



We can help  
you achieve  
the impossible  
– supporting  
your brand  
image online  
while  
controlling  
your costs

## Contact Us

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## Placement Targeted Advertising Services

### Take Advantage of Highly Targeted Online Advertising

Site targeted advertising allows advertisers to place text, image and video ads on specific web sites that are part of the Google Network. These ads allow an advertiser to select the specific sites they feel are most appropriate to their campaign and brand image, and run their ads only on those sites. This provides access to web pages that may not be keyword relevant, but are strong in supporting brand synergy.

### Control Your Costs

Site-targeted ads are pay-per-impression ads - each time an ad is served, you pay a cost-per-thousand impressions (CPM) amount - based on the prominence and popularity of the sites chosen. And, like pay-per-click advertising, you can manage your overall spend by setting a maximum daily amount. As a leader in online media, Cornerstone will research and recommend the sites that work for both your brand *and* your budget.

### Leverage Your Brand Creative Online

You dedicate significant resources to developing effective and sophisticated creative. Site targeted advertising allows you to benefit from cost savings without sacrificing that investment. With this type of online ad, your creative will take up the entire ad block, giving your brand a significant online presence.

### Limit Your Risk

Targeted site advertising allows you to control your risk - by allowing you to adjust your budget, pause or cancel your campaigns at any time. And, because it's highly measurable, you can adjust your campaigns to better meet your objectives on a real-time basis. As part of our service, Cornerstone will monitor your campaign, provide decision-facilitating reports and make recommendations on which sites are working best to achieve your goals.