

CAPTIVATE  
Influence the  
Influential

MEDIA KIT | CANADA





# Premier video network reaching high value audiences where they work & live

Unique access to millions in premium office towers and luxury residential properties when and where decisions are made.



100% VIEWABLE



FRAUD FREE



BRAND SAFE



ACCURATE LOCATION



Connect your brand  
with an audience  
like no other.



THE  
INNOVATORS



THE  
NEXT-STAGERS



THE  
CHANGE-MAKERS



THE  
TRAVELERS



THE  
BUILDERS



THE  
PARENTS



THE  
DECISION-MAKERS



THE  
HIGH-EARNERS

CAPTIVATE



# Reach coveted audiences where they work & live

11

CMAS

425

VENUES

2.6K

BUSINESSES

500K

UNIQUE HOUSEHOLDS



## CIBC SQUARE

Prominent modern office complex



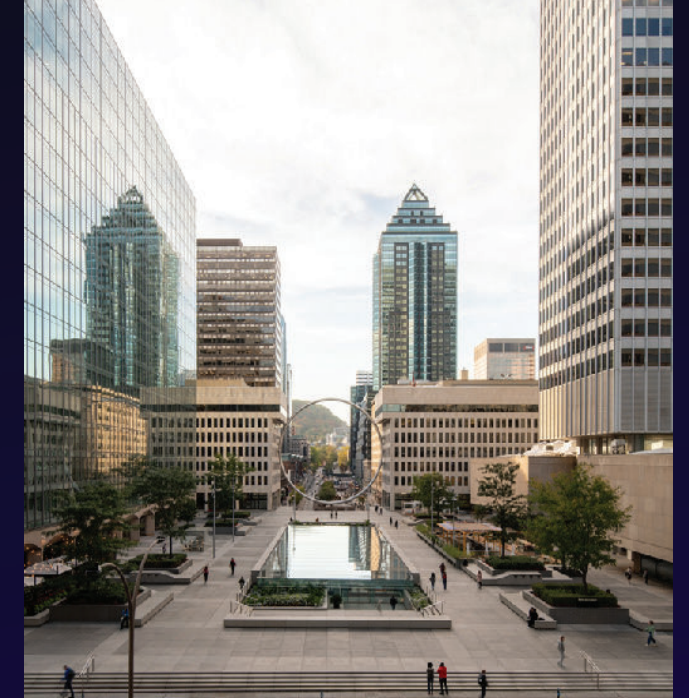
## TEN YORK

Iconic luxury home experience on the harbor front



## THE WELL

Innovative mixed-use village with high-end urban living



## PLACE VILLE MARIE

Office and shopping complex



# 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 measurable results.

**242 MILLION**  
AVAILABLE MONTHLY IMPRESSIONS

**37**  
AVG AGE

**\$104K**  
AVG HHI

**100%**  
EMPLOYED

**81%**  
UNIVERSITY GRAD

**wework**  
powered by CAPTIVATE

Target SMBs, solopreneurs & Gen Z with unique access to co-working spaces.



# Extend reach to upscale consumers at home

Stay top-of-mind with high-income shoppers & business decision makers on digital video screens in elevators and high-traffic common areas of luxury residences. Partnership with LuxerOne embeds brand message in the purchase journey through interactive screens on package concierge systems.

**1.6 MILLION**  
AVAILABLE MONTHLY IMPRESSIONS

**39**

AVG AGE

**\$96K**

AVG HHI

**76%**

A25-54

**83%**

DELIVERY OF HH  
PRINCIPAL SHOPPER

Embed your message in the purchase journey through our extension on interactive screens on package concierge systems.



CAPTIVATE  
**RESIDENTIAL**







# Captivating audiences across Canada

## OFFICE

12M monthly campaign impressions

6

CMAS

295

VENUES

2,090

SCREENS

## RESIDENTIAL

135K monthly campaign impressions

11

CMAS

130

VENUES

150

SCREENS



# Content that makes all the difference

## CURATED CONTENT

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

TORONTO STAR

THE CANADIAN PRESS

THE GLOBE AND MAIL

EATER

AccuWeather

les affaires

Forbes

B/R BLEACHER REPORT

## CUSTOM CONTENT COLLABORATIONS

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

CAPTIVATE





# Premium, video-first brand solutions

## STANDARD AD

**BOOK EARLY AND SAVE**  
1<sup>st</sup> CHECKED BAG FREE

**CAPTIVATE**  
4:01  
16°  
OCTOBER 3

**AIR CANADA VACATIONS** Making your dream travel  
**MAJESTIC RESORTS**

**Breast Cancer Awareness Month**  
In one study, nearly 80% of younger women found their own breast cancer lumps. Meaning, don't be shy in giving yourself self-exams, but don't rely solely on those. Clinical breast exams are also important.

theSkimm  
SIGN UP AT THESKIMM.COM

TSX Composite +447.12 ▲ | TSX Venture +12.49 ▲

## BRAND INTEGRATION

We can help turn your sustainability ambitions into action.

