adfuel™

Digital Media Kit

Display Advertising is an efficient and effective way to reach your target audience with your ads and message.

DISPLAY IS TARGETED.

Reach the exact prospective customer you're looking for, no matter the device.

DISPLAY IS MEASURABLE.

You can see how often your ads are shown to your target audience, clicked on, and how often they drive someone to your site at a later date.

BRANDING AND TRUST.

Display campaigns tie the rest of your marketing efforts together and communicate your message.

OPTIMIZED.

Your campaigns are optimized 2-3 times each week vs. the industry standard of 2-3 times per month, yielding 2-3 times the engagement.

BANNER & VIDEO

LIVE A FULL LIFE
The CT Hybrid

Learn More
Options shown.

LEXUS

LIVE A FULL LIFE
The CT Hybrid

LEXUS

Learn More

TARGETING OPTIONS AVAILABLE

TARGET PEOPLE ANYWHERE, ANYTIME, ON ANY DEVICE.

MOBILE

GEOGRAPHIC

DEMOGRAPHIC

CATEGORY CONTEXTUAL

DESKTOP

RETARGETING

BEHAVIORAL

KEYWORD CONTEXTUAL

PRECISION TARGET THE AUDIENCE YOU WANT.

VACATION TRAVELLER

MILLENIALS 18-32

Reach your target demographic online – any time, anywhere and to anyone.

- Pinpoint real-time location, behaviour & demographics.
- Engage consumers at key decision making points.
- Re-target to keep delivering your message later.

ADS THAT CUSTOMERS ACTUALLY CARE ABOUT.

LOVES CASUAL DINING

HEALTHCARE PROFESSIONAL

You don't respond to generic so why would they? We serve customized ads based on behaviour.

- Capture attention in all apps & browsers.
- Multiple ad choice for maximum engagement.
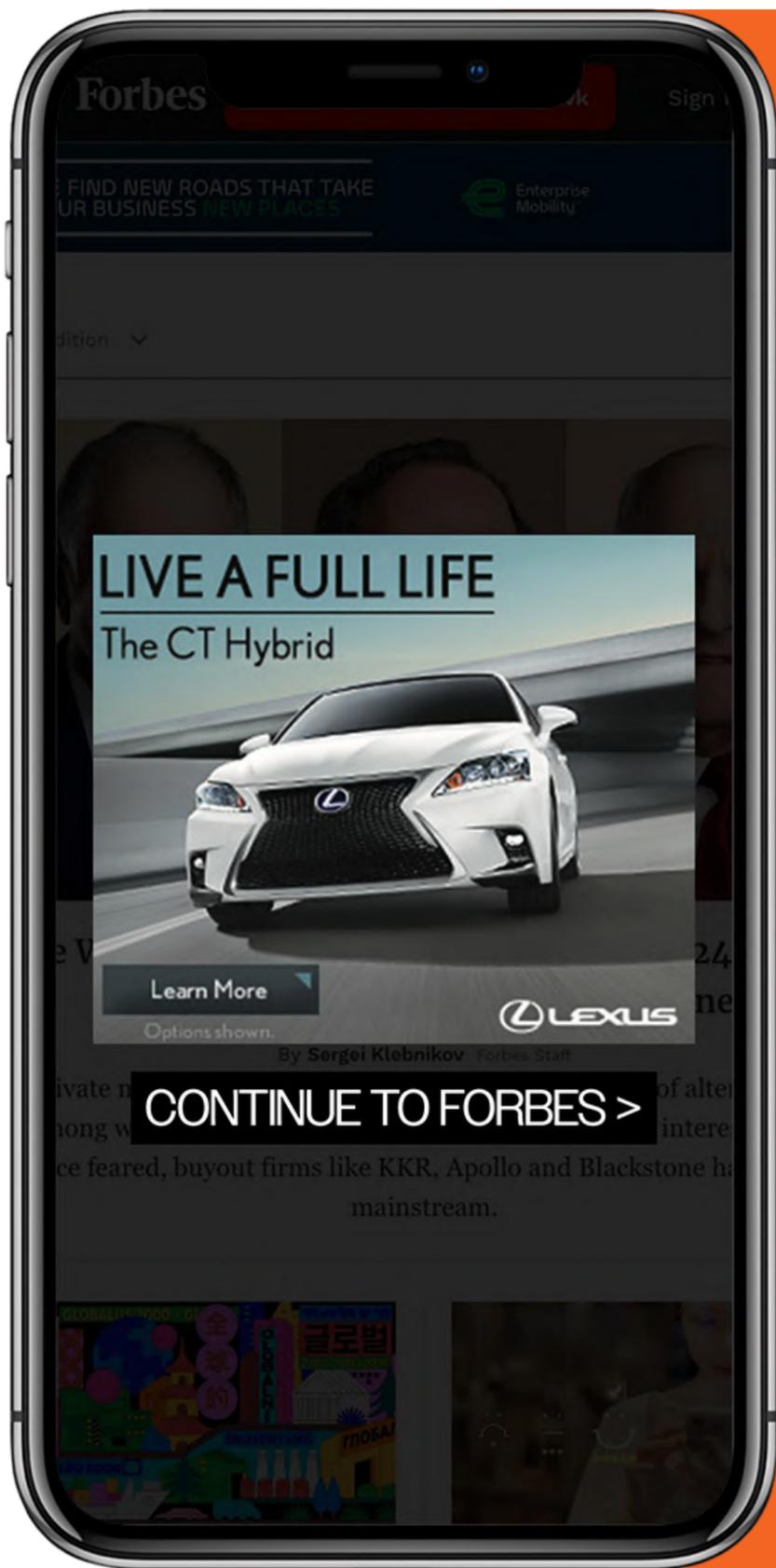- More effective ads means higher ROI.

