

Campaign: rooflite facebook

Type: Page Likes

Headline: Rooflite

Text: The #1 specified green roof media with over 8,000,000 square feet of vegetated roofs.

CTA: Page Like

Audience: Washington D.C., Chicago, Philadelphia, New York, Washington, Age 20+, Male and Female,

English Speaking

Interests: Green Infrastructure, Green Roof, Landscape Design, Roof Garden, Sustainable landscaping,

Vertical Farming

Potential Reach: 40,000

Budget: \$5.00 per day

Image:

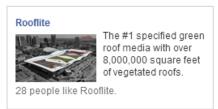




Campaign: rooflite facebook

Ads:

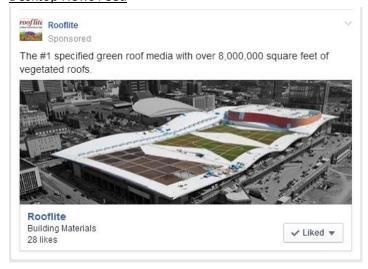
Right Column

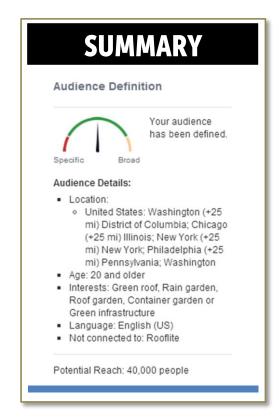


Mobile News Feed



Desktop News Feed







Campaign: Pacific Northwest Urban Agriculture

Type: Clicks to Website

Headline: Rooftop Farming

Text: Learn about Urban Agriculture using modern green roof systems with rooflite intensive ag.

CTA: Learn More

News Feed Link Description: This agricultural formulation of rooflite intensive has been optimized for farming and the production of highest quality produce.

Audience: California, Oregon, Washington, Age 20+, Male and Female, English Speaking

Interests: Green Infrastructure, Green Roof, Landscape Design, Roof Garden, Sustainable landscaping,

Vertical Farming

Potential Reach: 174,000 (w/o CA = 44,000)

Budget: \$5.00 per day

Image:





Campaign: Pacific Northwest Urban Agriculture cont'd

Ads:

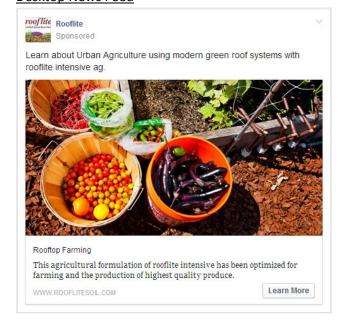
Right Column



Mobile News Feed



Desktop News Feed







Rooflite intensive ag now available in the Pacific Northwest!

Learn about Urban Agriculture using modern #greenroof systems with rooflite intensive ag. This agricultural formulation of rooflite intensive has been optimized for farming and the production of highest quality produce. #urbanagriculture #rooftopfarms

View the full press release at http://www.rooflitesoil.com/news-press