

Online media must be highly engaging and responsive with today's active consumers. To meet those needs, we believe video offers the best medium for storytelling and enhances engagement across desktops and devices.

The Kitara Media Publisher+ Solution provides online media publishers with a video strategy. We enhance monetization and improve site audience engagement by combining contextually relevant video content along with branded video and display advertising with one simple embed integration. Monetization opportunities include:

- Customizable Embedded Revenue Stream
- Native Advertising
- Productized Video Content
- Audience Extension
- Scalable Traffic Acquisition

PROPEL+ VIDEO SOLUTIONS

With nearly 500 million monthly video views, Kitara Media works with every publisher to design a video strategy that is impactful and able to scale with the business. With the aide of our Video+ Portfolio, Propel+ contextual semantic technology dynamically matches relevant video content to the page text and packages it together in an interactive video experience. We offer a two-fold approach with an expandable video display option and a larger embeddable ad unit, each combining a video ad with content.

- Display unit can expand from a 300x250 to a 400x225 experience
- Embed unit can be customized to 400x300, 460x260, 530x300 or larger

Our aim is to work with publishers to ensure campaigns are optimized for performance by utilizing Javascript tags served directly on the page. Appropriate video audio settings are set to not disrupt the user experience but engage target audiences. Remaining transparent, the referring domain info by URL from which the ad is served must be available and visible for every ad call. As well, US and other Geo's such as AU, UK and CA will follow if the right target audience meets advertiser requirements.

AUDIENCE+ ANALYZER

We understand the value of safely targeting the right audience for the right campaign. Publishers rely on engaging consumers to deliver performance, ensure targeted message recall and expand monetization. Utilizing both proprietary and third party data intelligence tools, the Kitara Media Audience+ Analyzer is a toolkit that integrates and analyzes data to report on key metrics associated with the audience of a campaign including:

- Demographic and Psychographic Audience Metrics
- Viewability and Engagement Metrics
- Brand Safety Metrics

Leveraging the Propel+ technology platform, we provide advertisers full reporting and access to the data intelligence to optimize engagement and expand monetization.

Learn more about the Kitara Media Publisher+ Solution by visiting www.kitaramedia.com.