

CAPTIVATE  
Influence the  
Influential

MEDIA KIT





# North America's largest on-the-go news and entertainment network

Access and impact millions of influential decision makers through our video-first network in premier office towers and luxury residential properties.



100%  
VIEWABLE



FRAUD  
FREE



BRAND  
SAFE



100%  
ACCURATE LOCATION



**Connect your brand  
with an audience  
like no other.**



THE  
INNOVATORS



THE  
THINKERS



THE  
CHANGE-MAKERS



THE  
TRAVELERS



THE  
BUILDERS



THE  
PARENTS



THE  
DECISION-MAKERS



THE  
HIGH-EARNERS

CAPTIVATE



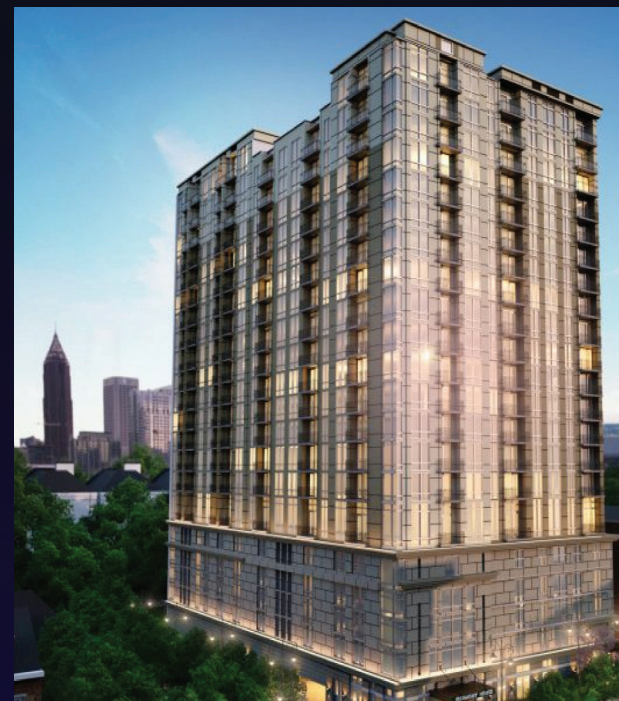
# Reach coveted B2B and B2C audiences where they work & live

50K+  
BUSINESSES

4M+  
UNIQUE  
HOUSEHOLDS



PREMIER OFFICES



LUXURY RESIDENTIAL



COWORKING SPACES



STUDENT HOUSING



# CAPTIVATE OFFICE



## Influence decision makers during the working daypart

Engage valuable, hard-to-reach professionals on digital displays in elevators & high-traffic areas of premier office towers to influence B2B & B2C purchase decisions. Customizable onscreen solutions and advanced targeting capabilities deliver measureable results.

**2.6 BILLION**  
AVAILABLE MONTHLY IMPRESSIONS

**39**  
AVG AGE

**\$115K**  
AVG HHI

**67%**  
A25-54

**100%**  
EMPLOYED





# Engage upscale consumers at home

Digital video screens in high-traffic and highly viewed common areas like lobbies and amenity spaces in luxury residences influence high-income shoppers & business decision makers to keep your brand top-of-mind.

