$30,000 Worth of National Commercial Time on Discovery Networks

$30,000 in total, of commercial inventory across various Discovery Networks. Spots can be any length. Net vs gross rates will depend on inventory agreed upon with winning bidder. Broadcast year Q4 2018 - Q4 2019 Must be used by 12/26/19 Restrictions: Pending advertisers, product category, and copy approval. Discovery Communications will provide Networks, specific flights, and time periods. For questions: email kate@adclub.org

Starting Bid: $5,000.00
Value: $30,000.00

$7,500 Worth of Media from WPIX NY

Air time on WPIX11 NY. Spots can be :15s, :30s or :60s. Net value is $7,500. Restrictions: Subject to availability. Expiration: Must be used 1 year from date of purchase, 10/1/19. For questions: email kate@adclub.org

Starting Bid: $2,250.00
Value: $7,500.00

$8,000 Entravision TV Package

Package includes $8,000 net air time on Entravision. Schedules will be negotiated based on available inventory. Commercially can be :30s or :60s. Gross Rate: $8,000 Net Rate: $6,800 Valid for use Q4 2018 - Q4 2019 by 12/31/19. Restrictions: Commercially must meet broadcast standards. Media space not available for use during political windows For questions: email kate@adclub.org

Starting Bid: $1,700.00
Value: $8,000.00

Air Time on WSBK-TV

Package includes $10,000 air time on WSBK-TV. Amounts are net. Schedules will be negotiated with the stations based on available inventory, non-live sports. Spots can be 10's, 15's, 30's or 60's. Pricing subject to market conditions. Commercially must meet broadcast standards. Spots must air January 1, 2019 - December 31, 2019 and not during any political windows. Subject to station inventory availability and rates For questions: email kate@adclub.org

Starting Bid: $3,500.00
Value: $10,000.00

Live TV Units during PGA Tour Event on the Golf Channel

World Golf Championships-HSBC Champions, PGA Tour Airing 10/22/18 - 10/28/18 on Golf Channel Twelve (12) thirty-second units Estimated/Target Impressions: 912,000 Restrictions: NO CREDIT CARDS (unless MasterCard) NO Shipping companies (that
would compete with FedEx) Net Value: $18,240
Timing: Q4 2018 Email kate@adclub.org with questions

Starting Bid: $ 3,000.00
Value: $ 18,240.00

Media on the Providence Interconnect

$5000 net schedule on the Providence Interconnect #6575. Spots can be :30s or :60s. All spots to air Monday through Sunday 6a-12m, on networks available at the time of ordering the schedule. Restrictions: Cannot be used during blackout dates for political windows. Expiration Date: 12/31/19. For questions: email kate@adclub.org

Starting Bid: $ 1,000.00
Value: $ 5,000.00

NECN Media Package

$5,000 schedule subject to availability. Broad rotation, spots to air 5am to 1am Monday to Sunday. Commercials can be :15s or :30s Gross Rate: $5k Net Rate: $4,250 Restrictions: Based on availability at the time of placement and expires one year from the date of donation to the Ad Club (September 10, 2018, for use by 9/10/19). No credits, audience guarantees, substitutions or rebates will be allowed. No cash transacted. Available to new advertisers only, or existing advertisers with pre-approval of Annie Peters. For existing clients - media must be incremental to any planned or existing media buys. Media purchased via the auction CANNOT be used to replace any existing or planned buys. Email kate@adclub.org with questions.

Starting Bid: $ 1,250.00
Value: $ 4,250.00
Northeast Regional P4CB in GOLF Magazine

Northeastern Regional FP4CB (Full Page 4-color bleed) ad in Golf Magazine. Gross Open Rate: $80,400 Net Rate $68,340 Regional Rate Base: 372,000 Donor will need issue date and positioning flexibility, and six pages of separation when executing this regional ad page. For use anytime in 2018 or first half of 2019 by July 31, 2019 For questions: email kate@adclub.org

