



AdMedia.

leverage **video to grow**
your audience
and revenue

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Our various video solutions

can help you achieve your branding, awareness, and revenue goals.



About AdMedia

AdMedia is a performance-based advertising network that offers a variety of video advertising solutions. We work with publishers and advertisers in several markets and industries, and this allows us to cater to wider audiences. We also have our own video advertising platform with a real-time bidding system and superior targeting capabilities that ensure ad quality and relevance.



Our Reach

By attracting millions of ComScore-confirmed users per month, our network gets 100 million+ impressions per day and delivers 11 billion+ local searches as well as 29 billion national searches per month.



Email

Advertiser sales and support: sales@admedia.com
Existing publisher support: support@admedia.com

Toll Free (800) 296-7104

Business development & partnerships: bizdev@admedia.com
General Email: info@admedia.com

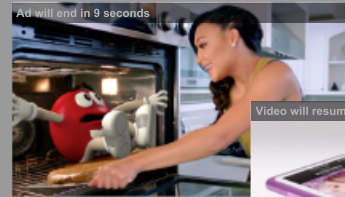
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Video Solutions for All Your Advertising and Monetization Needs

PreRollStream

These ads are displayed before a video is played to maximize audience anticipation.



MidRollStream

This relevant ad plays in the middle of a video to grab the attention of viewers.

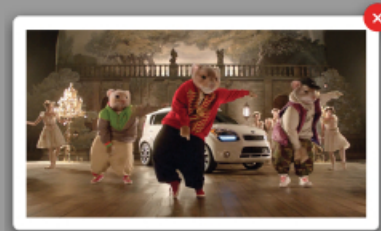
vSliderAds

An above-the-fold ad unit, the vSlider solution drives people's full attention to the video and increases brand recognition. Its "no frills" approach to generating views is simple yet powerful. It can also be accompanied by a 300 x 250 banner.



VideoSense

This video advertising and revenue platform incorporates real-time bidding to ensure that only the best and most relevant ads are displayed.



FooterRoll

An engaging toolbar that combines the power of video, search, and social media into one product. It can be accompanied by a 300 x 250 banner, run as a video, or be put into full screen mode.



IAB Compliant

AdMedia's video products are compliant with the standards and guidelines of the Interactive Advertising Bureau (IAB).



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Benefits of Working with AdMedia

Why sign up with AdMedia? Simple. We have the network, the reach, and the technology to deploy successful video advertising campaigns.



Targeting Capabilities

AdMedia implements several targeting features to guarantee that every ad is spot-on. Partner up with us and benefit from the following targeting capabilities:

- ✓ **Behavioral** - Ads adapt to each user's browsing history and behavior.
- ✓ **Geo-targeting** - Video ads can be tailored to the user's location.
- ✓ **Keywords** - Our solutions can also factor in search queries, categories, and keywords to deliver exactly what the user needs.
- ✓ **Device** - All ads adapt to each viewer's device, allowing you to make an impact whether they're using a web browser, tablet, or smartphone.



Ads for all types of brands

AdMedia can deliver solutions for the following categories:

- ▶ Health & Beauty
- ▶ Travel
- ▶ Sports
- ▶ Current Events
- ▶ Technology
- ▶ Entertainment
- ▶ Lifestyle
- ▶ Business & Finance
- ▶ Food
- ▶ Film and Television

And more!



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Add-Ons, Extras, and Options

All ads are fully customizable and come with several options:

- ✓ **Size** - Ad units come in small, medium, large, and extra-large to cater to every audience or advertisement.
- ✓ **Playback Options** - Do you want to run videos on auto-play or after a click? Do you want your ads to be on mute when they're played? You're the boss.
- ✓ **Companion Banners** - Include a companion banner beside your video ads to further drive brand recognition and push targeted offers.
- ✓ **Extra Features** - Ad units can also have additional social media and search features to increase user engagement.
- ✓ **Further Customization** - Need to add features specific to your brand? Contact us about developing them for you.



Flexible Pricing Models

AdMedia supports the following pricing models to accommodate any budget or campaign:

- ✓ **CPM (Cost Per Thousand Impressions)** - Pay whenever your ads get seen.
- ✓ **CPC (Cost Per Click)** - Pay for results. You will only get billed when users search and click on your ads.
- ✓ **CPV (Cost Per View)** - With a CPV model, you'll only pay when people watch your video ad.
- ✓ **CPE (Cost Per Engagement)** - Only pay when the user engages or interacts with the ad unit.



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