

The background of the entire image is a vibrant yellow. Scattered across this background are numerous mobile devices, including smartphones and tablets, shown in various orientations and slightly blurred to create a sense of depth and activity. The devices are rendered in a lighter shade of yellow, blending with the overall color scheme.

DAD

DIGITAL ADVERTISING DIRECT

AUDIENCE PROGRAMMATIC **DIGITAL MEDIA KIT**

Display Advertising is an efficient and effective way to reach your target audience with your ads and message.

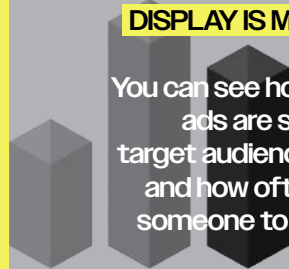
DISPLAY IS TARGETED.

Reach the exact prospective customer you're looking for, no matter the device.



DISPLAY IS MEASURABLE.

You can see how often your ads are shown to your target audience, clicked on, and how often they drive someone to your site at a later date.



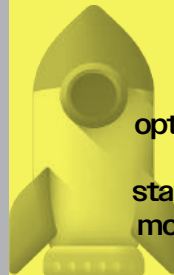
BRANDING AND TRUST.

Display campaigns tie the rest of your marketing efforts together and communicate your message.



OPTIMIZED.

Your campaigns are optimized 2-3 times each week vs. the industry standard of 2-3 times per month, yielding 2-3 times the engagement.



BANNER & VIDEO



BEYOND EXTRAORDINARY PRIVÉ

TARGETING OPTIONS AVAILABLE

TARGET PEOPLE ANYWHERE, ANYTIME, ON ANY DEVICE.



MOBILE



GEOGRAPHIC



DEMOGRAPHIC



CATEGORY CONTEXTUAL



DESKTOP



RETARGETING



BEHAVIORAL



KEYWORD CONTEXTUAL

VACATION
TRAVELLER



MILLENNIALS
18-32



PRECISION TARGET THE AUDIENCE YOU WANT.

Reach your target demographic online – any time, anywhere and to anyone.

- Pinpoint real-time location, behaviour & demographics.
- Engage consumers at key decision making points.
- Re-target to keep delivering your message later.

LOVES
CASUAL
DINING



HEALTHCARE
PROFESSIONAL



ADS THAT CUSTOMERS ACTUALLY CARE ABOUT.

You don't respond to generic so why would they?
We serve customized ads based on behaviour.

- Capture attention in all apps & browsers.
- Multiple ad choice for maximum engagement.
- More effective ads means higher ROI.

AUTO
INTENDER



BEAUTY
GURU



MEASURABLE LOCATION DRIVEN RESULTS.

Track your ad's campaign performance with transparent quantitative results.

- Geo-conquest competitor locations.
- Activate a targeted sales demographic.
- Maximize performance with A/B testing.



CAPTURE THEIR ATTENTION



DAD drives results for both brands and their customers by combining consumer location, behavior, and context data in real-time - building ad experiences that are relevant, precise and non-intrusive. We care about creating enhanced consumer experiences with your brand - not simply delivering advertising messages.

A FEW FEATURES FROM OUR NETWORK

- We use 45 ad network integrations, including AdExchange.
- Your ads gain access to over 16,000 location-aware apps and sites.
- This gains us access to almost every major site, brand, and app out there.
- 40+ billion monthly location verified impressions.

TOP WEBSITES

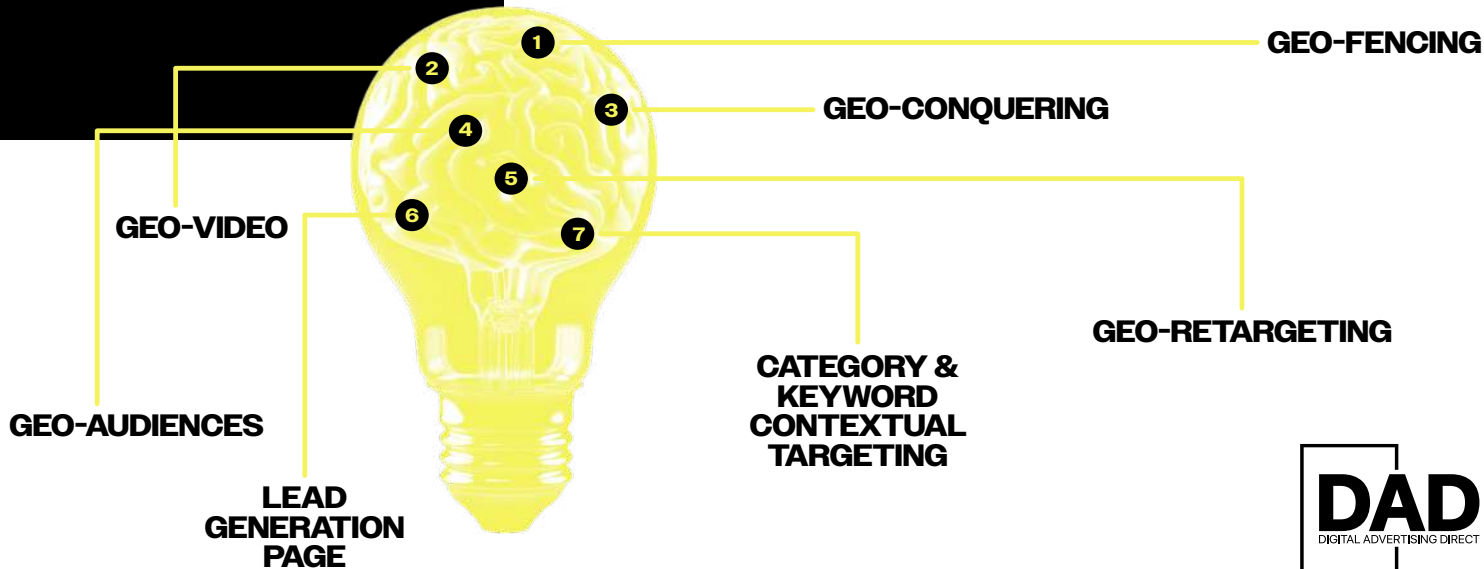


- Expedia.ca
- CNN.com
- Time.com
- TravelChannel.com
- BuzzFeed.com
- About.com
- Travelocity.ca
- Mashable.com
- Weather.com
- Haveababywilltravel.com
- Forbes.com
- MapQuest.ca

WE FULLY COME LOADED

EMPOWER YOUR DIGITAL MARKETING INITIATIVE WITH A CUSTOM PACKAGE OF LOCATION-BASED SOLUTIONS.

