

# Expand Your Advertising Campaign

## Audience Extension

MH&L audience extension allows you to reach the MH&L audience when they're not on MHLNews.com. Your ad will continue to appear to the users of MHLNews.com even after they have left reinforcing your message to buyers and decision makers on a larger scale.

- Recapture your audience's attention to boost brand awareness and stay top of mind
- Increase ROI by serving focused ads to a pre-qualified audience
- Ensure your ads appear only on high quality websites such as CNN.com, NYTimes.com, USAToday.com, Mashable.com, Reuters.com, WashingtonPost.com, and many more



**INVESTMENT: \$40 CPM**  
**MINIMUM 75,000 IMPRESSIONS**



Materials must be submitted at least 7 business days prior to the scheduled run date. Please email your creative in accordance with the specifications for the purchased position.