**400 MILLION**  
AVAILABLE MONTHLY IMPRESSIONS

**44**  
AVG AGE

**\$124K**  
AVG HHI

**66%**  
A25-54

**100%**  
DELIVERY OF  
HH PRINCIPAL  
SHOPPER

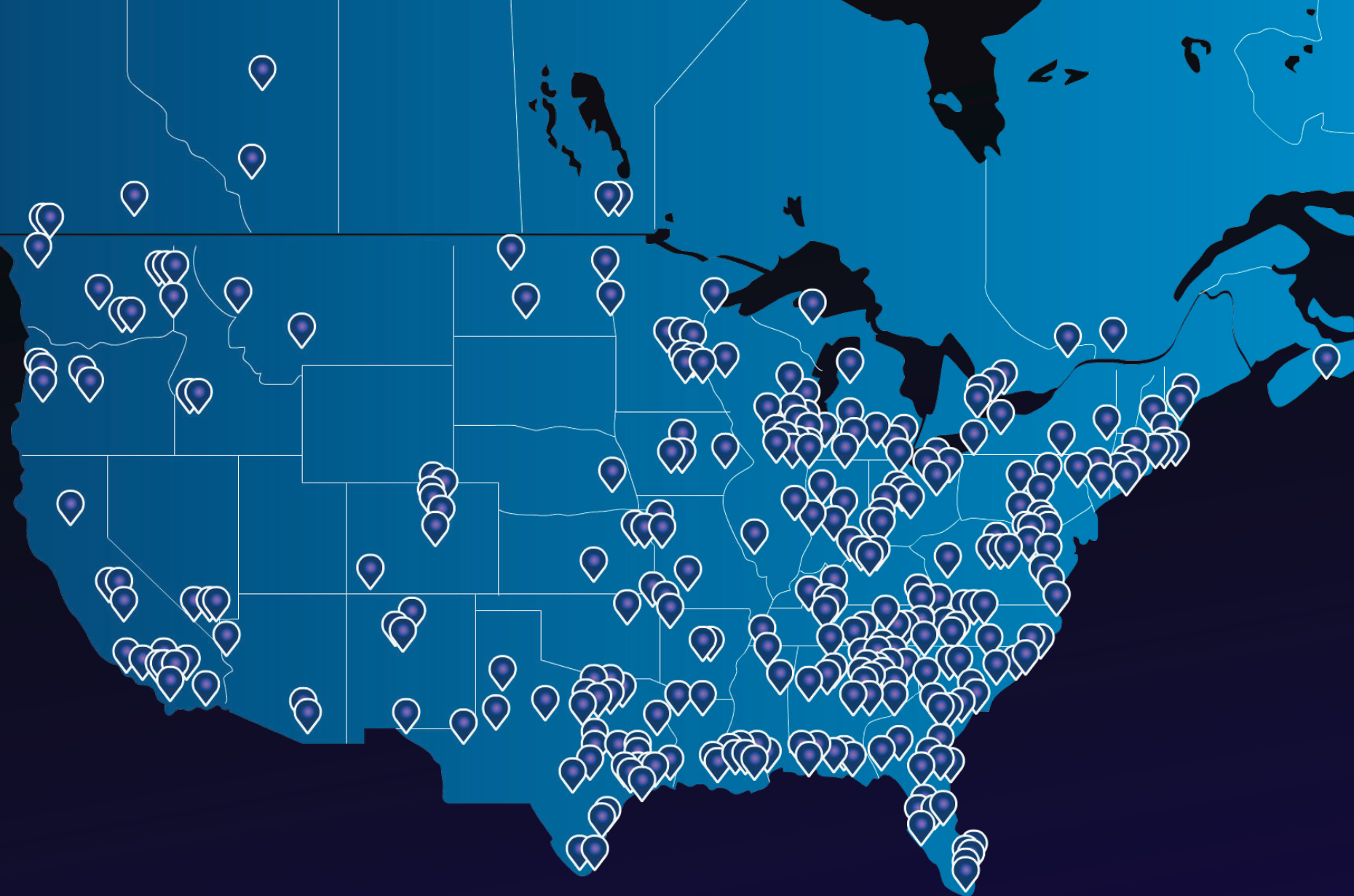


CAPTIVATE  
**RESIDENTIAL**





# Extensive North American footprint



## OFFICE

**44** DMAs

**1,800** VENUES

**13,400** SCREEN

## RESIDENTIAL

**172** DMAs

**5,500** VENUES

**7,640** SCREEN

**172**

DMAs

**7,300**

VENUES

**+21K**

SCREENS



# Boost performance with contextual relevance

## CURATED CONTENT

- 160+ trusted, world-class providers
- Professional editorial team
- Curated for a premium audience
- Exclusive advertiser placement

Forbes

AccuWeather billboard

B/R BLEACHER REPORT

AdAge TheStreet. EATER

## CUSTOM CONTENT COLLABORATIONS

Tailored brand partnership solutions to elevate engagement include ad formats, editorial alignments, content sponsorships, native content, gamification and more.

CAPTIVATE

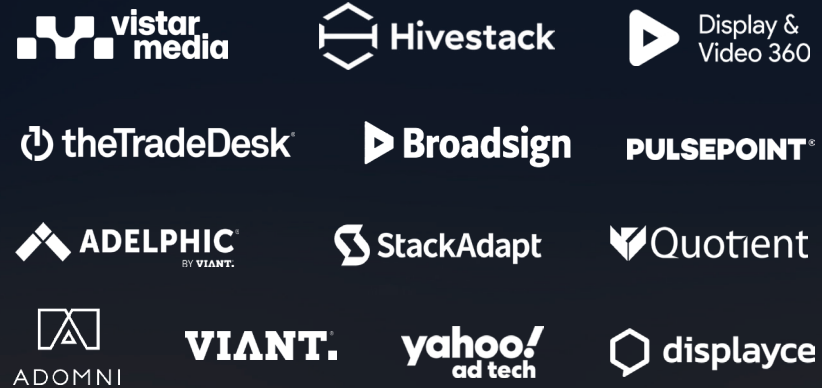




# Capabilities

## PROGRAMMATIC

Turnkey activation on DSP of your choice.  
Available PMP, OE & Guaranteed



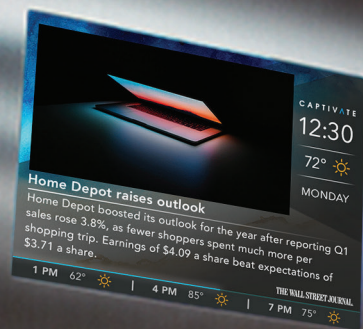
## MEASUREMENT & ATTRIBUTION

Verify campaign impact with brand-lift studies and attribution tools



## ADVANCED TARGETING

Strategic and efficient targeting with the industry's leading data partners





# Premium, video-first brand solutions

## STANDARD AD

**WHAT GIVES YOU ENERGY?**

8:58  
61°  
TUESDAY

**Short-Term Forecast**

12 PM 75° RealFeel: 79°	3 PM 82° RealFeel: 83°	6 PM 79° RealFeel: 77°
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AccuWeather

