



Google banner advertising

With Google Banner Advertising you can place advertisements in the Google display network. Your ads can appear when Internet users who are in your desired target group are surfing on a website in the Google Display Network. You define the desired target group - RegioHelden GmbH takes care of the technical implementation. The display of your advertisement is free of charge for you. Costs are only incurred when the user clicks on the ad to access your website.

Google banner advertising service description

1. Services included in the set-up fee:

- ★ Briefing by RegioHelden GmbH on the campaign concept and definition of advertising objectives
- ★ Creation of a forecast for campaign performance and advertising budget
- ★ Create a Google Ads account
- ★ Geographical focus of the campaign on the target group
- ★ Identification of relevant target groups, interest groups, subject areas and search terms
- ★ Optional for an extra charge:
 - Creation of a static banner set according to the technical specifications for
 - Online banner formats incl. 2 change loops
 - Creation of an HTML5 banner set according to the technical specifications for
 - Online banner formats incl. 2 change loops
 - Data check for advertising material delivery by customers per banner set or asset set
- ★ Creation of Google Responsive Ads (upon delivery of necessary assets)
- ★ Consideration of change requests (max. 3 change loops)

The following types of costs will be invoiced as listed:

- Setup fee: one-time fee after completion of the campaign briefing

- Advertising budget: one-time fee 3 weeks before the start of the campaign, or monthly from the start of the campaign

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2. Services included in the advertising budget:

- ★ Placing your ads on websites in the Google display network
 - ★ Targeting the campaign to the target group
 - ★ Support from a team of experts
 - ★ Campaign management by certified Google Ads managers
 - ★ Permanent monitoring of campaign performance
 - ★ Regular optimization of the campaign with regard to the advertising objective
 - ★ Changes to the campaign orientation as required
 - ★ Final reporting
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