Target your audience with access to accurate Geo-fencing, retargeting, and behavioural targeting via billions of location-aware data points. Our Geo-targeting capabilities enable you to deepen your engagement with online consumers and serve the right ad to the right person at the right time and place.



DEFINE YOUR SPACE

DAD
DIGITAL ADVERTISING DIRECT

GEO-FENCING



A solution in which a virtual barrier is created around a defined area. A geo-fence is used to trigger the deployment or show eligibility to receive certain ads and notifications based on the location of a device user.

GEO-CONQUERING

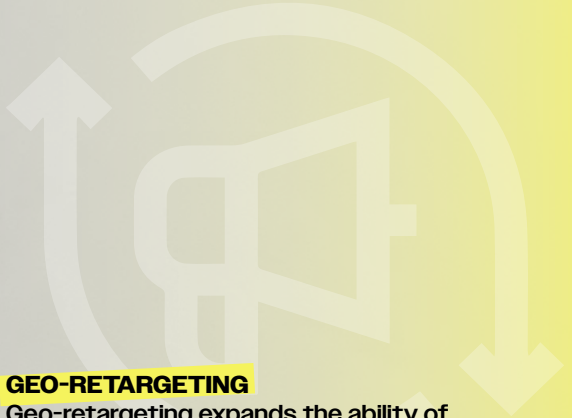


Geo-conquering utilizes location data to directly target customers when they are physically in a competitor's location. This enables you to increase your brand awareness to an audience who is currently engaged with a similar business and even capitalize on a negative aspect of the other business that you have a competitive advantage over.



DEFINE

THE METHOD



GEO-RETARGETING

Geo-retargeting expands the ability of Geo-fencing to deliver your ads to your targeted audience, even after they have left your fence. Not all buying decisions are made at the point of initial target, and this feature ensures your ad is delivered to the right audience no matter where they go.



DEFINE YOUR AUDIENCE

GEO-AUDIENCES. Targeting an audience by Geo-location is effective but not all people are the same. Geo-audience selection lets you define the demographics of your audience from age and income to interests and consumer behaviour. Base your marketing and advertising strategy on real-world activity to ensure you are reaching your target consumer accurately and efficiently.





CATEGORY CONTEXTUAL TARGETING

Puts your ads in front of people who are browsing sites that fall under a relevant content category:



KEYWORD CONTEXTUAL TARGETING

Puts your ads in front of people who are browsing content that includes the keywords you have chosen regardless of the overall website content:



KEYWORDS SAMPLE LIST:

- Holiday
- Family Fun
- Romantic getaway
- Vacation
- Hotels
- Getaway
- Road Trip
- Resort
- Indoor Pool
- Day Trip
- Travel Deals
- Camping

DEFINE YOUR TERMS



GEO-VIDEO

Capture their attention with more relevant location-specific video segments that get longer viewing times. Online video is the fastest growing media segment and they are effective across multiple platforms.

LEAD GENERATION PAGE

A dedicated Lead Generation page can help your customers take action by simplifying their next steps. All they have to do is tap to call, tap for directions or tap to open a contact form.



CLICK-TO-CALL

Automatically connects with consumers.

CLICK FOR DIRECTIONS

Link to map for directions.

CLICK TO MOBILE SITE

Easy access to mobile site/landing page.

SOCIAL MEDIA LINKS

Increase interaction & engagement.

100% MOBILE READ FULL-SIZES WEB PAGES

- URLs include your business name.
- Page traffic reports.
- Hosting for the life of the campaign plus one month.



48% | 25%

OF BUSINESSES BUILD A NEW LANDING PAGE FOR EACH MARKETING CAMPAIGN.

INCREASE IN CONVERSION RATES CAN BE ACHIEVED WITH CUSTOMIZED LANDING PAGES.

A FEW EXTRAS





UNIFIED REPORTING & ATTRIBUTION

UNIFIED REPORTING FOR ACTIONABLE INSIGHTS

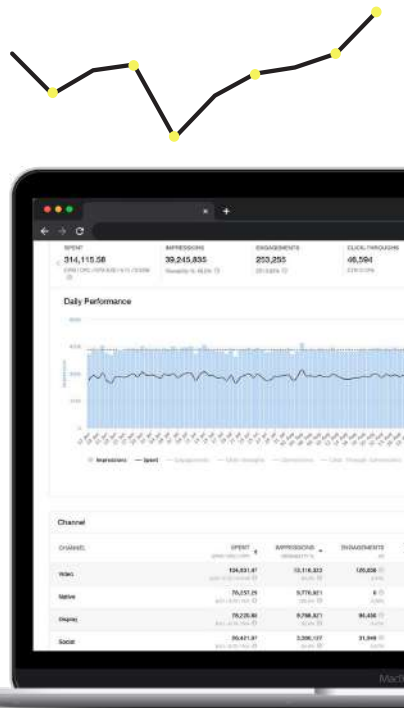
Get an overview of your reporting metrics (conversions, clicks, views, etc.) across devices and channels to give you detailed insights into your campaigns, creatives and strategies. Monitor over/under spending activities and attend to any accounts or campaigns instantly.

REAL-TIME ANALYTICS

Track all accounts in real-time and optimize campaigns faster. Organize your accounts, campaigns and ad groups using filters and custom list for quick turnaround.

ATTRIBUTION

Validate campaign performance and measure channel effectiveness. Utilize footfall attribution to track prospects that walk into your stores and engage them in real-time. DAD lets you associate your ad impressions to actual store visits. Unify your online and offline data and launch a multi-channel campaign within minutes and uplift your footfall conversions.





FAQs

WHAT IS LOCATION BASED MOBILE ADVERTISING?

Location-based mobile advertising (LBA) is a new form of advertising that integrates mobile advertising with location-based services. The technology is used to pinpoint a consumer's location and provide a location-specific advertisement on their phone, tablet or computer. Geo-fencing and Geo-retargeting are the most widely used LBA tactics.

HOW DO WE KNOW WHERE CONSUMERS ARE?

Each provides a specific latitude/longitude (lat/long). Consumers that share their GPS data through location-aware mobile apps or sites can be pinpointed. Each impression comes with multiple data points, but we only use impressions with lat/long data that matches your targeted campaign.

WHAT ARE THE DOWN SIDES TO DAD?

