



## Powerful Digital Advertising

Hallaron Advertising Agency partners with some of the most trusted names in digital media including Vici Media Inc. and ProData Media Group. These partners lend firepower to your campaigns using the latest programmatic advertising technologies to execute the placement and coordination of your digital ads and videos across highly sophisticated platforms.

We craft your creative and media strategies then prepare media plans that bring them to life. Now Hallaron offers expanded digital insights and media access to the world's most desirable digital ad channels.



facebook

YouTube

Google

LinkedIn



LAMAR

Instagram

COMCAST

amazon

iHeart RADIO

JCDecaux

OUTFRONT media

TUNE IN

TRITON

SOUNDCLOUD



### Facebook, Instagram, LinkedIn Ads

Target customers on these important social media channels across all devices with display or video ads. Use display, video, carousel, reels, and other tactics to advertise your message. Find B2C shoppers on Facebook and Instagram or promote yourself to B2B audiences using LinkedIn.



### Display Ads

Display ads appear as boxed branded messages across all devices. Served to your target audience on thousands of websites and apps, they link to landing pages on your website that capture new leads and help you sell more. Good for building brand recognition, display ads are often a cost-effective digital option.



### Social Mirror Ads

Social Mirror Ads perform 7 x better than the average display ad! They are videos or display ads that are served across websites and apps within the wrapper of a social media channel – Facebook, Instagram or even LinkedIn. They leverage the instant recognition of popular social media brands to draw attention.



### OTT Video Ads

Unlike old school broadcast TV, Over-the-Top ads are just like TV commercials but served to popular streaming TV programming. A premium service, 100% of OTT ads are served on Connected TVs – the most desirable inventory. Roku, Sling, Apple TV, Amazon Fire Stick, Google Chromecast, XBOX 360 and more channels.



### Native Ads

Native display and native video ads are neatly woven within online articles and popular content your customers read online. Ad targeting strategies include retargeting, behavioral targeting, AI, and keyword targeting, or target customers and prospects from your own email list that you supply to us. (Minimum 3,500 addresses)



### Digital Out-of-Home (DOOH)

DOOH ads appear on 30,000 digital screens in restaurants/bars, retail locations, gyms, airports, malls, movie theaters, office buildings and more. Optimize your campaign with tactics like day-parting, geo-location and cross channel amplification using mobile ads for example for even better brand engagement



### Online Audio Ads

Audio ads are served to target online listeners who listen to music, news, and podcasts across all devices, including Smart Speakers like Siri, Echo, and other popular home audio platforms. Hallaron creates your :15 or :30 audio ads. Match with display ads!



### Geo-Framing Ads

Capturing mobile phone IDs of attendees at large trade shows, conferences or conventions, we target these people to get your digital ads during the event. Months later after they have returned home, we can track them around the Web and serve them ads again. Geo-framed ads are a great way to advertise to specialized niche target audiences.

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#### New Business Inquiries

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