Starting Bid: $ 8,000.00
Value: $ 68,340.00

Northeast Regional P4CB in Sports Illustrated

Northeastern Regional FP4CB (Full Page 4-color bleed) ad in Sports Illustrated Magazine. Gross Open Rate:$195,100 Net Rate $165,835 Regional Rate Base: 856,000 Donor will need issue date and positioning flexibility, and six pages of separation when executing this regional ad page. For use anytime in 2018 or first half of 2019 by July 31, 2019 For questions: email kate@adclub.org

Starting Bid: $ 13,000.00
Value: $ 165,835.00

FP4C Ad from National Geographic

One Page 4/c (bleed or not) in National Geographic with 1,000,000 guaranteed circulation (estimated). Possibility of higher circulation if available. (National circ. is 2,700,000). Will work with buyer to determine desired region based on avails, but cannot guarantee 1,000,000 circ. in any one region alone. Gross Value: $75,000 Net Value: $63,750 Restrictions: Space availability needs to be discussed prior to booking for National Geographic magazine. No positioning guarantees for publication. Creative for for DR or Pharma brands must be appropriate. Media will run in: Q1 2019 - Q3 2019 Program Length: 1 issue email kate@adclub.org with questions.

Starting Bid: $ 10,000.00
Value: $ 63,750.00

FP4C Ad in Forbes’ August 2019 Issue (Theme TBD)

Full page 4 Color ad in our August 2019 Issue / Theme TBD. Our 1x open rate for full page four color ad is: $169,998 (net). Circ Rate: 650,000. With a wide editorial lens and iconic status in the lexicon of American media, Forbes is not just a business magazine and website, but a media brand that documents and promotes innovation across a broad range of platforms and industries. Over the past 100 years, Forbes has evolved into a global media brand with technology at the core of our strategy. We’ve managed to remain true to our brand’s long-standing mission of championing entrepreneurial capitalism while reinventing our
medium, technology, and platform for the modern day audience. Forbes places a focus on the individual and the ideas that have the power to change the world for the better. For over 100 years, our agenda-setting cover stories have offered business transparency, inspiration and surfaced disruptive new directions. From Rockefeller to Bill Gates, the Great Depression to the Great Recession, Forbes has always provided our readers with critical insight.

Estimated Deadlines: Issue Date: 8/31/19  
Closing Date: 6/18/19  
On Sale Date: 7/24/19

Materials Close: 6/18/19  
Drop Dead Space: 6/18/19  
Drop Dead Materials: TBD

Restrictions: Not available to Financial Service Advertisers  
Forbes Magazine is the audience leader in the business category and has accrued over 3.5 Million more readers than the closest competitor for an average audience readership of 7.4 Million. (SOURCE: MRI FALL 2017) Email kate@adclub.org with questions.

Starting Bid: $16,000.00  
Value: $169,998.00

Full Page Ad In Bloomberg Businessweek  
North America

Full Page 4 / Color ad in our North America edition Rate Base: 520,000  
Open Rate Net Page Value: $86,785  
To Run Q1 2019

Restrictions: Strictly for new advertiser (defined as a company that has not run in Businessweek for the past 12 months) or existing advertiser with pre-approval of Hal Berry. For existing advertisers, this must be an incremental to any existing or planned buys. Bloomberg Businessweek provides the ideas, analysis and data global business leaders need to get ahead. Stories look beyond the headlines to give readers fresh perspectives and deeper intelligence on international business news, innovative companies, global economics, technology and industry trends, government policy and more. Drawing on more than 2,400 global news professionals, Bloomberg Businessweek covers the business world like no one else. For questions, email kate@adclub.org.

Starting Bid: $12,000.00  
Value: $86,785.00

Full Page Ad in The Improper Bostonian Magazine

The Improper Bostonian is pleased to donate a full-page four-color ad to be used by October 13, 2019. Restrictions: The Improper Bostonian reserves the right to refuse any advertising that is not in keeping with its standards. All advertising agreements must be signed by the Improper Bostonian publisher to be considered accepted and approved. Valid for new clients only, or existing clients with pre-approval from our Publisher. Expiration date: 10/13/2019. For media kit or details on circulation/ratebase or standards, please email kate@adclub.org.

