



Sponsored Retargeting

Reach Your Audience



Partnered with:



Access ASB's digital audience
with targeted advertising.

INTELLIGENT MARKETING STARTS HERE



Advertising Opportunities

Amplify your brand's exposure by retargeting everyone who visits the ASB website—before, during, and after BakingTECH. Whether they attended the event or not, these users represent a qualified audience of baking professionals actively engaged with the industry's leading resource. Through strategic ad placements across digital platforms, you'll stay top-of-mind with decision-makers as they research solutions, plan purchases, and evaluate partners. It's a seamless way to extend your visibility and generate meaningful engagement with ASBE's community all year long.

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The Power of Ad Retargeting

Why Retargeting?

Our audience becomes your audience with retargeting. Get direct access to ASB's website visitors and retarget them with your brand's ads anywhere they visit online



Stay top-of-mind:

Keep your message in front of our audience year-round.



Boost your event impact:

Reach attendees before and after BakingTECH 2026



Quality Targeting:

Ad retargeting guarantees sustained, specific exposure to the exact qualified audience you're trying to reach. Tap into NCTM's exclusive network rather than relying on broad, generic targeting on common ad platforms.



Quantifiable Results:

Receive detailed reports that allow you to see your campaign results in real-time including impressions, clicks, and geographical locations of ads served.

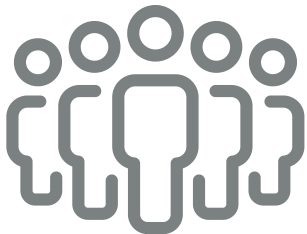


How it Works

Ad Retargeting uses simple Javascript code to identify visitors of **asbe.org** and reach them with ads wherever they go online. By showing relevant, targeted ads to past **asbe.org** visitors, you increase brand awareness and drive online engagement with your ideal customer.

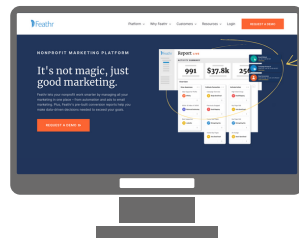
Step 1

Internet users visit ASB's website.



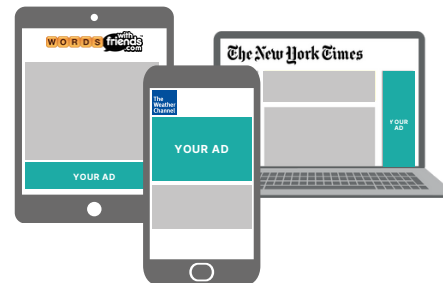
Step 2

The user exits the ASB website.



Step 3

Website visitor sees your ad wherever they go online.



Step 4

Visitor clicks your ad and visits your website or landing page.



Choose Your Campaign

Get started by choosing between one of our three campaign packages.

BASIC
\$1200



VIEWS:
15,000



DURATION:
1 Month

STANDARD
\$2250



VIEWS:
30,000



DURATION:
2 Month

PREMIUM
\$3500



VIEWS:
45,000



DURATION:
3 Month



Reporting

Track results in real-time

Live, shareable report tracks campaign results including:



Number of impressions

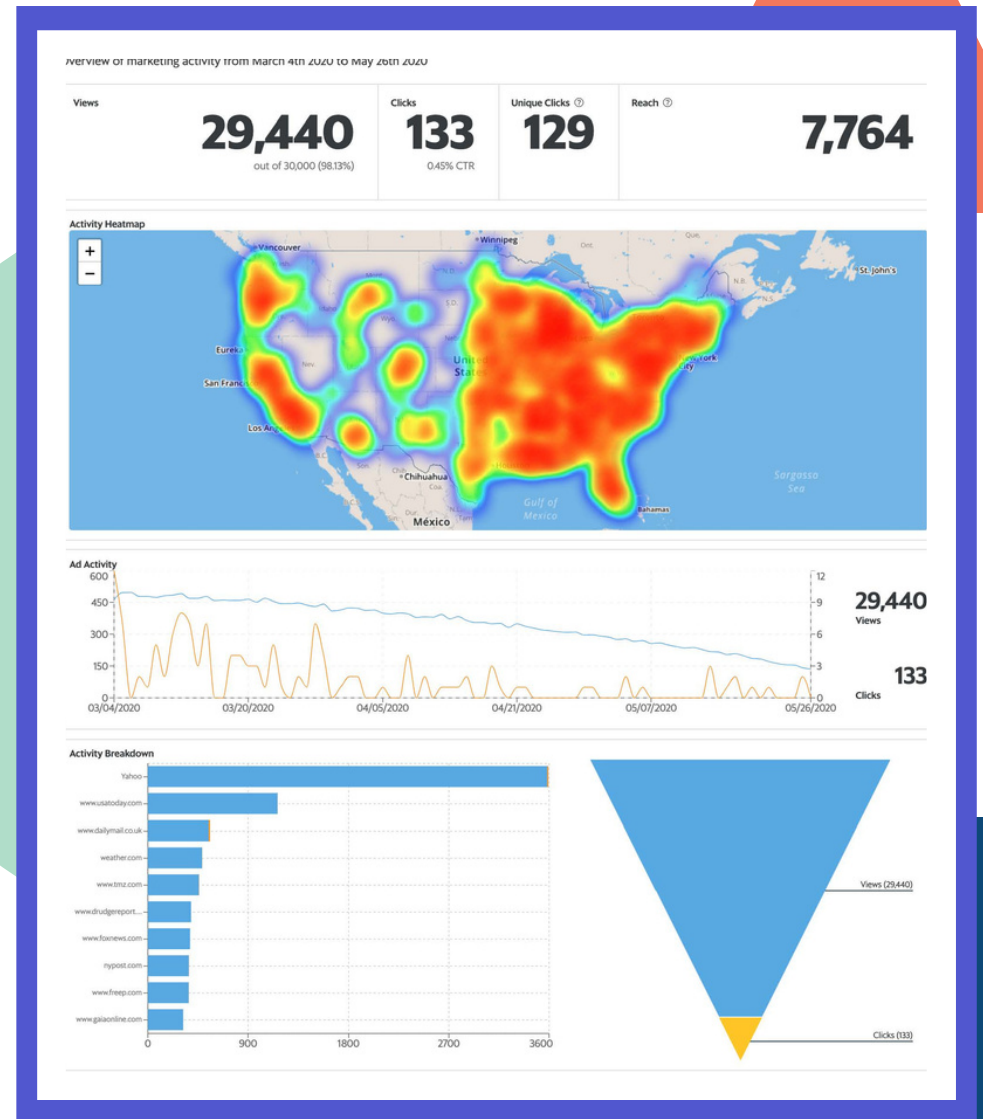


Clicks



Geographical locations

Optimize your spend: A/B test different ad designs, messages, and calls to action. Pause under-performing ads to allocate more impressions to your top-performing ads.



Ad Requirements

Universal Ad Sizes (Required)

This is a set of four display ad sizes which are universally accepted across the web - these sizes are necessary to launch your ad retargeting campaign (in pixels, width x height):

- 300 x 250
- 160 x 600
- 728 x 90
- 180 x 150

IAB Rising Stars (Optional)

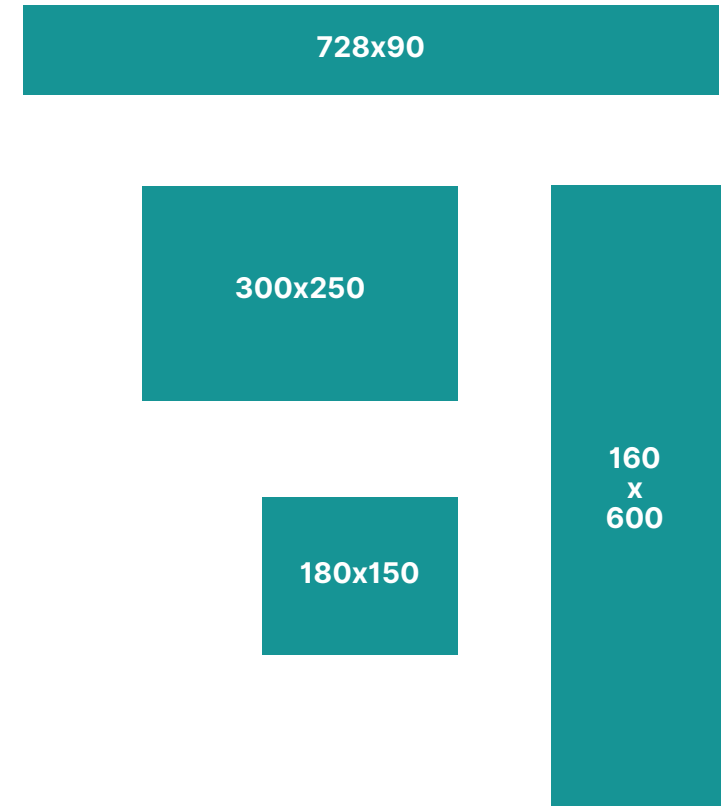
The following ad sizes are less frequently requested across the web, but are gaining popularity and make an impression when they're seen (in pixels, width x height):

- 970 x 250
- 300 x 1050
- 300 x 600
- 970 x 90
- 320 x 250

Ads must match pixel dimensions exactly for launch.

Acceptable File Format: .png, .jpg, .gif.

The maximum file size of each creative that can be uploaded to Feathr is 200MB.



Not sure what to put in your ad?
Check out our [Best Practices for Creatives Doc.](#)