



IN-STORY VIDEO:

**MORE INVENTORY, BETTER VIEWABILITY,
BEST TARGETING.**

In-Story Video is an embedded video ad that appears within the premium content of MassLive.com's article pages where readers are most engaged.

In-Story Video ads allow your brand to **grab the attention of your target audience** with sight, sound and motion. Communicate better with groups like millennials that trust mobile and video in vast numbers. Influence and drive purchase decisions to specific audience segments with hyper-local targeting, by content, geography and behavior.

When viewers choose to view an ad, they are engaged

75%

more than when they are forced to watch a video ad²

BENEFITS

BETTER VIEWABILITY

Video content is delivered as users interact with rather than delay their interaction with the chosen content.

BETTER INVENTORY

7 in 10 advertisers who had purchased outstream video ads said they offered more inventory¹

BETTER EXPERIENCE

Non-disruptive to the user - The user can scroll past ad or engage if they so desire.

BETTER RESULTS

CTR for In-Story Video averaged 2.5 higher than standard display and in-stream video ads across devices in a Q3 2015 study as reported by Marketing Land.³



Know when your advertising is working - through our comprehensive reporting. MassLive Media offers complete accounting of views, interactions and clicks to your website that are not available with TV reports. 69% of advertisers said this reporting helped determine viewability¹.



For more information contact your local Digital Media Strategists or email masslivesales@masslive.com. Visit www.masslivemedia.com to see all of our digital advertising solutions.

Source:

1) <http://www.emarketer.com/Article/What-Perks-of-Out-Stream-Video-Ads/1012645#sthash.LSyrqir2f.dpuf>

2) MediaPost <http://www.mediapost.com/publications/article/226590/permission-advertising-how-skippable-video-ads-d.html>

3) Marketing Land April 2016