MEASURABLE LOCATION DRIVEN RESULTS.

AUTO INTENDER

BEAUTY GURU

Track your ad's campaign performance with transparent quantitative results.

- Geo-conquest competitor locations.
- Activate a targeted sales demographic.
- Maximize performance with A/B testing.

CAPTURE THEIR ATTENTION

OurCity drives results for both brands and their customers by combining consumer location, behavior, and context data in real-time - building ad experiences that are relevant, precise and non-intrusive. We care about creating enhanced consumer experiences with your brand - not simply delivering advertising messages.

A FEW FEATURES FROM OUR NETWORK

- We use 45 ad network integrations, including AdExchange.
- Your ads gain access to over 16,000 location-aware apps and sites.
- This gains us access to almost every major site, brand, and app out there.
- 40+ billion monthly location verified impressions.
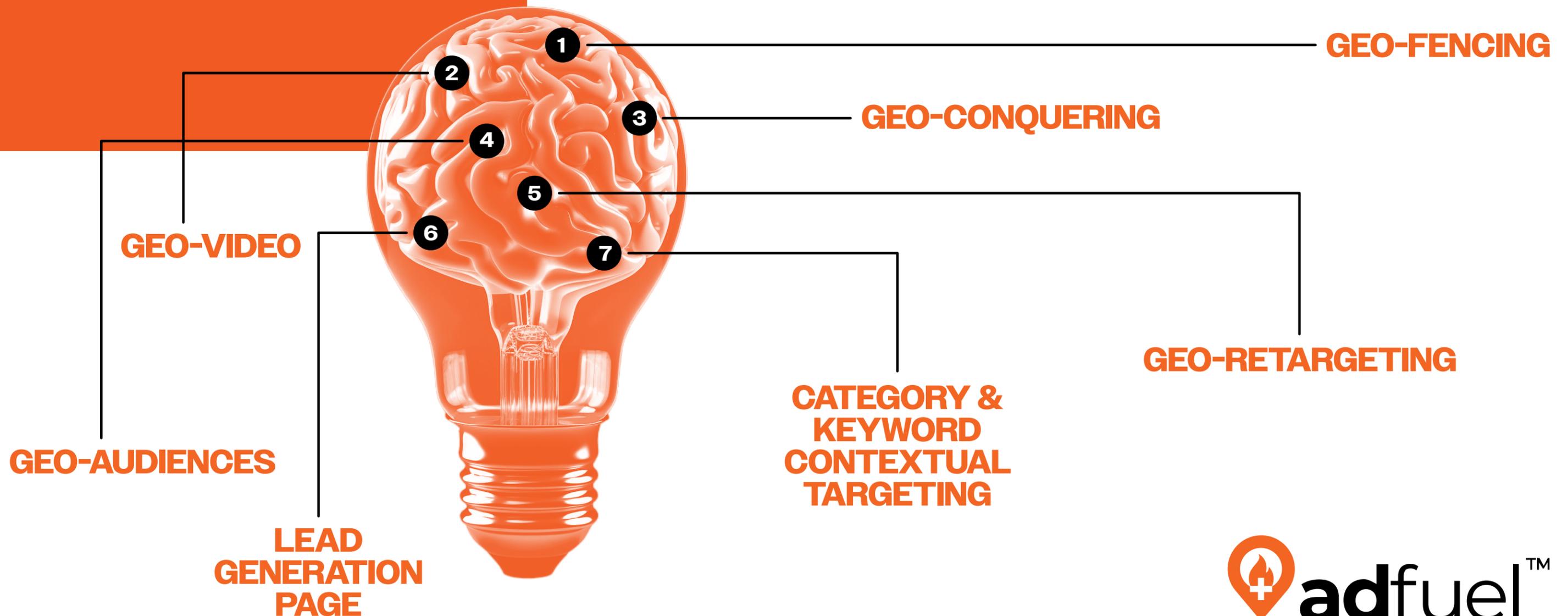
TOP WEBSITES

