AdOhio Mobile/Digital/Print Ad Messaging

AdOhio™

AdOhio Mobile/Digital Capabilities

Advanced Audience Targeting:

- Behavioral Targeting
- Demo Targeting
- Contextual Targeting
- Re-Targeting
- Geo-Fencing
- Sponsored Content/Native Advertising

AdOhio Over-The-Top/Connected TV Capabilities

How OTT/Connected TV Works:

- Viewers stream live content, live and/or on-demand
- Ad spots are purchased when viewers match the advertiser's desired audience
- Ads appear on actual TVs in full screen, in 100% viewable environments
- Performance and analytics are captured in real-time

Over-The-Top/Connected TV:

OTT/Connected TV uses an internet connection to stream content to a television. Content is available through applications, which are accessed by Smart TVs or over-the-top (OTT) devices like Apple TV and Roku. Access to content is available beyond what is normally offered from a cable provider.

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AN AFFILIATE OF THE OHIO NEWS MEDIA ASSOCIATION

AdOhio Social Targeting Capabilities

Social Display Ads

○ Organic posts from advertiser's Facebook, Instagram or Twitter pages are distributed as MOBILE ADs on our trusted, brand-safe, Publisher sites.

○ They're Served in-content on article pages within mobile web on 300x250 display ads positions.

We pull the advertiser's social posts directly into content to post as display ads. Posts will run as a layer within the regular display ad campaign, taking advantage of being within trusted content, as well as being cost-effective.

AdOhio Print Advertising Capabilities/Services

AdOhio Represents Newspapers and Places Print Advertising in all 88 Ohio Counties:

- Custom Print Display Advertising

- Market by Market, Regional and Statewide Preprinted Inserts

- Market by Market, Regional and Statewide Preprint/Commercial Printing Projects

- Highly Discounted Statewide Print Advertising Network Program

- Proof of Performance Print Advertising Follow Up/Tearsheets

AdOhio™

Thank you and it would be our pleasure to work with you!