jcell.ai MEDIA CONFIRMATION

Human Advisor AI: Your Media Plan, Confirmed

National franchise-candidate test, November 5 to December 4, 2026

Advertiser	Human Advisor AI LLC	**Agency**	jcell.ai
Campaign	Human Advisor AI advisor candidate test	**Issued**	November 4, 2026
Market	National, weighted by available territory	**Flight**	November 5 to December 4, 2026

Summary Here is what we're running and spending for Human Advisor AI. Your $1,000 media commitment runs as a 30-day test split evenly between in-article display and Meta, aimed at the professionals already looking for a business of their own: career changers, corporate and sales leaders, consultants and active franchise researchers.

Budget Confirmation

Item	Status	Amount
Media commitment	Committed	$1,000
Display (in-article)	Collected at the start, first 30 days, even pacing	$500
Meta (Facebook and Instagram)	Your Meta ad account or ours, even pacing	$500
Media in market this flight	**Confirmed**	**$1,000**

Spend to Budget

Channel	Budget	Planning CPM	Est. impressions	Flight	Pacing
Display (in-article)	$500	$10	50,000	Nov 5 to Dec 4	Even
Meta	$500	$15	33,300	Nov 5 to Dec 4	Even
Total	**$1,000**		**83,300**	**30 days**	**Even**

Planning estimate Estimated impressions are budget divided by planning CPM, times 1,000. In-article display runs $4 to $15 CPM depending on placement, and we plan at $10; Meta averages about $15. Impressions are never guaranteed; actual delivery is reported from platform data.

Tracking and Follow-up

Tracking Our tracking pixel sits on every click path, on display and on Meta.

Responses Every response is tracked back to the channel and the ad that drove it.

Follow-up Visitors who leave without responding are still identified, so they can be followed up.

Pacing Both channels spend evenly across the 30 days, about $17 a day each, never front-loaded.

jcell.ai MEDIA PLAN

Your $1,000 national test

In-article display and Meta, aimed at the professionals ready to own an advisory business

Where we are

– Your $1,000 media commitment covers $500 display, collected at the start, and $500 Meta. The market is national, weighted by available territory, and the flight runs November 5 to December 4, 2026.

– Display runs in-article only, inside the articles people are reading, with no banners. We buy media at scale as a direct DSP, which gives us significant price advantages.

– Meta runs in your own Meta ad account, so the ads carry the Human Advisor AI name, or through our Meta account at your direction. We push the audience straight into whichever account runs it.

– Our tracking pixel is on every click path, every response is tracked, and visitors who leave are still identified for follow-up.

Your mix

Channel	Budget	Placement	Planning CPM	Job
Display	$500	In-article only	$10	Reach advisor candidates where they read
Meta (Facebook and Instagram)	$500	Your Meta ad account, or ours	$15	Reach the same candidates in their feed
Total	**$1,000**	**Committed**		

Proposed creative



In-article display: "Companies need a guide to AI. Be the guide."



Meta feed, square: "Advise on AI. Own the practice."

Audience

Professionals in the United States who fit the Human Advisor AI advisor profile: career changers, corporate and sales leaders, consultants and active franchise researchers. We build it in our audience platform from licensed intent data and deliver it to display daily, and the same people are pushed into the Meta account. They are the same audience receiving your email cadence, so every channel reaches the same candidates.

jcell.ai MEASUREMENT

How we measure the test

What we track, when we review it, and how the spend is handled

What we track

Goal	How we measure it
Delivery	Spend and impressions by channel and by priority market
Engagement	Clicks and click-through rate by channel and by ad
Responses	Every response tracked back to the channel and ad that drove it
Visitors who leave	Identified through our pixel so they can be followed up
Even pacing	Daily spend against plan on both channels

Review points

Moment	What we check	Action
Launch, November 5	Pixel on every click path, delivery started, audience loaded	Fix anything broken the same day
First week	Delivery, spend, pacing and clicks by channel	Keep pacing even
Midpoint, November 20	Responses by ad and by channel	Report what is working
Close, December 4	Spend, impressions, clicks and responses	Joint program review the week of January 5

How we operate

- Planning CPMs are estimates, not quotes. Impressions move with the auction and are never guaranteed.
- We buy media at scale as a direct DSP, which gives significant price advantages. Display spend stays inside the $500.
- Meta audiences are pushed into the Meta account at no fee; that is included in your subscription.
- Nothing spends above the $1,000, and no new channel or market is added without your go-ahead.
- We report actual spend, CPM, impressions, clicks and responses from platform data.

Rate basis

Display: in-article placements run $4 to $15 CPM depending on placement. This plan uses $10, so $500 is about 50,000 impressions. Meta: averages about $15 CPM, so $500 is about 33,300 impressions. Both figures are planning estimates (budget divided by CPM, times 1,000), not commitments.