- Expedia.ca
- TravelChannel.com
- Travelocity.ca
- Havebabywilltravel.com
- CNN.com
- Buzzfeed.com
- Mashable.com
- Forbes.com
- Time.com
- About.com
- Weather.com
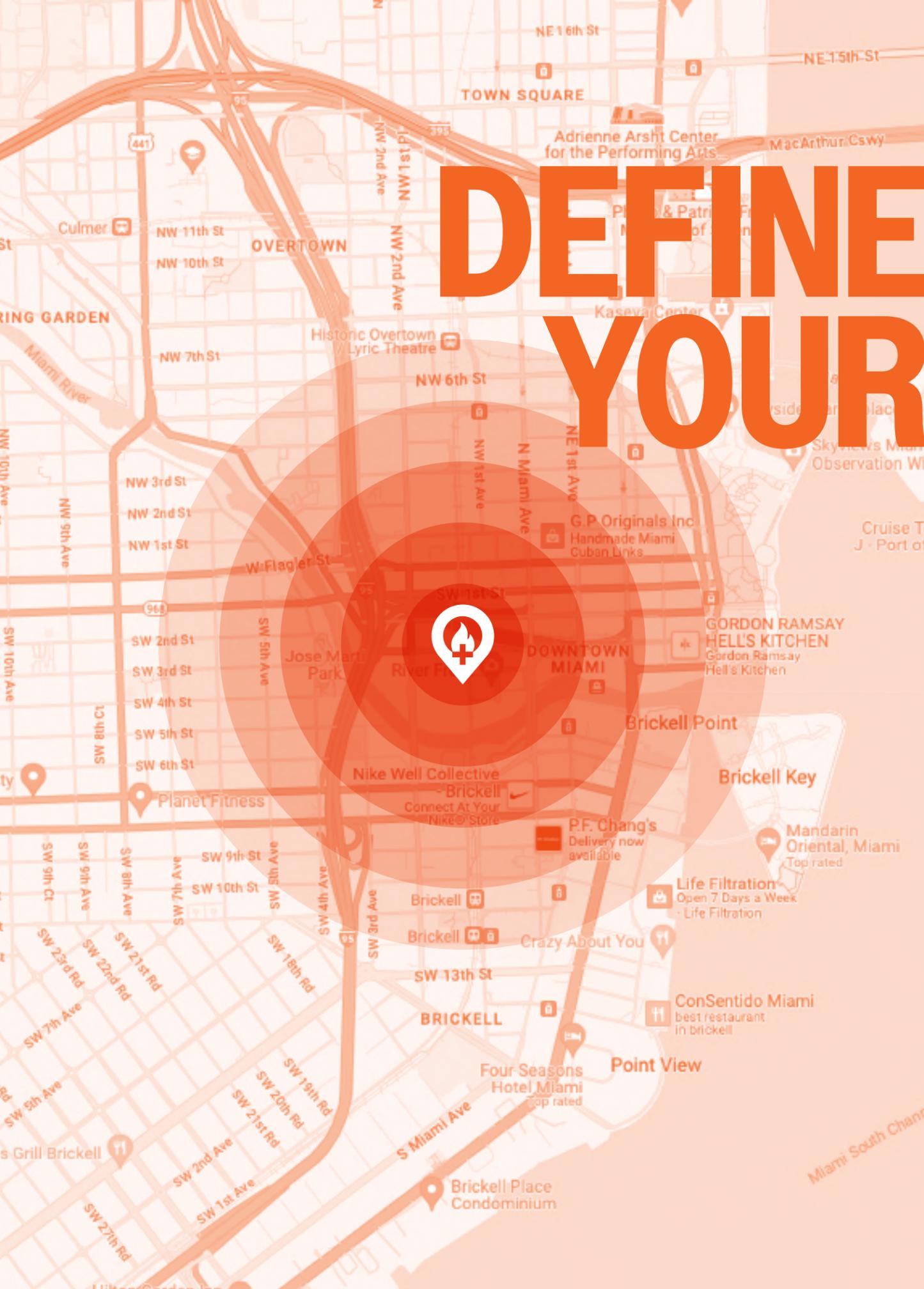- MapQuest.ca