It's important to understand that with Geo-fencing, adding additional targeting has a negative impact on scale (less impressions available).

HOW MUCH DOES IT COST?

We charge Cost Per Mille fees based on volume. Please contact an Account Executive at 954-306-1007 for more details.

DO CONSUMERS HAVE TO OPT-IN TO BE TARGETED? WHAT ABOUT PRIVACY?

Since we depend on display advertising vs. text messages or push notification, there's no need for consumers to opt-in. We don't get access to any personal, identifiable

information through the ad call - we only focus on location and the context/behaviour of the place of the consumer.

Consumers agree to share their location data on the device, as well as in the terms of service of the apps that they download.

WHERE DO THE IMPRESSIONS DERIVE FROM?

We have direct access to all major trading desks and ad-networks with both premium and remnant inventory from over 16,000 location-aware mobile apps and sites. Websites from publishers like CBS Local, MLB, NBA, Huffington Post, CNN, Weather.com, Accuweather, TMZ, and many more are available through our supply sources. We buy programmable location-aware impressions automated media buying) through Real-Time Bidding (RTB) via our campaigns management platform.

HOW MANY IMPRESSIONS ARE AVAILABLE MONTHLY?

We have access to over 45 billion location-aware impressions every month from over 16,000 publishers (apps and sites). This provides enough scale to deliver effective campaigns both at a national and local level.

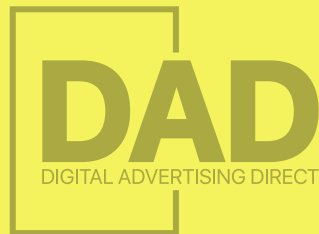
WHAT AD STANDARDS ARE SUPPORTED?

We support all IAB standards, including static, dynamic banners, rich media, and video.

WHAT KIND OF REPORTING/ANALYTICS ARE AVAILABLE?

We provide transparent real time reporting and analytics of all ad campaigns.

A PARTNERSHIP OF VALUE



CAMPAIGN CONSULTING

Campaigns designed to help you reach your business goals.



OPTIMIZATION

Campaign performance is evaluated and steered in the right direction 2-3 times per week.



FRAUD PROTECTION

We care about your investment and display your ads to people NOT bots.

An icon showing a computer monitor with a line graph and a speedometer, representing performance tracking and optimization.

CAMPAIGN PERFORMANCE
Well managed campaigns that outperform the industry standard.

STRATEGY

Professionally designed display campaigns engineered to maximize your return.



REPORTING

Campaign reports delivered and reviewed on monthly basis.



BRAND SAFETY

We make sure your ads are displayed to the right audience on trusted and respectable websites.



A person wearing a yellow hoodie and sunglasses is holding a smartphone. The image is overlaid with a semi-transparent diamond pattern. The text 'AD SIZES' is prominently displayed in the center. 'AD' is in white, and 'SIZES' is in large, bold black letters with a yellow outline.

AD SIZES

MOBILE, TABLET & DESKTOP SIZES.

Recommended Ad Sizes:

728 X 90 LEADERBOARD / 300 X 250 MEDIUM RECTANGLE / 320 X 50 MOBILE LEADERBOARD* / 320 X 50 EXPANDABLE MOBILE* / 160 X 600 WIDE SKYSCRAPER / 300 X 600 HALF PAGE AD UNIT / * = SPECIAL REQUIREMENTS FOR THIS SIZE.

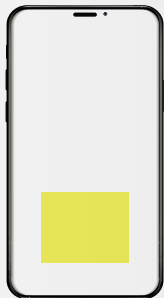
Leaderboard
Ad Size: 728x90



Wide Skyscraper
Ad Size: 160x600

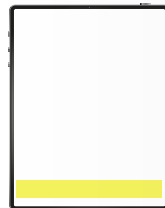


Medium Rectangle
Ad Size: 300x250

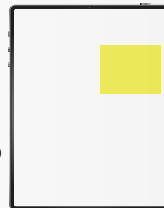


Mobile & Tablet Ad Sizes:

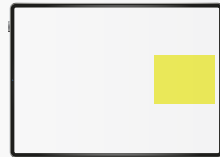
GIF, PNG, JPG FOR STILL IMAGES / ANIMATED GIF FOR ANIMATIONS.



Leaderboard
Ad Size:
728x90
Retina Asset
Size: 1456x180



Rectangle
Ad Size:
300x250
Retina Asset
Size: 600x500



Smartphone Static Banners:

300x250, 320x50, 320x480 Max Size: 40k - 1MB, depending on supply vendor

Tablet Static Banners:

300x250, 728x90, 160x600

Max Size:

150k - 1MB, depending on supply vendor
*FOR OTHER SIZES CONTACT YOUR ACCOUNT EXECUTIVE.

Medium Rectangle
Ad Size: 300x250



Half Page
Ad Size: 300x600



Leaderboard
Ad Size: 728x90



Wide Skyscraper
Ad Size: 160x600



CTV and OTT:

CTV and OTT advertising are different in the way they are delivered. CTV is a one-way transmission of content to the viewer, while OTT means that viewers can choose when and where they want to watch the content. They both have their pros and cons, but CTV is more popular than OTT because it is easier for advertisers to reach their audience with it.

The video specifications for CTV and OTT advertising are different. CTV ads are typically shorter than OTT ads and they are designed to be watched on a TV screen. OTT ads, on the other hand, may be longer, but they can also be watched on any device.

THE FOLLOWING ARE SOME OF THE KEY SPECIFICATIONS FOR CTV AND OTT ADVERTISING:

- + **Aspect Ratio:** 16:9 (best quality for CTV, but they also support 4:3).
- + **Max File Size:** 25MB to 10GB.
- + **Video length:** 15 sec to 6 minutes.
- + **Frame Rate:** Different CTV/OTT platforms have different frame rates.
- + **File Type:** .mp4, .mov, .mpeg, .avi, or .asf.



