

CO-OP MARKETING OPPORTUNITIES

BROADCAST TV



- Starting at \$55,000, includes 8-week flight
- 15 and/or 30 second commercials on top rated broadcast stations in NY, NJ, Philly markets
- Key Performance Indicator: Reach. This is the percentage of potential viewers who have accessed your content.
- Benefits: Capture the attention of an engaged audience on a large player (television).

DIGITAL AD CAMPAIGN



- Starting at \$1500, includes 4-week campaign (More Budget = Longer Flight)
- Display ads with a call to action, clickable to your website
- Send photos and logos and our team will create the ads for you
- Get your message in front of your target audience
- Targeting capabilities include audience, location and contextual
- Ad format: display, audio, native, CTV, instream/outstream video, digital out of home
- Key Performance Indicator: CTR, video completion, CPM, revenue generated
- Benefits: This type of advertising is top funnel marketing and is great for brand awareness and getting traffic to your website.

HULU STREAMING COMMERCIAL



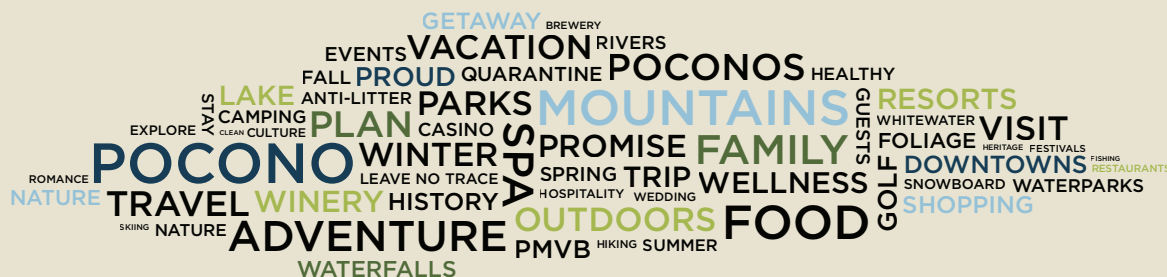
- Starting at \$500, includes 4-week campaign (More Budget = Longer Flight)
- Video ads shown during Hulu programming
- Targeting options are available but limited
- Ad format: video
- Key Performance Indicator: Impressions
- Benefits: This type of advertising is great for brand awareness and reaching your audience while watching TV without the price tag of broadcast buys.





Advertiser	
Target Campaign Launch Date	
Budget	
Target Audience	
Target Geography	
Landing Page	
Goals/KPI	
Assets available (high-res images, logo, banner ads)	

Date:



AUDIENCE TARGETING



HYPERLOCAL TARGETING



CONNECTED TV