MLB NYY: 7 @ TOR: 4 | SEA: 10 @ BOS: 1 | LAA: 9 @ BAL: 5

## BRAND INTEGRATION

Dell Technologies | intel

Welcome to Now

**SMALL BUSINESS TIPS**

Participating in social media trends can be a great way to show off your brand's personality and have fun with your audience. So don't be afraid to let loose and get creative. **Forbes**

intel

## FULL SCREEN AD

Degree. DEODORANT

**STAY FRESH AND DRY IN HEAT UP TO 125°**

48H IT WON'T LET YOU SWEAT

MEN Degree. MOTIONSENSE

ADVANCED PROTECTION

ADVENTURE

NEW YORK CITY: 92°

## ELEVATOR DISPLAY

## LARGE FORMAT DISPLAY

DIRECTORY

- Ameren .....12
- Baron Aviation Services .....20
- Drury Hotels .....16
- H&R Block .....43
- Lifetouch .....11
- MFA Oil .....15
- GoJet Airlines .....27
- Ferrellgas .....15
- A. G. Edwards .....61
- Arch Coal .....25
- Aquila, Inc .....45
- Cerner .....37
- Dierbergs .....48
- MFA Oil .....24
- McDonald .....24
- FranksLife .....50
- Orbital Tech .....15

**DOLLAR SHAVE CLUB**

**EPIC RAZORS. EPICALLY AFFORDABLE.**

Find us in stores or online.

It's beneficial to keep a house plant

Plants can absorb toxic chemicals from the air. They also increase oxygen levels in your home, which could potentially help to reduce headaches, improve focus, and boost your overall mood.

EVERYDAY HEALTH

12:30  
72°  
TUESDAY

1 PM 75° | 3 PM 72° | 5 PM 69°

MARKETS

DJIA (\$DOWI)  
24133.78  
+358.51(+1.51%)  
YTD: 15.43%

S&P 500 (\$SPX)  
2878.48  
+41.74(+1.47%)  
YTD: 10.90%

Volatility (SVIX)  
33.29  
-2.64(-7.35%)  
YTD: +141.58%

athena health

**Brain, meet power.**

And provide doctors with actionable insights

**Immunity isn't vitamin C's only perk**

Vitamin C is known for supporting the immune system – but that's not its only benefit. It's required for collagen synthesis, and collagen is the most abundant protein in the body.

mbg

Thursday 50°/28° | Friday 41°/37° | Saturday 41°/37°

TODAY

71°/63°

RealFeel 72°

Precipitation 99%

Humidity 94%

Wind 2.3 mph SSE

Sunrise 6:26 AM  
Sunset 7:20 PM

AccuWeather

**The Bid** A podcast by BlackRock

"57 million Americans don't have access to a retirement savings plan. We know that when they do have access, they're 15-20 times more likely to save."

Anne Ackerley  
Head of BlackRock's Retirement Group

**Hear more from Anne Ackerley on Episode 92 "3 Ways To Close The Gender Retirement Gap"**

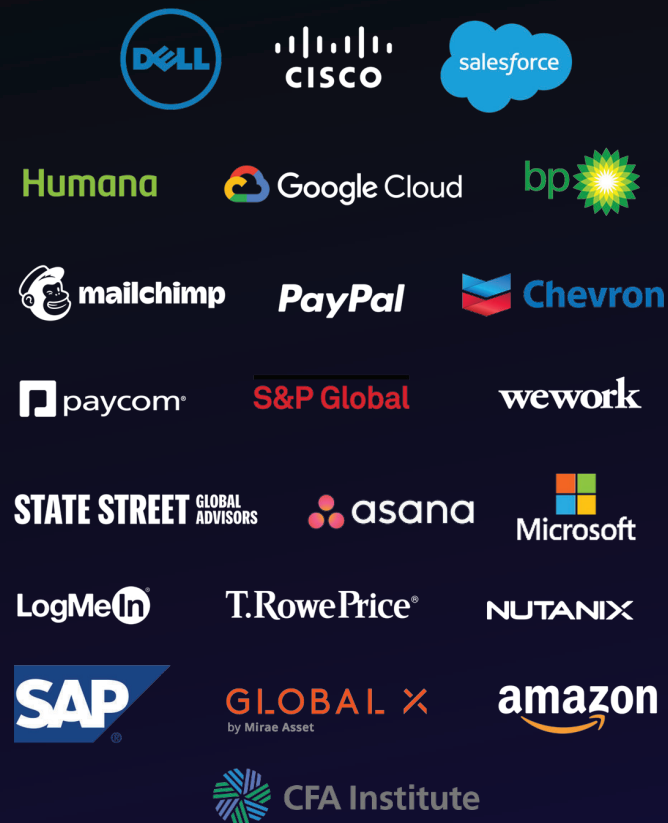
Listen on

Dow -153.43 | S&P 500 -30.75 | VIX Index +2.13



# In good company

## B2B



## B2C



# Contact us

Influence the Influential  
with Captivate  
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