Other Specifications:

- + Creative images must be clear, recognizable, and relevant; text appearing in the ad must be legible.
- + Creatives must occupy the entire space of the imagesize you've chosen.
- + Creatives cannot appear sideways or upside down
- + Creatives cannot be segmented, contain multiple copies of itself within the ad, or other wise appear to be more than one ad.
- + Creatives with partially black or white backgrounds, you must add a visible border of a contrasting color to the majority background color of the ad.
- + File size must be 40K or smaller – applies to first and third party ads.
- + All creatives must open a new page on click, cannot open in the same page.
- + Animated ads are restricted to a maximum of 15 seconds of looping, after which point they must remain static.
- + Flash creatives must use the clickTAG function on the top-most layer and must have the stop(); function on the last frame of the animation.
- + First party back-up static image is supported. Best practice is to always provide a back-up static image.
- + In-banner video creatives should be in flash format with a 50kb max file load and a 2MB load for the secondary file
- + There is no length limit for click to start video ads, but thevideo should immediately go to the landing page upon completion.
- + For auto-start video ads, there is a 15 second limit.
- + Audio should not be heard unless initiated by a mouse-over;
- + Video should be backstopped by a static 300x250 which should click through to a landing page.
- + All in-banner video ads must include the play, pause, mute and unmute.



AN ELEVATED STORIES EXPERIENCE



ELEVATED STORIES

Digital Advertising Direct
is an end-to-end platform
for brands **to deliver
stories on the open
web.**

EXPERIENCE



STORIES DON'T HAVE TO BE STUCK IN SOCIAL

Stories have been quickly adopted, but brands are being forced to navigate social silos with limitations on creation, distribution, and data.



DAD
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DAD
DAD

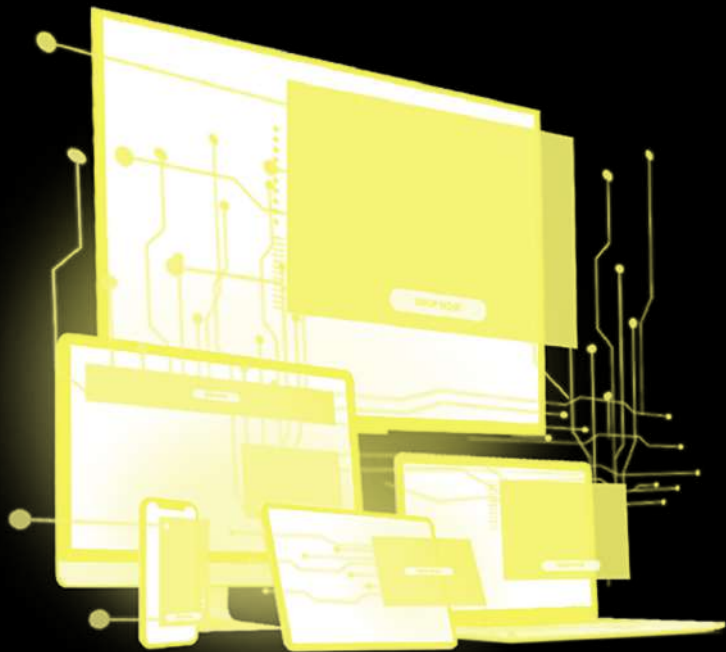
OWN & DELIVER STORIES ANYWHERE YOU WANT

Engage customers by adding Stories to your website and app

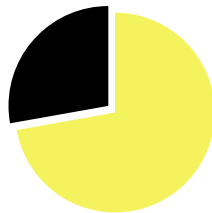


Increase awareness through display and native Story ads

DAD
DIGITAL ADVERTISING DIRECT



WHY NOW IS THE RIGHT TIME FOR CREATIVE AI



70%

of ad effectiveness is a
result of **the creative.**



“Creative technology and AI have the potential to 10X the effectiveness of ads. The newfound focus on creative technology is long overdue.”

- Terry Kawaja, LUMA.

HISTORICALLY, A LACK OF GOOD OPTIONS

DISPLAY ADS



⬆️ EASY, BUT NOT EFFECTIVE ⬇️

OR

HIGH IMPACT ADS



⬆️ EFFECTIVE, BUT NEVER EASY ⬇️

DAD TAKES A NEW APPROACH

Enable a brand's **best creative assets** on every programmatic campaign.

Trusted by 10,000+ advertisers



From multinational to hyperlocal



INSTEAD OF THIS...



Standard Display Ad
.1% avg CTR

RUN THIS
Using the same ad slot



DAD Social Display
.5% - 1.0% avg CTR

WHY BRANDS CHOOSE



01 EASY

Generate high impact ads from existing social content.

- ✔ No designer
- ✔ No production costs
- ✔ No new approvals

02 EFFECTIVE

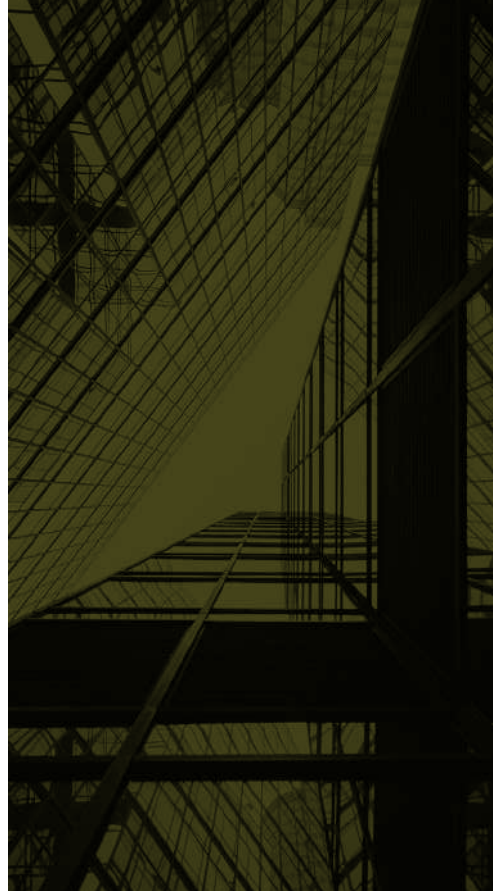
Hit campaign goals more consistently with a range of social formats.

- ✔ Awareness
- ✔ Consideration
- ✔ Conversion

03 SCALABLE

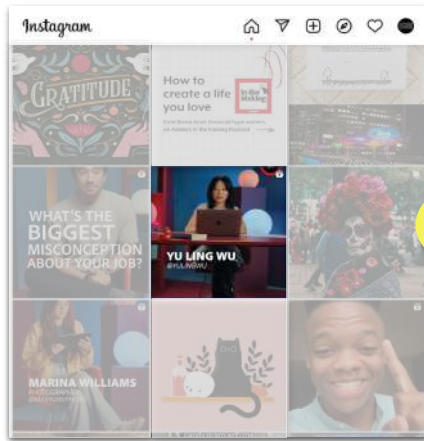
Run DAD ads in any ad slot on any platform, with a single ad tag.

