OUR EXPERTISE AND RELATIONSHIPS ALLOW US TO DELIVER LOCAL POLITICAL ADVERTISING STRATEGIES FROM ZIP LEVEL TO STATEWIDE.

GAMUT TOTAL IS YOUR LENS INTO LOCAL

Gamut TOTAL can reach voters where they live and consume media – across all devices. Our OTT experts use proprietary data to build campaigns that redefine premium video strategy.

Leverage strategic advertising touchpoints and innovative supply solutions across our suite of products:

- **GAMUT TOTAL (OTT) FEP VIDEO**
- **GAMUT TOTAL PRE-ROLL VIDEO**
- **GAMUT TOTAL BUNDLE OTT/LARGE PLAYER VIDEO**
- **LOCAL SITE SPONSORSHIPS**
- **DISPLAY**
- **RICH MEDIA**
- **TARGETING SOLUTIONS**
- **CUSTOM PROXIMITY MOBILE**

**LENS TO LOCAL:**
- 5,000+ local news, lifestyle, sports, and information sites
- 210 DMAs across the U.S.
- Premium content from top publishers

**EXECUTE QUALITY AT SCALE:**
- 600+ billion impressions
- 62 third-party data partners
- Creative PMP solutions

Contact us for more information on how we can drive results for your campaign. Visit [www.gamut.media](http://www.gamut.media) and follow us @gamutsmartmedia.

Gamut TOTAL has the OTT inventory to enhance your long-form and short-form video campaigns and reach your TOTAL voter audience.

- **Local Scalability and Reach**
- **Reaching Voters & Potential Voters**
- **Invested in Over 62 Data Partners**
- **Campaign Adjacency to Prime Content**
- **Guaranteed Quality Impressions**
- **Quality Content from Premium Publishers**
- **Cross-Device Targeting across Desktop, Mobile, Tablet, OTT, and CTV**

Gamut TOTAL offers your campaigns more customization than anywhere else in the market.

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