WE FULLY COME LOADED

EMPOWER YOUR DIGITAL MARKETING INITIATIVE WITH A CUSTOM PACKAGE OF LOCATION-BASED SOLUTIONS.

Target your audience with access to accurate Geo-fencing, retargeting, and behavioural targeting via billions of location-aware data points. Our Geo-targeting capabilities enable you to deepen your engagement with online consumers and serve the right ad to the right person at the right time and place.

1 — GEO-FENCING

2

3 — GEO-CONQUERING

4

5

6

7

GEO-VIDEO

GEO-AUDIENCES

GEO-RETARGETING

CATEGORY & KEYWORD CONTEXTUAL TARGETING

LEAD GENERATION PAGE

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DEFINE YOUR SPACE

GEO-FENCING
A solution in which a virtual barrier is created around a defined area. A geo-fence is used to trigger the deployment or show eligibility to receive certain ads and notifications based on the location of a device user.

GEO-CONQUERING
Geo-conquering utilizes location data to directly target customers when they are physically in a competitor's location. This enables you to increase your brand awareness to an audience who is currently engaged with a similar business and even capitalize on a negative aspect of the other business that you have a competitive advantage over.

DEFINE
THE METHOD

GEO-RETARGETING
Geo-retargeting expands the ability of Geo-fencing to deliver your ads to your targeted audience, even after they have left your fence. Not all buying decisions are made at the point of initial target, and this feature ensures your ad is delivered to the right audience no matter where they go.

DEFINE YOUR AUDIENCE

GEO-AUDIENCES. Targeting an audience by Geo-location is effective but not all people are the same. Geo-audience selection lets you define the demographics of your audience from age and income to interests and consumer behaviour. Base your marketing and advertising strategy on real-world activity to ensure you are reaching your target consumer accurately and efficiently.

CATEGORY CONTEXTUAL TARGETING

Puts your ads in front of people who are browsing sites that fall under a relevant content category:

GoodCar.com CarReviews.com BestAutos.com

KEYWORD CONTEXTUAL TARGETING

Puts your ads in front of people who are browsing content that includes the keywords you have chosen regardless of the overall website content:

CarReviews.com Moms.com Camping.com

NEW CAR NEW CAR NEW CAR

KEYWORDS SAMPLE LIST:

- Holiday
- Family Fun
- Romantic getaway
- Vacation

- Hotels
- Getaway
- Road Trip
- Resort

- Indoor Pool
- Day Trip
- Travel Deals
- Camping

DEFINE YOUR TERMS

GEO-VIDEO

Capture their attention with more relevant location-specific video segments that get longer viewing times. Online video is the fastest growing media segment and they are effective across multiple platforms.

LEAD GENERATION PAGE

A dedicated Lead Generation page can help your customers take action by simplifying their next steps. All they have to do is tap to call, tap for directions or tap to open a contact form.

CLICK-TO-CALL
Automatically connects with consumers.

CLICK FOR DIRECTIONS
Link to map for directions.
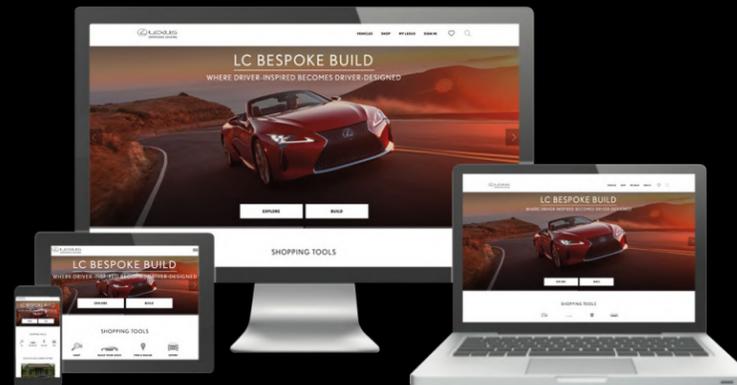
CLICK TO MOBILE SITE
Easy access to mobile site/landing page.