- ✔ Mobile
- ✔ Desktop
- ✔ OLV
- ✔ CTV



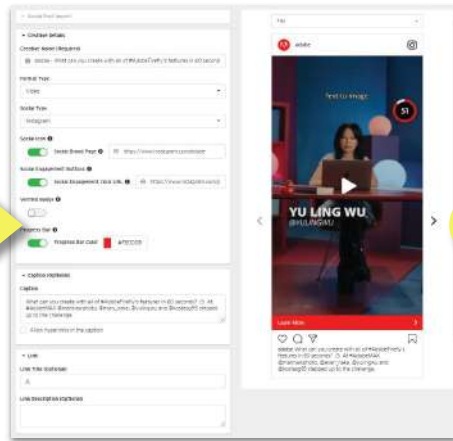
HOW IT WORKS

LIGHTWEIGHT, SEAMLESS WORKFLOW



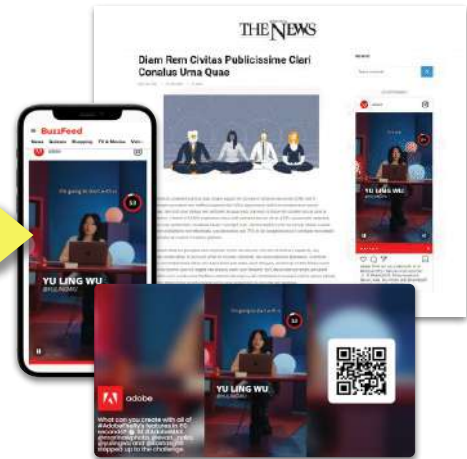
SELECT

GRAB ANY SOCIAL MEDIA POST



BUILD

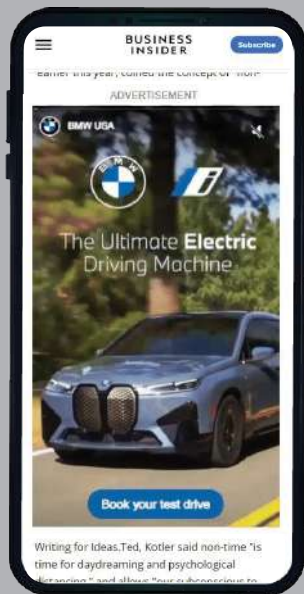
IMPORT IT INTO DAD



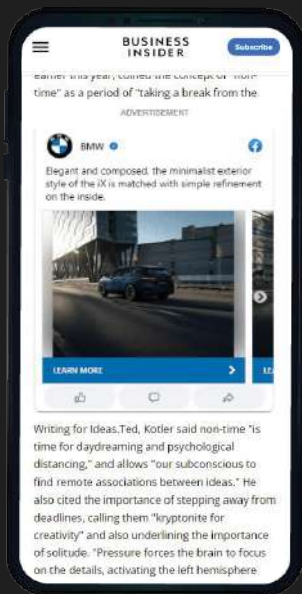
DISTRIBUTE

GENERATE THE AD TAG TO RUN ANYWHERE

RUN ANY SOCIAL FORMAT... TO MEET ANY CAMPAIGN KPI.



Stories



Carousels



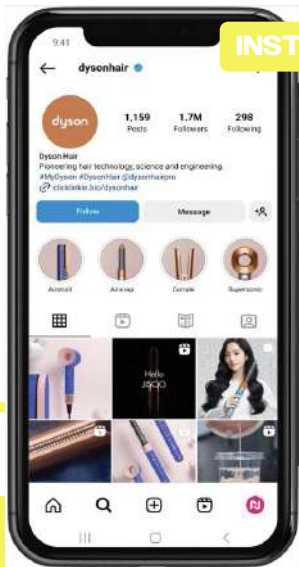
Videos



Photos



INSTAGRAM



Turn a Single Video into an Omnichannel Video Campaign **in minutes**

CTV



OLV



Desktop

Mobile



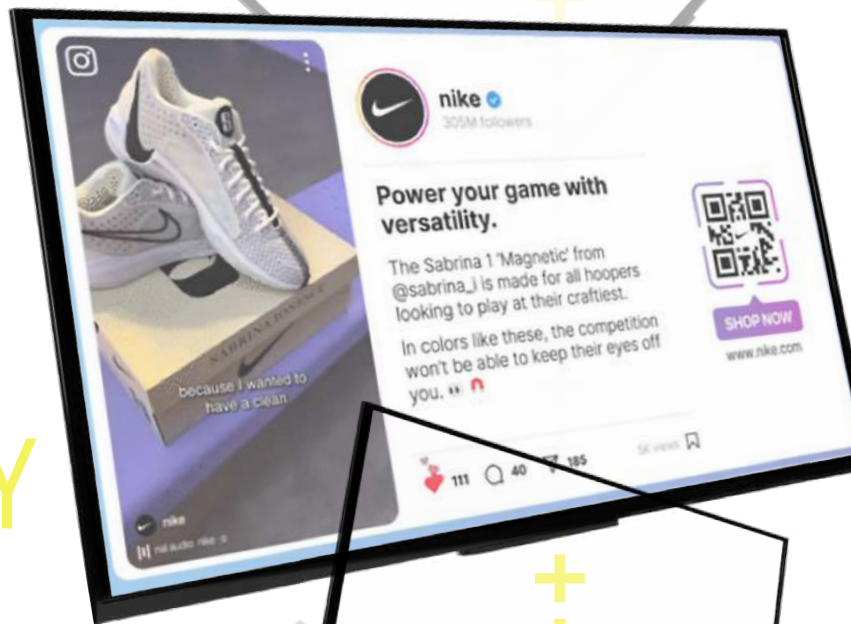
DAD
DIGITAL ADVERTISING DIRECT

SOCIAL CTV

CREATIVITY MEETS ADDRESSABILITY

CTV FOR BRANDS WHO GET SOCIAL

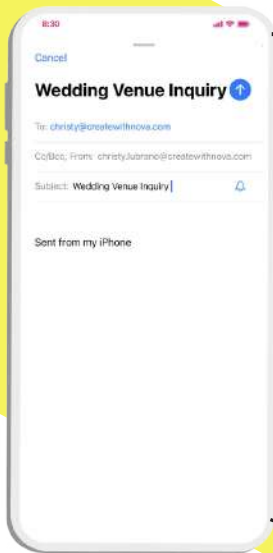
- **Build production-ready CTV spots**
- **QR code included or bring your own**
- **Easily create multiple variants to test**



DIRECT RESPONSE CALL-TO-ACTION FOR DAD DISPLAY + VIDEO ADS: SCAN OR CLICK TO CALL, EMAIL, DOWNLOAD, TEXT, OR NAVIGATE.



