

Specifications & Pricing

Audigent Creative	Sizes Available	Strategy Recommendation	KPI Recommendation	Requirements
Enhanced Glide	300x250, 728x90, 300x600, 160x600	Awareness	Viewability, Reach	Logo, product image (.PNG), font file, layered PSD file
Amplified Overlay	970x250, 360x640, 300x600	Awareness	Viewability, Reach	Video asset, background image asset, logo, preferred CTA as image, font file, layered PSD file
Enriched Story	300x250, 728x90, 300x600, 160x600	Awareness/ Consideration	Viewability, Reach, CTR	Logo, product image (.PNG), font file, additional background image, layered PSD file
Animated Flipbook	300x250, 336x280	Awareness/ Consideration	Engagement, CTR	Video asset, product image, logo, preferred CTA as image, font file, layered PSD file
Product Boost	645x120, 160x600, 300x600	Consideration	Engagement, CTR	Logo, product image, font file, layered PSD file
Dynamic Carousel	300x250, 300x600, 970x250	Consideration	Engagement, CTR	3 images, logo, font file, layered PSD file

Creative Products Selected (Description of products above)	Cost of Production (Price based on sizes, revisions, and complication of production)	Creative, Production, & Ad Operation Fee	Production Time (Timeline can vary based on production factors)	Minimum Investment (Cost of Production & Fee taken out of Media)	CPM
1	\$800 - \$1,200	\$350	1 - 2 Business Days	\$15,000	\$9.00
2 - 4	\$1,200 - \$2,400	\$500	2 - 4 Business Days	\$25,000	
All Units (6)	\$2,400 - \$3,000	\$500	4+ Business Days	\$30,000	
Cost of Production and fee waived with an investment of \$50,000					