**Video Advertising**

**Video Product Collection**

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**WHAT IS VIDEO ADVERTISING?**

**Video is multi-screen. So are we.**

Video advertisements are commercials that play on any device where video content can be consumed.

Statistics show that ad message recall for video advertisements increases significantly when television and digital media work together!

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**OUR VIDEO PRODUCTS**

<table>
<thead>
<tr>
<th>Linear Television</th>
<th>Over-the-top Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercials that are 15, 30 or 60 seconds long that play during full length content on cable television programming.</td>
<td>Commercials that are 15 or 30 seconds long that play during full length content on streaming services, without a cable subscription.</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<th>Pre/Mid-Roll Online Video</th>
<th>Social Media Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercials that are 15 or 30 seconds long that play during short video content on websites and apps online.</td>
<td>Video ads coupled with text that appear within the Newsfeed on Facebook and Instagram social media on both site and app.</td>
</tr>
</tbody>
</table>
Linear television ads are commercials that run within full length content during scheduled commercial breaks on cable television.

- These ads can be 15, 30 or 60 seconds in length.
- Cable network programming has high ratings, huge audiences and high impact on viewers.
- Scheduling television ads is simple, and done in two ways at a4:
  - Traditional schedule
  - Optimized schedule
- Real viewership data, not panel based models, is the secret sauce of a4 Advertising’s smart linear schedule technology.

**Your Benefits**

- We know when people watch, and what they watch. With that data, we can provide any client with the right media plan to reach their target audience.
- No assumptions or guesses about where to reach the intended audience, no panel based data.
- Utilizing smart technology ensures you see reduced waste.
- Run campaigns simultaneously to ensure your covered within major viewing events such as sports or awards shows – but also run data backed schedules to boost your reach and frequency to a highly targeted audience.
## Over-the-Top Television

### Video Products

<table>
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<th>OUR PRODUCT</th>
<th>YOUR BENEFITS</th>
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<tbody>
<tr>
<td><strong>Over-the-top (OTT) television commercials run on streaming media services, in full length television content, on any connected device.</strong></td>
<td>• Cord-cutters? Cord-nevers? No problem. Our OTT solution spans multiple providers, device types and publisher direct.</td>
</tr>
<tr>
<td>• Addressable OTT by a4 Advertising is the first and only addressable OTT ad product with national reach that is powered by authenticated household data.</td>
<td>• CTV advertising doesn’t work with cookies – our method, utilizing household data, does!</td>
</tr>
<tr>
<td>• OTT is a rapidly growing in subscribers and therefore inventory is also growing tremendously for advertisers to take advantage of.</td>
<td>• High video completion rate on OTT, since most inventory is non-skippable.</td>
</tr>
<tr>
<td></td>
<td>• Our delivery is optimized toward connected television sets, where 70% of all OTT consumption takes place.</td>
</tr>
<tr>
<td></td>
<td>• Our OTT solution is addressably served to reduce waste.</td>
</tr>
<tr>
<td></td>
<td>• Hundreds of partnerships with content providers and devices to ensure wide reach within our delivery.</td>
</tr>
</tbody>
</table>
Pre/Mid-Roll Online Video

Video Products

**OUR PRODUCT**

Pre/Midroll video ads are commercials that play within short and long form online video content on websites or apps.

- Pre/Mid-Roll online video ads allow your television message to shine on any internet connected device in the home to reach beyond traditional long form television content.

**YOUR BENEFITS**

- Your video message reaching your audience on any device ensures synchronized delivery to your entire target audience, no matter where they’re watching.

- Synchronized campaigns yield higher message recall.

- Inventory is available on any ad-supported site or app.

- Online videos can tap through to a website or social media page, allowing your audience to further engage with your brand.

- Online video easily taps into the highly sought after younger audiences.
Social media video advertisements appear on Facebook and Instagram within the Newsfeed, seamlessly integrated within user generated content.

- These ads are often referred to as native ads, because they blend in with their surroundings.
- Seamlessly extend your message to Facebook and Instagram, two of the top social networking sites with over 1.6 billion users combined.
- Likes, comments, shares... a4 Advertising sets you up for success on social.

- Utilizing a4 Advertising’s team of experts, campaigns are more streamlined and managed than they would be if a brand attempted to support all of their social efforts in-house.
- Extend your message to social without a separate partner!
- Video ads can be expensive, but with social media they are affordable!
- Interact with millions of users in one place!
- Interact with your audience in unique ways that aren’t available through traditional advertising channels.