SOCIAL MEDIA LINKS
Increase interaction & engagement.

100% MOBILE READ FULL-SIZES WEB PAGES

- URLs include your business name.
- Page traffic reports.
- Hosting for the life of the campaign plus one month.

48% OF BUSINESSES BUILD A NEW LANDING PAGE FOR EACH MARKETING CAMPAIGN.

25% INCREASE IN CONVERSION RATES CAN BE ACHIEVED WITH CUSTOMIZED LANDING PAGES.

A FEW EXTRAS

LEXUS

GO BOLDLY

CALL NOW

READ MORE · DIRECTIONS

LC BESPOKE BUILD
WHERE DRIVER-INSPIRED BECOMES DRIVER-DESIGNED

SHOPPING TOOLS

UNIFIED REPORTING & ATTRIBUTION

## UNIFIED REPORTING FOR ACTIONABLE INSIGHTS

Get an overview of your reporting metrics (conversions, clicks, views, etc.) across devices and channels to give you detailed insights into your campaigns, creatives and strategies. Monitor over/under spending activities and attend to any accounts or campaigns instantly.

REAL-TIME ANALYTICS

Track all accounts in real-time and optimize campaigns faster. Organize your accounts, campaigns and ad groups using filters and custom list for quick turnaround.

ATTRIBUTION

Validate campaign performance and measure channel effectiveness. Utilize footfall attribution to track prospects that walk into your stores and engage them in real-time. OurCity lets you associate your ad impressions to actual store visits. Unify your online and offline data and launch a multi-channel campaign within minutes and uplift your footfall conversions.
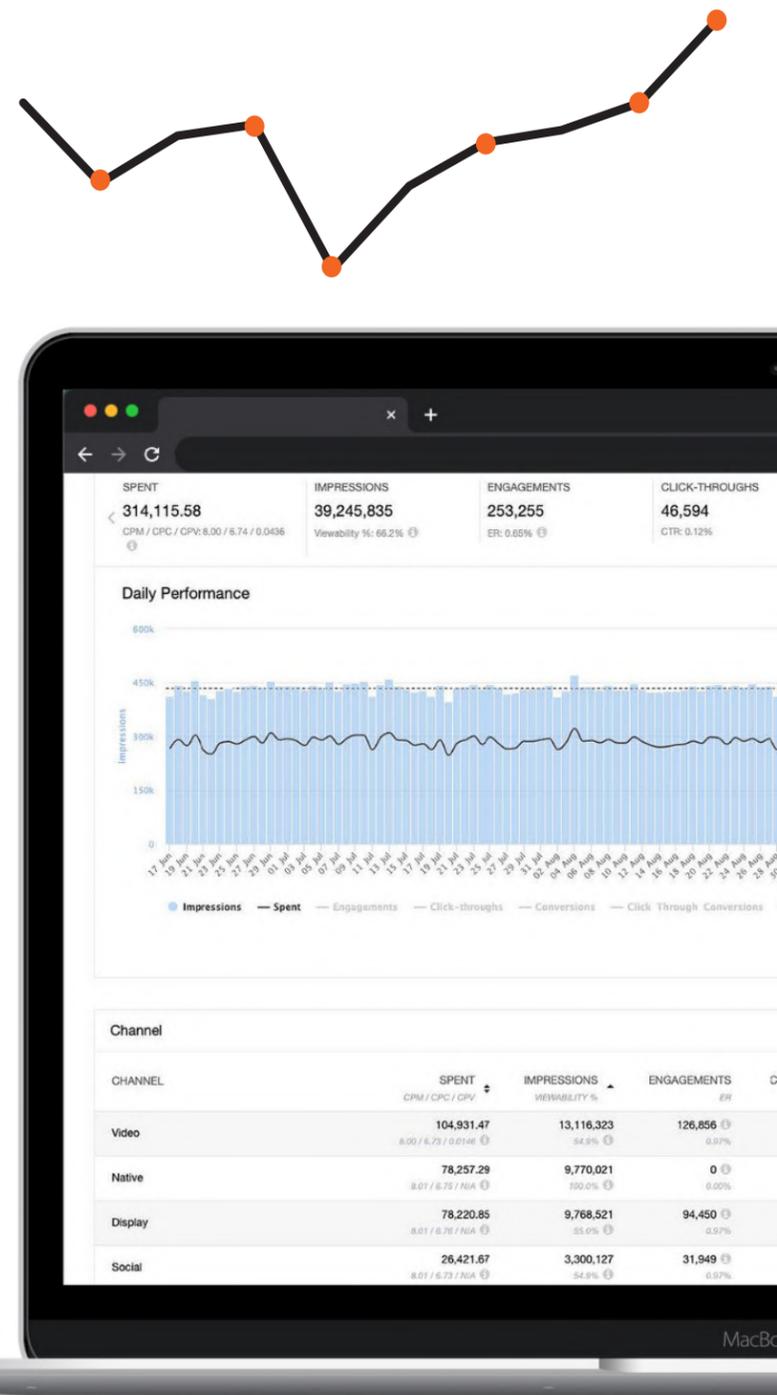
FAQs