SCAN-TO-CALL



SCAN-TO-EMAIL



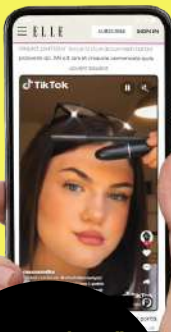
SCAN-TO-DOWNLOAD



FULL FUNNEL PLAYBOOK

GETTING THE BEST RESULTS BY CHOOSING THE BEST FORMATS

MATCH THE AUDIENCE TO THE PLATFORM, FORMAT TO THE KPI



Videos work at all stages of the funnel.

Videos run auto-play, sound-off in standard display ad placements.

Videos drive 25% completion and over .5% CTR.

AWARENESS

Stories provide the most innovative social format, delivering high-impact mini-narratives.

Stories drive completion rates over 50%

CONSIDERATION

Carousels allow users to click through multiple slides in the same ad unit. Showcase multiple value points, or spotlight multiple products in a catalog.

Carousels drive 30%+ completion with close to 1% CTR

CONVERSION

Photos are the most common format. They work best to drive high click-through rates, typically with 3-5X higher CTR than standard display ads.

Photo & Video Posts drive landing page visits

CHOOSE THE BEST SOCIAL PLATFORM FOR YOUR AUDIENCE.

- Facebook posts appeal to general audiences
- YouTube for video ads and general audiences
- TikTok and Snap to engage younger audiences
- Instagram for high-impact stories and carousels
- LinkedIn for B2B audiences

OPTIMIZE FROM THE BEGINNING

- Serve flex sizes for bigger ads
- Run multiple sizes: 300x250, 300x600, 320x480
- Aim for at least 70% viewability
- Edit the CTA text to provide a strong hook

RUN SOCIAL ADS EVERYWHERE

- Desktop and mobile (mobile web and app)
- Apple News, Google AMP
- Run in any VAST CTV or OLV inventory

BRAINLABS AND DAD'S TRANSFORMATIVE COLLABORATION

Activating Collective Influence across Social and Programmatic Advertising



"The collision (of social media) with programmatic advertising is inevitable. The intersection of these two forces is reshaping how brands engage with audiences, leveraging data-driven insights to deliver more personalized and targeted experiences across digital platforms. I'm excited to be on the forefront of this."

- Anjlee Majmudar, VP Programmatic Namer

THE ACTIVATION

Brainlabs partnered with DAD to boost advertisers' social media presence. This collaboration integrates social and programmatic media to enhance brand connections with target audiences, scale reach, improve performance, and cut costs.



brainlabs

THE RESULTS



20 CAMPAIGNS

179M IMPRESSIONS

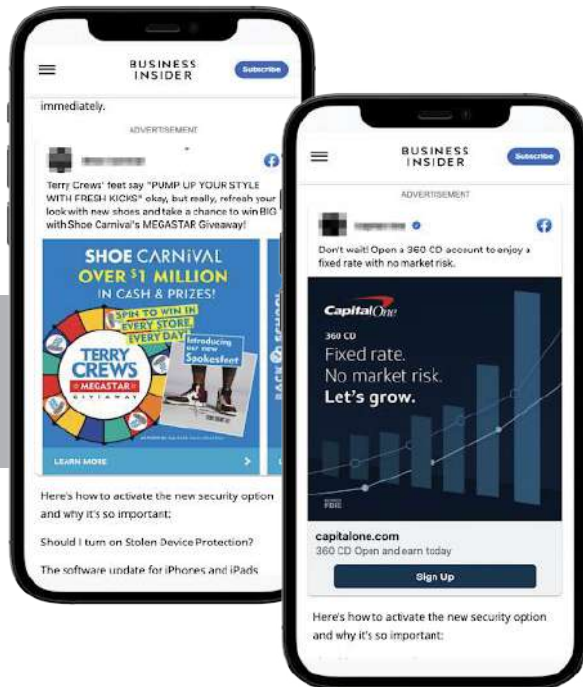
TOP PERFORMING CAMPAIGNS

Brainlabs' Financial Services Client.

- Achieved an outstanding 1.05% CTR.
- Activated programmatically, we achieved 10x higher CTR and 50% lower CPA compared to standard display.

Brainlabs' Footwear Retail Client.

- Notable absolute uplift of 0.53% CTR compared to Paid Social



MODERNA USES DAD TO INCREASE ATTENTION +45% VS GOAL

CAMPAIGN OBJECTIVE

- + Extend Instagram influencer ads to new audiences.
- + Two goals: .30% CTR with 22% AU (Adelaide attention score).

CAMPAIGN REACHED 13.8M PEOPLE BEYOND INSTAGRAM

54.2M **DELIVERED 32% AU SCORE VS 22% GOAL** **13.75M**
TOTAL IMPRESSIONS UNIQUE PEOPLE REACHED
A frequency of 4x/person

SOCIAL CREATIVES DROVE 160K NEW LEADS

- + Video: .52% avg CTR
- + Carousel: 44% avg CTR
- + 272K engagement clicks; 160K outbound clicks (lead)

"Moderna DAD drove a 0.48% CTR the past 30 days, which is 220% above [agency] standard display CTR benchmark (0.15%) and 60% above the benchmark we set specifically for Moderna (0.30%)."

-Operations Director, Programmatic



DRIVING MORE LEADS WITH VIDEO: **MARVEL EXCEEDS YOUTUBE PERFORMANCE**

Marvel extended their YouTube campaign into in-banner video ads to easily reach new audiences AND drive higher performance vs what they had seen on the YouTube platform.

PERFORMANCE BEYOND YOUTUBE

1.2% CTR

**29% HIGHER THAN
YOUTUBE CTR BENCHMARK
OF 0.93%**

INSIGHTS

- + Drive more performance (site visits, in this case) from existing YouTube videos.
- + Extend YouTube strategies onto the Open Web through desktop, mobile, OLv and CTV.



INFLUENCER / BEAUTY CASE STUDY

DYSON TAKES CAMPAIGNS TO NEW AUDIENCES BEYOND SOCIAL

HIGHEST ENGAGEMENT FROM FACEBOOK CAROUSEL.
HIGHEST OUTBOUND CLICKS FROM FACEBOOK VIDEO.

