



KICKIN' ADS ULTIMATE "CHEAT SHEET" FOR NEW ADVERTISERS

GENERAL INFORMATION

Kickin' Ads Local YouTube Advertising • Video Marketing Firm for Small to Mid-Sized Companies
We Get Your Business in Front of NEW Customers™

www.kickinads.com

(913) 735-9020

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PROGRAM HIGHLIGHTS

- :06 YouTube Video Ads with Link to Your Website*
- Location-Targeting (as Close as One-Mile Radius around Your Location)
- Demographic-Targeting by Age, Gender & Household Income
- \$14.50 per 1,000 Ads Delivered
- 30-Day Trial w/ Free Ad Design

**Kickin' Ads are :06 to Fit YouTube's "Bumper" Ad Specifications*

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FREQUENTLY ASKED QUESTIONS

What are YouTube "Bumper" ads? Where and when do people see my ad?

Bumper ads are six-second video ads that appear IN THE MAIN YOUTUBE VIDEO PLAYER before shows and videos people watch on YouTube. Your ad will appear based on custom-defined location and demographic targeting we set up.

What targeting capabilities are there?

We can target your ads by:

- Location - By Radius around Your Location; or by Zip Code, City, Metro Area, etc.
- Age
- Gender
- Parental Status
- Household Income
- Interests, Topics & Recent Online Searches (Keywords)

Do people see my ad more than once (in 30 days)?

Yes - as a matter of fact, it's an essential component to your ad's success! Ad agencies across America have discovered the AWESOME POWER of YouTube Bumper ads - and what they've discovered is that repetition is THE key to YouTube Bumper ad success. This is because recipients will often PAUSE ads in order to "digest" them - and this is when they click. This ability to pause video ads is THE SECRET that national advertisers have discovered, and why they LOVE YouTube Bumper ads... and you will too!

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WHY IT WORKS

1. Video

- More Engaging & Better Response than Static Image Ads; Visual Combined with Sound Sets the TONE; Bright & Bold Message (Ad Copy) Gets the Viewer to Click to Your Website

2. YouTube's Traffic

- #2 Website in USA; 65% of Traffic is Ages 25-54; 1/3rd of All U.S. Adults are on YouTube DAILY

3. Ad Delivery

- Ad Plays in the MAIN YouTube Video Player; Recipient Guaranteed to See Ad

4. Custom Targeting

- Deliver Ads Where You Want; Laser-Precise Location Targeting, plus Demographic Targeting (Age, Gender, Household Income)

5. Value

- \$14.50 per 1,000; Less than a Penny and a Half per Ad Delivered!

6. Repetition

- This is THE Key to YouTube Bumper Ad Success; Multiple Ads Delivered per Individual per Month; People Will Literally PAUSE Your Video Ad before Clicking; Response Increases with Time

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KICKIN' AD DESIGN

- The #1 Goal is to Drive an ACTION - Get People to Your Website
- Visual Combined with Sound Sets the TONE
- The Message (Ad Copy) Generates the RESPONSE (Click or Website Visit)

WHAT MAKES UP A KICKIN' AD

1. Video
2. Sound (Music, Sound Effects or Voiceover)
3. Ad Copy
4. Logo (Optional)

INGREDIENTS FOR EFFECTIVE AD COPY

- Pitch-Line
- Geography
- Call-to-Action

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30-DAY NEW ADVERTISER TRIAL PROGRAM (\$725.00)

- 50,000 Total Ads Delivered**
- \$14.50 per 1,000
- FREE Ad Design

***Default delivery schedule for NEW advertisers: 1,650 Ads per Day*

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OUR CLIENTS

- Auto Dealers
- Attorneys
- Restaurants, Pizza & Coffee Shops
- Salons & Spas
- Veterinarians & Animal Hospitals
- Dog Boarding & Grooming Services
- Pet Supply Retailers
- Animal Shelters
- Chiropractors
- Mattress & Furniture Dealers
- Computer Dealers
- Jewelry Stores & Diamond Dealers