WHAT IS LOCATION BASED MOBILE ADVERTISING?
Location-based mobile advertising (LBA) is a new form of advertising that integrates mobile advertising with loca-tion-based services. The technology is used to pinpoint a consumer's location and provide a location-specific advertisement on their phone, tablet or computer. Geo-fencing and Geo-retargeting are the most widely used LBA tactics.

HOW DO WE KNOW WHERE CONSUMERS ARE?
Each provides a specific latitude/longitude (lat/long). Consumers that share their GPS data through location-aware mobile apps or sites can be pinpointed. Each impression comes with multiple data points, but we only use impressions with lat/long data that matches your targeted campaign.

WHAT ARE THE DOWN SIDES TO OURCITY?
It's important to understand that with Geo-fencing, adding additional targeting has a negative impact on scale (less impressions available).

HOW MUCH DOES IT COST?
We charge Cost Per Mille fees based on volume. Please contact an Account Executive at 954-306-1007 for more details.

DO CONSUMERS HAVE TO OPT-IN TO BE TARGETED? WHAT ABOUT PRIVACY?
Since we depend on display advertising vs. text messages or push notification, there's no need for consumers to opt-in. We don't get access to any personal, identifiable information through the ad call - we only focus on location and the con-text/behaviour of the place of the consumer.
Consumers agree to share their location data on the device, as well as in the terms of service of the apps that they download.

WHERE DO THE IMPRESSIONS DERIVE FROM?
We have direct access to all major trading desks and ad-networks with both premium and remnant inventory from over 16,000 location- aware mobile apps and sites. Websites from publishers like CBS Local, MLB, NBA, Huffington Post, CNN, Weather.com, Accuweather, TMZ, and many more are available through our supply sources. We buy programmable location-aware impressions automated media buying) through Real-Time Bidding (RTB) via our campaigns management platform.

HOW MANY IMPRESSIONS ARE AVAILABLE MONTHLY?
We have access to over 45 billion location-aware impressions every month from over 16,000 publishers (apps and sites). This provides enough scale to deliver effective campaigns both at a national and local level.

WHAT AD STANDARDS ARE SUPPORTED?
We support all IAB standards, including static, dynamic banners, rich media, and video.

WHAT KIND OF REPORTING/ANALYTICS ARE AVAILABLE.
We provide transparent real time reporting and analytics of all ad campaigns.

A PARTNERSHIP OF VALUE

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CAMPAIGN CONSULTING
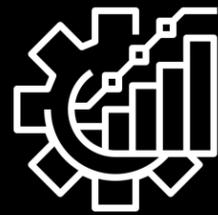Campaigns designed to help you reach your business goals.

STRATEGY
Professionally designed display campaigns engineered to maximize your return.

OPTIMIZATION
Campaign performance is evaluated and steered in the right direction 2-3 times per week.

CAMPAIGN PERFORMANCE
Well managed campaigns that outperform the industry standard.

REPORTING
Campaign reports delivered and reviewed on monthly basis.

FRAUD PROTECTION
We care about your investment and display your ads to people NOT bots.

BRAND SAFETY
We make sure your ads are displayed to the right audience on trusted and respectable websites.

ADSIZES

MOBILE, TABLET & DESKTOP SIZES.

Recommended Ad Sizes:

728 X 90 LEADERBOARD / 300 X 250 MEDIUM RECTANGLE / 320 X 50 MOBILE LEADERBOARD* / 320 X 50 EXPANDABLE MOBILE* / 160 X 600 WIDE SKYSCRAPER / 300 X 600 HALF PAGE AD UNIT / * = SPECIAL REQUIREMENTS FOR THIS SIZE.