**Newer isn't always better**  
Using what you already have (or what someone else already has) reduces the number of resources (like water and energy) needed to create and ship new products.

Greatat  
Sponsored by RBC Bank Canada

## FULL SCREEN AD

**We're inemployable and ready to work.**

Canadian Down Syndrome Society

## 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
- Adam's Mark .....37
- Cerner .....50
- Dierbergs .....48
- MFA Oil .....24
- McDonald .....24
- Frakenslife .....50
- Orbital Tech .....15

**iShares**

**Actionable investment ideas**

**CAPTIVATE**  
4:25  
3°  
WEDNESDAY

**Thomas wins The Players Championship**  
Justin Thomas found the right time for a near-perfect performance, rallying from three shots behind with bold play to close with a 4-under 68 and win The Players Championship.

DOW 1,0934 ▲ | S&P 500 108.34 ▼ | VIX Index 1.3974 ▲

**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  
2.44(-7.09%)  
YTD: +141.58%

**barchart**

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

**athena health**

**Brain, meet power.**  
Welcome to the most open, connected, healthcare network.

**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

**Wednesday**  
15°  
5° Precip 4%

**Thursday**  
17°  
11° Precip 14%

**Friday**  
17°  
10° Precip 70%

**Saturday**  
14°  
7° Precip 87%

**Sunday**  
10°  
1° Precip 68%

AccuWeather

**Women-owned Small Business Spotlight**  
Sponsored by Mastercard®

Mastercard.ca/SupportSmallBusiness

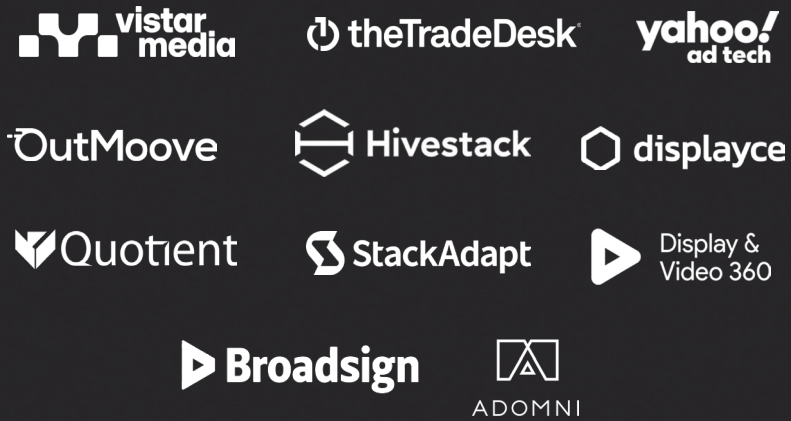
CAD/JPY 109.76 ▼ | CAD/MXN 13.20 ▲ | CAD/AUD 1.15 ▼



# Capabilities

## PROGRAMMATIC

Turnkey activation on DSP of your choice



## MEASUREMENT & TARGETING

Verified audience measurement & efficient targeting provided by industry leading data partners



## CROSS DEVICE

Mobile & CTV retargeting amplifies audience reach

### RETARGETING OPTIONS:

#### Retarget Captivate Viewers

Target all users who have been exposed to Captivate

#### High Buying Power

Target high-value audience with HHI\$100K+ who have been exposed to Captivate

#### Lookalike Audience

Reach consumers who share the same traits as the campaign target audience





# In good company

Air Canada Vacations

Air Transat

Amazon

American Express

Audi

Bacardi

Bell Canada

BMO

Canadian Western Bank

CBC

Chrysler

Coca-Cola

DoorDash

FNB Horizons

Franklin Templeton

Ford

Formula 1

General Motors

Google

Government of Canada

GSK

HarperCollins

Harry Rosen

Hewlet-Packard

HSBC

Hyundai

Industrial Alliance

Lego

Loblaws

Mackenzie Investments

Manulife

Mastercard

Microsoft

Molson

National Bank Financial

Ontario Lottery & Gaming

Ottawa Tourism

PayPal

Pfizer

RBC Financial Group

Ritual

Scotiabank

Shoppers Drug Mart

Shopify

Skip the Dishes

Starbucks

Square

TD Canada Trust

Toyota

Walmart

WestJet

# Contact us

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with Captivate**

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