

Costs for Design: Pay Per Click Campaigns

No matter the website, product, or services delivered, Glacier Advertising will develop high impact ads with a fantastic CTR! The average CTR on our ads is 11.9%, the average CTR on a user created ad is roughly 8%, our image ads have seen as high as a 21% CTR based on our placement recommendations.

Our designers at Glacier Advertising will work with in house PPC specialists to create the best graphic as well as contextual ads for your company. We base our success on quality clicks (not overall clicks). Targeted low cost keywords are hard to come by, this is why our staff works together on all of your PPC projects to ensure they are done in a timely fashion with great results!

Text Ads: Text ads will not be misleading. They will be very direct and focus on turning a conversion, not gaining a click. As we stated, our success is measured by QUALITY clicks, not overall clicks.

Image Ads: Our licensed images have no royalty fees associated with them, which means after you purchase your ads from us, you will never have another monthly fee (Unless you choose glacier advertising to manage your PPC ads!)

Good to know: Pay Per Click campaigns are a fantastic way to drive traffic to your website, affiliate link, or landing pages – Done properly PPC is not only cost effective, but can be very profitable. We do not advise the average user to take this step, it can not only be costly for clicks, but using the wrong images can ultimately result in a lawsuit!

<u>Keywords</u>	<u>20</u>	<u>50</u>	<u>100</u>	<u>500</u>	<u>1000</u>
1 Text 1 Image	\$125	\$200	\$250	\$300	\$400
2 Text 2 Images	\$200	\$275	\$325	\$375	\$475
3 Text 3 Images	\$275	\$325	\$400	\$450	\$550
10 Text 10 Images	\$800	\$1200	\$1600	\$2000	\$3000

For questions or ordering please call (989) 644 0205 or contact Sales@glacieradvertising.com