Leaderboard
Ad Size: 728x90

Wide Skyscraper
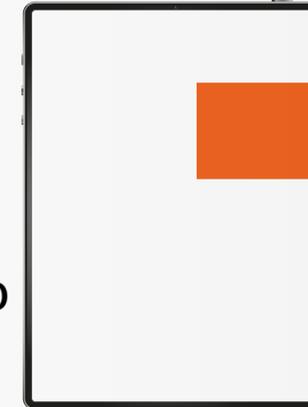Ad Size: 160x600

Medium Rectangle
Ad Size: 300x250
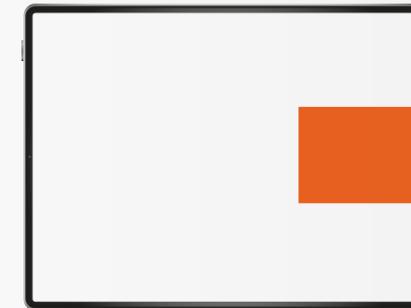
Mobile & Tablet Ad Sizes:

GIF, PNG, JPG FOR STILL IMAGES / ANIMATED GIF FOR ANIMATIONS.

Leaderboard
Ad Size: 728x90
Retina Asset Size: 1456x180

Rectangle
Ad Size: 300x250
Retina Asset Size: 600x500

Smartphone Static Banners:

300x250, 320x50, 320x480 Max Size: 40k – 1MB, depending on supply vendor

Tablet Static Banners:

300x250, 728x90, 160x600

Max Size:

150k – 1MB, depending on supply vendor *FOR OTHER SIZES CONTACT YOUR ACCOUNT EXECUTIVE.

Medium Rectangle
Ad Size: 300x250

Half Page
Ad Size: 300x600

Leaderboard
Ad Size: 728x90

Wide Skyscraper
Ad Size: 160x600

CTV and OTT:

CTV and OTT advertising are different in the way they are delivered. CTV is a one-way transmission of content to the viewer, while OTT means that viewers can choose when and where they want to watch the content. They both have their pros and cons, but CTV is more popular than OTT because it is easier for advertisers to reach their audience with it.

The video specifications for CTV and OTT advertising are different. CTV ads are typically shorter than OTT ads and they are designed to be watched on a TV screen. OTT ads, on the other hand, may be longer, but they can also be watched on any device.

THE FOLLOWING ARE SOME OF THE KEY SPECIFICATIONS FOR CTV AND OTT ADVERTISING:

+ **Aspect Ratio:** 16:9 (best quality for CTV, but they also support 4:3).
+ **Max File Size:** 25MB to 10GB.
+ **Video length:** 15 sec to 6 minutes.
+ **Frame Rate:** Different CTV/OTT platforms have dierent frame rate.
+ **File Type:** .mp4, .mov, .mpeg, .avi, or .asf.

Other Specifications:

+ Creative images must be clear, recognizable, and relevant; text appearing in the ad must be legible.
+ Creatives must occupy the entire space of the imagesize you've chosen.
+ Creatives cannot appear sideways or upside down
+ Creatives cannot be segmented, contain multiple copies of itself within the ad, or other wise appear to be more than one ad.
+ Creatives with partially black or white backgrounds, you must add a visible border of a contrasting color to the majority background color of the ad.
+ File size must be 40K or smaller – applies to first and third party ads.
+ All creatives must open a new page on click, cannot open in the same page.
+ Animated ads are restricted to a maximum of 15 seconds of looping, after which point they must remain static.
+ Flash creatives must use the clickTAG function on the top-most layer and must have the stop(); function on the last frame of the animation.
+ First party back-up static image is supported. Best practice is to always provide a back-up static image.
+ In-banner video creatives should be in flash format with a 50kb max file load and a 2MB load for the secondary file
+ There is no length limit for click to start video ads, but thevideo should immediately go to the landing page upon completion.
+ For auto-start video ads, there is a 15 second limit.
+ Audio should not be heard unless initiated by a mouse-over;
+ Video should be backstopped by a static 300×250 which should click through to a landing page.
+ All in-banner video ads must include the play, pause, mute and unmute.

WHAT TO PROVIDE

In order to maintain the established branding of the advertiser, it is important to have editable assets, as well as designated fonts, to create and deliver the advertisers messaging consistently on mobile devices. Here is what we need:

Layered Assets
.PNG (Adobe Fireworks) or .PSD (Adobe Photoshop)

Logos
.AI (Adobe Illustrator) or .EPS

Images
.TIFF or .JPG
Please provide the highest resolution possible

Fonts (MAC format)
.otf, .ttf, or .rtf

Brand Styleguide (if available)
.PDF

TIMELINES

Below are our general ad delivery timelines, based on design, dev, QA, and trafficking.