PERFORMANCE

1.10% **0.74%**

ENGAGEMENT RATE

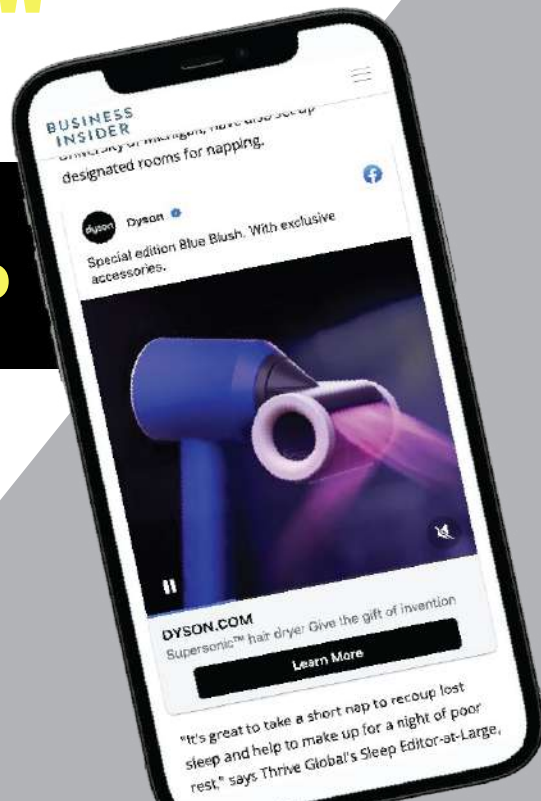
AVERAGE OUTBOUND CTR

Over 2x DAD benchmark

2.5x DAD benchmark

OPPORTUNITIES

- + Turn a single video into an omnichannel campaign to reach the right audiences through OLV and CTV.
- + Build multiple creatives testing different time-sensitive CTAs to drive BFCM performance.





LINKEDIN EXTENSION

LEVERAGING THE POWER OF LINKEDIN: AWS DRIVES UP CTR BY 160%.

PERFORMANCE INSIGHTS VS. STANDARD DISPLAY

160%

HIGHER CTR

48%

LOWER CPM

80%

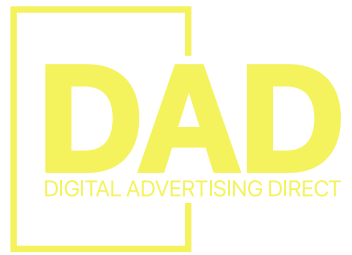
LOWER CPC

OPPORTUNITY

- + Easy, one click automation.
- + Capitalize on DAD's B2B LinkedIn formats to drive leads.
- + Take advantage of lower CPMs outside of LinkedIn.

WHY NOW?

- + Growing Popularity / Increased Spend on LinkedIn.
- + Going Beyond LinkedIn / Lower CPMs.
- + Formats Designed for B2B.





BLUE APRON HITS MULTIPLE KPIS IN A SINGLE CAMPAIGN. TAILORING THE BEST SOCIAL DISPLAY FORMAT FOR EACH STAGE OF THE FUNNEL.

ADQUISITION

CONSIDERATION



Goal: Registrations

Meta

(August-Present)

1,488 registrations

\$70
CPR

(82% more efficient than Blue Apron average)



Goal: Registrations

Pinterest

(January-Present)

43 registrations

\$196
CPR

(50% more efficient than Blue Apron average)



Goal: Registrations

TikTok

(January-Present)

40 sign ups

0.69%
SIGN UP RATE

(25% Higher than Blue Apron average)



ACQUISITION OVERALL

DAD Social Display

\$149CPR

Standard Display

\$383CPR

AI: TOOLS TO ENHANCE EACH CREATIVE

AUTOMATIC RECOMMENDATIONS BASED ON AI PLUS OUR ASSET DATABASE.

AI TO RECOMMEND KEY ASSET ENHANCEMENTS

- + SUGGESTED IMAGE CROPS.
- + BEST LANGUAGE FOR THE CTA.
- + BEST CREATIVE COMBINATIONS.
- + NEW RECOMMENDATIONS BASED ON CREATIVES PROVIDED.
- + ALL DRAWN FROM DAD'S DATABASE OF BILLIONS OF AD INTERACTION RECORDED.



HERE'S WHERE

DAD CAN HELP



GET CAMPAIGNS LIVE FASTER

Eliminate creative bottlenecks and long approval cycles.



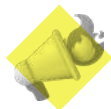
QUICKLY FIX POOR PERFORMANCE

Generate creative alternatives to rescue under-performing campaigns.



DELIVER STRONGER CAMPAIGN KPIS

Increase engagement rates, click-through rates, and view-through rates.



SCALE ACROSS NEW CHANNELS

Ads resize automatically to meet the specs of online video, CTV, and DOOH.



BRING 'PROVEN INNOVATION' TO EVERY CLIENT

Find the sweet spot between what's proven and what's new.

ADDITIONAL DETAILS

WHAT TO PROVIDE

In order to maintain the established branding of the advertiser, it is important to have editable assets, as well as designated fonts, to create and deliver the advertisers messaging consistently on mobile devices. Here is what we need:

Layered Assets

.PNG (Adobe Fireworks) or .PSD (Adobe Photoshop)

Logos

.AI (Adobe Illustrator) or .EPS

Images

.TIFF or .JPG

Please provide the highest resolution possible

Fonts (MAC format)

.otf, .ttf, or .rtf

Brand Styleguide (if available)

.PDF

TIMELINES

Below are our general ad delivery timelines, based on design, dev, QA, and trafficking.

