES**

**SWS**  
STORM WATER SOLUTIONS

**TRAFFIC  
&TRANSIT**

**WQP**  
WATER QUALITY PRODUCTS

**WWD**  
WATER & WASTES DIGEST

## CONTACT

**Ryan Hanson at 847.391.1059 / [rhanson@sgcmail.com](mailto:rhanson@sgcmail.com) for more information.**

# B2B Bullseye Targeting Program

## AUDIENCES AVAILABLE:

C-Suite.....	186,100
Contractors .....	157,900
Design Firms .....	63,800
Government.....	48,000

## REFINED LIST SELECTION WITH TARGETING BY:

- **Industry**
- **Business size** (# of employees or annual revenue)
- **Geography**
- **Type and frequency of engagement** (added cost may apply)

## MULTIPLE DEPLOYMENT OPTIONS

### Programmatic (CRM Targeting & Retargeting)

Serve your ad (display, video, or native) to our audiences on 3<sup>rd</sup> party sites

### Social Sponsored Post

- Serve your ad (image, video, or carousel) to our audiences on Facebook/Instagram and LinkedIn platforms and/or their partner sites and apps
- Geofencing for events or tradeshow

### Email

Reach our audience with your business' content by email

## MONTHLY REPORTING

(when applicable)  
Impressions, clicks, video views, and 15 sec engagement

Impressions, reach, clicks, video views

Sent, opens, clicks

## PRICING

**Display**  
(\$55 CPM for CRM & \$30 CPM for Retargeting - \$2,500 min. for each)\*\*

**Native**  
(\$75 CPM for CRM & \$40 CPM for Retargeting - \$3,000 min. for each)\*\*

**Video**  
(\$85 CPM for CRM & \$60 CPM for Retargeting - \$3,500 min. for each)\*\*

Facebook/LinkedIn:  
\$2,500 min.\*\*

\$500 CPM  
\$1,500 min.