Static Banners:
2 business days

Rich Media:
3 business days

Third-party Tags:
3 business days

Custom development:
7 business days

SUGGESTED FILE SIZES

Banner: 50kb

Expandable: 150kb

VIDEO SPECIFICATIONS

Format: .mp4 or .mov

Codec: h.264

Ratio: 16:9 recommended

Maximum file size: 1MB per 30 seconds

Play Limit: 15-30 seconds

Frame rate: 29.97 fps

Bit rate: 200-250kbps

FEATURE MATRIX

	iOS WEB	iOS APP	Android WEB	Android APP	Tablet WEB	Tablet APP	Desktop	REQUIREMENTS/DELIVERABLES
TAP-TO-URL	•	•	•	•	•	•	•	HTTP://...
TAP-TO-APP	•	•	•	•	•	•		HTTP://...
FACEBOOK	•	•	•	•	•	•	•	APPROVED FACEBOOK ACCOUNT
TWITTER	•	•	•	•	•	•	•	APPROVED TWITTER ACCOUNT
TAP-TO-VIDEO	•	•	•	•	•	•	•	APPROVED VIDEO
TAP-TO-EMAIL	•	•	•	•	•	•	•	EMAIL ADDRESS
TAP-TO-CALENDAR	•	•			•	•	•	.ICS FILE
TAP-TO-CALL	•	•	•	•				PHONE NUMBER

VIDEO SPECIFICATIONS

VIDEO & BANNER

PRE-ROLL VIDEO

FILE FORMAT	MOV preferred, MP4 FLV accepted (if serving through VAST, see TRACKING section for file format specs)
DIMENSIONS	640x360 or larger
ASPECT RATIO	16:9 widescreen preferred | 4:3 standard accepted
FRAME RATE	24+ fps
BITRATE	600+ Kbps at constant rate
CODEC	H.264
MAX FILE SIZE	300 MB
DURATION	Video should be trimmed to length and do not include slates, leaders or countdowns

COMPANION BANNER

FILE FORMAT	JPG, PNG, GIF, SWF, or 3rd party hosted tag
DIMENSIONS	300x250
MAX FRAME RATE	24 fps
MAX ANIMATION LOOP & DURATION	3 Loops, 15 seconds
BITRATE	40 KB

TRACKING

PRE-ROLL VIDEO TAGS

OPTION A - BRIGHTROLL SERVED	Standard 1x1s (Impression Tag + Click Tag)
OPTION B - 3rd PARTY VAST	-Please follo IAB VAST Specifications
	-Video media file type must be FLV format, MOV/MP4 cannot be accepted
	-Video must be trimmed to length; duration element should read 15 seconds, 30 seconds or exact length of video file
	IMPORTANT: VAST tags and Companion Banner tags cannot be served separately. If running a companion, it must be embedded with VAST XML.
OPTION B - 3rd PARTY VPAID	-Please follow IAB VPAID Specifications

COMPANION BANNER

OPTION A- BRIGHTROLL SERVED	Standard 1x1s (Impression Tag + Click Tag)
OPTION B 3RD PARTY iFRAME	iFrame Tag

VIDEO SPECIFICATIONS

VIDEO

MOBILE AND TABLET PRE-ROLL VIDEO

FILE FORMAT	MOV preferred, MP4 FLV accepted (if serving through VAST, see TRACKING section for file format specs)
DIMENSIONS	640x360 or larger
ASPECT RATIO	16:9 widescreen preferred | 4:3 standard accepted
FRAME RATE	24+ fps
BITRATE	600+ Kbps at constant rate (if using VAST, see TRACKING below for bitrate specs)
CODEC	H.264
MAX FILE SIZE	300 MB
DURATION	Video should be trimmed to length and do not include slates, leaders or countdowns

TRACKING

MOBILE AND TABLET PRE-ROLL VIDEO TAGS

OPTION A- BRIGHTROLL SERVED	Standard 1x1s (Impression Tag + Click Tag)
OPTION B- 3RD PARTY MOBILE VAST	-Please follow IAB VAST 2.0 Specifications -Video must be trimmed to length; duration element should read 15 seconds, 30 seconds, or exact length of video file -Streaming bitrate cannot exceed 400 Kbps IMPORTANT: Video media file type must be MP4 format, other file types cannot be accepted

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