

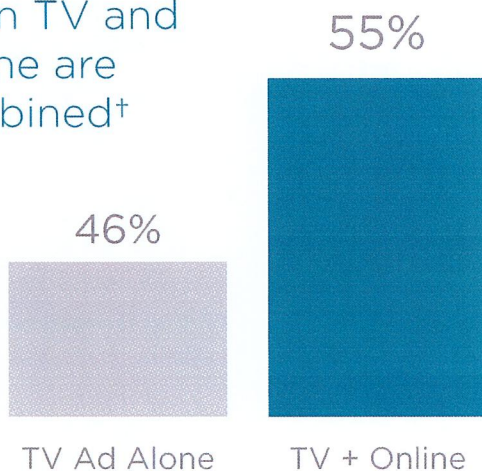


Display

## Be Front and Center Everywhere

In today's multi-screen world, keeping your business engaged with the right customers is more challenging than ever. Spectrum Reach can efficiently and strategically deliver your message to millions of them online. Target them with pinpoint accuracy by varying combinations of lifestyle, geography, browsing behavior and more; across thousands of premium websites through any device in any household.

Ad Recall Jumps  
when TV and  
Online are  
combined†



## Everybody is talking online... what makes us different?

Spectrum Reach brings unmatched experience and service for hyper-local targeted display campaigns. Our unique offering contains the following suite of services:



### Household Targeting

IP Targeting for demographic segments at the hyper-local (zip+4) household level.



### Geofencing

Engage your moving target. Deliver your message to mobile users with the highest industry-wide accuracy based on their geographic location via IP address, device ID, GPS signals and Wi-Fi



### Rich Media Execution

Video and interactive ad units for audience-targeted display campaigns.

Full service creation execution team at your service to add rich features to your ad concepts.



### Performance Media

Programmatic real-time-bidding for placement means you get to your best customer efficiently and can course-correct as needed for best results.



### Reporting and Insights

Deep post-campaign profiles and insights of viewers who clicked and engaged with ads.

Campaign monitoring with 24/7 dashboard reporting. Live screenshot capture verification.

† 2012 Nielsen IAB Online Video Study, Based on online ad exposure before TV ad exposure. TV data based on response up to 1 day post-ad stream



## Display

Spectrum Reach delivers more impactful insights & solutions specific to your marketing needs than any other media organization.

- Drive traffic to your website with Display, Optimized Search and Classified Strategies
- Influence consumers with branded digital ads including pre-roll video and mobile
- Enhance your online strategy with Retargeting, Behavioral, Contextual, and Lifestyle Targeting

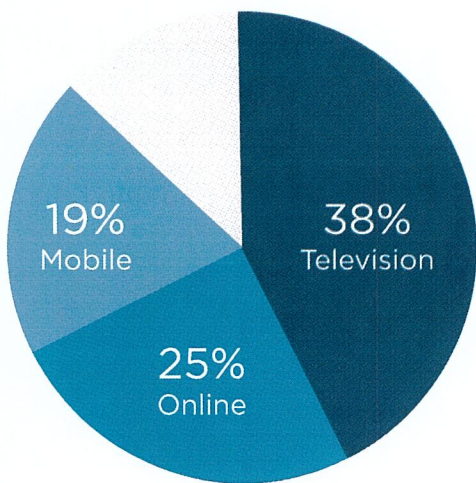


TV & Internet Consume Most U.S. Adult Media Time



Consider the Device - Consider the Message

82% of daily media consumption occurs across TV, Online & Mobile.\*



Devices used for media consumption change based on time of day



\* eMarketer, July 2013. time spent figures based on per day, US Adults Online includes "other digital"