



VIDEO ADVERTISING

PREROLL & IN-BANNER VIDEO

MORE THAN 66 MILLION PEOPLE WATCH ONLINE VIDEOS MONTHLY*

Online video is one of the fastest-growing platforms for entertainment and advertising. Ensure your message is seen by your key audiences with targetable, engaging video ad solutions by MassLive Media. Ads can appear as preroll before online video clips or as in-banner video inside standard ad sizes.

PREROLL VIDEO ADVERTISING

Preroll video ads can be delivered on MassLive.com and sites across our Extended Reach network. Ads can appear on 1,500+ brand-safe sites — on any device. MassLive Media provides robust inventory on YouTube, Yahoo!, Bing, CNN and other sites where your target audiences go to watch videos.

IN-BANNER VIDEO ADVERTISING

In-Banner Video plays inside a display ad for an engaging experience with your business' branding message, operating across all screens and devices. The video within the ad unit begins when the user takes an action to play it (rollover, click, tap, etc.).



For more information on our Video Advertising Solutions, email masslivesales@masslive.com or visit www.MassLiveMedia.com.

Source: Scarborough 2014 R2; Source: Multi-Market Total U.S. (77 DMAs); Target: Watched video clips online this month.