Static Banners:

2 business days

Rich Media:

3 business days

Third-party Tags:

3 business days

Custom development:

7 business days

SUGGESTED FILE SIZES

Banner: 50kb

Expandable: 150kb

VIDEO SPECIFICATIONS

Format: .mp4 or .mov

Codec: h.264

Ratio: 16:9 recommended

Maximum file size: 1MB per 30 seconds

Play Limit: 15-30 seconds

Frame rate: 29.97 fps

Bit rate: 200-250kbps

FEATURE MATRIX

	IOS WEB APP	Android WEB APP	Tablet/ WEB APP	Desktop	REQUIREMENTS/DELIVERABLES
TAP-TO-URL	• •	• •	• •	•	HTTP //...
TAP-TO-APP	• •	• •	• •		HTTP //...
FACEBOOK	• •	• •	• •	•	APPROVED FACEBOOK ACCOUNT
TWITTER	• •	• •	• •	•	APPROVED TWITTER ACCOUNT
TAP-TO-VIDEO	• •	• •	• •	•	APPROVED VIDEO
TAP-TO-EMAIL	• •	• •	• •	•	EMAIL ADDRESS
TAP-TO-CALENDAR	• •		• •	•	ICS FILE
TAP-TO-CALL	• •	• •			PHONE NUMBER

VIDEO SPECIFICATIONS

VIDEO & BANNER

PRE-ROLL VIDEO

FILE FORMAT	MOV preferred, MP4 FLV accepted (if serving through VAST, see TRACKING section for file format specs)
DIMENSIONS	640x360 or larger
ASPECT RATIO	16:9 widescreen preferred 4:3 standard accepted
FRAME RATE	24+ fps
BITRATE	600+ Kbps at constant rate
CODEC	H.264
MAX FILE SIZE	300 MB
DURATION	Video should be trimmed to length and do not include stales, leaders or countdowns

COMPANION BANNER

FILE FORMAT	JPG, PNG, GIF, SWF, or 3rd party hosted tag
DIMENSIONS	300x250
MAX FRAME RATE	24 fps
MAX ANIMATION LOOP & DURATION	3 Loops, 15 seconds
BITRATE	40 KB

TRACKING

PRE-ROLL VIDEO TAGS

OPTION A - BRIGHTROLL SERVED	Standard 1x1s (Impression Tag + Click Tag)
OPTION B - 3rd PARTY VAST	-Please follow IAB VAST Specifications -Video media file type must be FLV format. MOV/MP4 cannot be accepted -Video must be trimmed to length; duration element should read 15 seconds, 30 seconds or exact length of video file
	IMPORTANT: VAST tags and Companion Banner tags cannot be served separately. If running a companion, it must be embedded with VAST XML.

OPTION B - 3rd PARTY VPAID	-Please follow IAB VPAID Specifications
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COMPANION BANNER

OPTION A - BRIGHTROLL SERVED	Standard 1x1s (Impression Tag + Click Tag)
OPTION B - 3rd PARTY IFRAME	IFrame Tag

VIDEO SPECIFICATIONS

VIDEO

MOBILE AND TABLET PRE-ROLL VIDEO

FILE FORMAT	MOV preferred, MP4 FLV accepted (if serving through VAST, see TRACKING section for file format specs)
DIMENSIONS	640x360 or larger
ASPECT RATIO	16:9 widescreen preferred 4:3 standard accepted
FRAME RATE	24+ fps
BITRATE	600+ Kbps at constant rate (if using VAST, see TRACKING below for bitrate specs)
CODEC	H.264
MAX FILE SIZE	300 MB
DURATION	Video should be trimmed to length and do not include slates, leaders or countdowns

TRACKING

MOBILE AND TABLET PRE-ROLL VIDEO TAGS




OPTION A- BRIGHTROLL SERVED	Standard 1x1s (Impression Tag + Click Tag)
OPTION B- 3RD PARTY MOBILE VAST	<ul style="list-style-type: none">-Please follow IAB VAST 2.0 Specifications-Video must be trimmed to length; duration element should read 15 seconds, 30 seconds, or exact length of video file-Streaming bitrate cannot exceed 400 Kbps

IMPORTANT: Video media file type must be MP4 format, other file types cannot be accepted



DIGITAL ADVERTISING SOLUTIONS

TOP PACKAGES

BASIC	COMPETITIVE	DOMINANT
<p>Bundle: Content & Geo</p> <p>Pixel placed to be able to capture demographic information and campaign performance data</p> <p>Geography</p> <p>Above the fold</p>  <p>NOTE: No retargeting Content websites & networks</p> <p>CPM: \$8.00 • \$320/mo</p>	<p>Bundle: Behavior, Content, Demo, Geo, & Retargeting</p> <p>Pixel placed to be able to capture demographic information and campaign performance data</p> <p>Geography</p> <p>Above the fold</p>  <p>Behavior, Content, and Demo all leveraged to achieve client's goals and objectives Content websites & networks</p> <p>ADD - Behavior, Demo & Retargeting</p> <p>CPM: \$9.00 • \$360/mo</p>	<p>Bundle: Retargeting, Search Retargeting, Behavior, Content, Geo, & Cross Device</p> <p>Pixel placed to be able to capture demographic information and campaign performance data</p> <p>Geography</p> <p>Above the fold</p>  <p>Retargeting, Search Retargeting, Behavior, Content, and Demo all leveraged to achieve client's goals and objectives Content websites & networks</p> <p>ADD - Search Retargeting & Cross Device</p> <p>CPM: \$12.00 • \$480/mo</p>

**CPM = Cost Per Thousand Impressions.
Must have a minimum of 40,000 impressions per month*

DAD

DIGITAL ADVERTISING DIRECT

ADD ONS

STORIES +

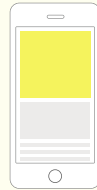
Bundle: Retargeting, Search Retargeting, Behavior, Content, Geo, & Cross Device

Deliver social media stories on the open web.

Pixel placed to be able to capture demographic information and campaign performance data

Geography

Above the fold



Option of utilizing Reels, Facebook, Instagram, TikTok

CPM: \$15.00 • \$600/mo

BASIC

PLACEMENT	CPM	MINIMUM IMPRESSIONS PER MONTH*
Targeting	\$17	40,000
Address Match	\$19	40,000

IP TARGETING

PLACEMENT	CPM	MINIMUM IMPRESSIONS PER MONTH*
IP Only, Complex Targeting	\$30	100,000 imp/2,500 list
Video	\$32	40,000
Mover (pre & post-movers)	\$47	40,000

VIDEO

PLACEMENT	CPM	MINIMUM IMPRESSIONS PER MONTH*
RON Geo Targeted Only	\$19	40,000
Category Targeting	\$2125	40,000
Behavioral Targeting	\$2350	40,000
Demographic Targeting	\$22	40,000
Retargeting	\$22	40,000

SINGLE PRODUCTS

PLACEMENT	CPM	MINIMUM IMPRESSIONS PER MONTH*
Micro Proximity	\$17	40,000
Lookback	\$18	40,000
Micro Proximity + Lookback	\$18	40,000
Native Advertising	\$16	40,000
Search Retargeting	\$16	40,000
Connected TV	\$57	40,000

CPM = Cost Per Thousand Impressions *3 Month Minimum



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