



CUE Creative offers a range of Online Advertising options as part of an integrated suite of Traditional and Digital Marketing services

# AdPro Online

Professionally Managed Digital Advertising  
from **\$399/month**

## IS YOUR BUSINESS READY FOR...

- ✓ *A Better Return on Your Advertising Budget?*
- ✓ *A Completely Flexible Advertising Solution?*
- ✓ *More Qualified Prospective Customers?*
- ✓ *Better Marketing Intelligence?*

## 4 Reasons Why You Need to Advertise Online



### Greater Reach at Lower Cost

Online advertising is very cost-effective compared with traditional media and can be viewed by millions worldwide, 24 hours a day. Drive more prospective customers to your website even on a limited budget.



### Tailored to Your Needs

Advertise online only as much as required. Choose certain days of the week or particular hours of the day. Pause and restart campaigns as required. You have complete control of your online program.



### Highly Targeted

Zero in on your target market by customizing advertising messages and allocation by location, interests or demographic, ensuring that your ads are seen by the most relevant audience.



### Measurable Results

Unlike traditional advertising, online ad results can be tracked and measured, enabling you to fine-tune your campaign. Learn from your audience and customize your tactics for maximum success.

## LOCAL INSIGHT. DEMONSTRATED EXPERTISE.

CUE Creative offers localized service and intimate knowledge of the Calgary marketplace. Our Online Advertising Services can be integrated with High-Calibre Strategy, Expert Graphic Design, Tailored Content Creation, Custom Video and other marketing services.

*Grow Your Business with these Online Advertising strategies:*



**Search Engine Advertising**

*Paid Search Placements on Google and Bing*



**Display Advertising**

*Visual Ads Displayed Throughout the Web Browsing Experience*



**Remarketing**

*Serve Ads To Your Website Visitors After They Leave Your Site*



**Social Media Advertising**

*Effective Advertising Within Social Networks*

Compare Our Plans & Pricing	LEADING COMPETITORS		CUE CREATIVE	
	YELLOW PAGES	WHITE SHARK	ADPRO	ESSENTIALS
	1 Optimization <b>\$1,224/mo.</b> \$0 Setup Fee 12 month minimum	2 Optimizations <b>\$549/month</b> \$599 Setup Fee No minimum	4 Optimizations <b>\$599/month</b> \$399 Setup Fee No minimum	2 Optimizations <b>\$399/month</b> \$349 Setup Fee No minimum
LOCALIZED STRATEGY			✓	✓
CLIENT INPUT BASED		✓	✓	✓
RESEARCH & ADWORDS SETUP		✓	✓	✓
ADWORDS OPTIMIZATION	✓	✓	✓	✓
ADWORDS MOBILE ADS	✓	✓	✓	✓
CONVERSION TRACKING	✓	✓	✓	✓
CALL TRACKING	Unlimited	200 minutes	400 minutes	300 minutes
REPORTING	✓	✓	✓	✓
ADVERTISING PURCHASE <sup>2</sup>	\$1,000 - \$2,999 <sup>1</sup> per month	\$1,000 - \$2,999 per month	\$1,000 - \$2,999 per month	\$500 - \$999 per month
<b>TOTAL MONTHLY COST:</b>	<b>\$1,613 - \$4,837</b>	<b>\$1,549 - \$3,548</b>	<b>\$1,599 - \$3,598</b>	<b>\$899 - \$1,398</b>

<sup>1</sup> Average fee (38% of total monthly cost) to reach the comparative advertising purchase (62%). <sup>2</sup> Cost of advertising excluding setup, optimization and reporting services.