Starting Bid: $2,000.00  
Value: $14,900.00

Full Page Brand Ad in WebMD Magazine

WebMD Magazine's national circulation is 1.4MM with an audience of 10MM+ per issue. WebMD Magazine is a direct-to-consumer healthy lifestyle publication found in more than 175,000 doctor's offices nationwide. Published
8x annually and measured by MARS and MRI. Your brand would receive a full page ad space in your choice of either: JAN/FEB 2019 issue of WebMD Magazine - Ad close is 11/5 - Creative materials due 11/9 - Specs and upload info will be provided OR MARCH/APRIL issue of WebMD Magazine - Ad close is 1/8/19 - Materials due by 1/14/19 - In office on 3/4/19 Gross Value: $128,000 Net Value: $108,000 Circ Rate: 1,4MM circulation; 10MM audience Timing: Q1 2019 Restrictions: All ads are subject to WebMD Office of Medical Director approval. Specs and upload info will be provided to winning bidder. Email kate@adclub.org with questions.

Starting Bid: $12,500.00
Value: $108,000.00

Full Page National Ad in either Fortune or Money Magazine

P4CB (full page 4color bleed) National Ad in winner’s choice of EITHER: Fortune Magazine or Money Magazine’s. Fortune Circ. Rate: 834,752 Money Circ. Rate: 1,576,019 Restrictions: - Package available to new advertisers only, or existing advertiser with pre-approval of Melissa More - For existing clients - media must be incremental any planned or existing media buys - Ad will run in a mutually agreed upon issue, dependent upon availability - Creative must be approved by Fortune/Money - Adjacency not guaranteed - To run in first half of 2019 (Q1 2019 or Q2 2019) Email kate@adclub.org with any questions.

Starting Bid: $12,000.00
Value: $85,000.00

Golfweek Magazine - Single Page

Single page in an issue of Golfweek Magazine to run in Q4 2018 (October, November or December of 2018). Golfweek is a subscription-based magazine that goes to affluent and avid golfers. Restrictions: Must run November/December 2018, or January/February/March 2019. Potentially available for October 2018 but deadlines will be tight. Gross Value: $15,000 Net Value: $12,155 Circulation: 130,000 Circulation rate is: Guaranteed Media will run in: Q4 2018 / Q1 2019 For questions, email Kate@adclub.org

Starting Bid: $2,000.00
Value: $12,155.00

Multi-Media Ad Package in Harvard University’s H2 Section of Harvard Magazine

Full Page, 4-Color ad in Harvard University’s Harvard Magazine. Placement in the New England lifestyle section, Harvard2 (A curated guide for cultural living in Cambridge, Boston, and beyond). Gross Rate: $10,630 Net Rate: $9,036 Circulation Rate: 85,000 Package includes 20,000 digital impressions (10,000 per month) on harvardmagazine.com as Added-Value $750. (Digital Ad Sizes: 300x600, 300x250, 728x90 & 300x150). Harvard Magazine is the official alumni publication of Harvard University and directly reaches 85,000 local alumni, faculty and staff/60,000 of them within the greater Boston area. We are a bi-monthly publication that offers in-depth University news coverage to an exclusive, affluent and educated audience of engaged,
and connected alumni. HarvardMagazine.com averages 190,000 unique visitors per month. Restrictions: Package available for new clients, who are not part of any existing or planned buy. May be available to pre-existing clients if incremental to any planned, regularly scheduled or existing buys and must be approved by Harvard Magazine. Ad may run in any 2019 issue - Space must be booked by May 1, 2019 Email kate@adclub.org with any questions.

Starting Bid: $1,500.00
Value: $9,036.00

Northshore Magazine Print & Social Package

PRINT: 1/2 Page Horizontal Ad: $2,966 (8.5in x 5.0625in) Circulation of 40,000 SOCIAL: Facebook Advertisement to our first party data: $2,034 (Standard FB ad specs) Leverage our print subscribers, email subscribers, Facebook fans, Instagram followers & event attendees. Estimated impressions: 101,700 Guaranteed Impressions: 40,000 print / 101,700 digital Restrictions * - Must be a new advertiser - Must be used in 2019 calendar year Email kate@adclub.org with any questions.

Starting Bid: $500.00
Value: $5,000.00

One "Sightings" Unit from Men's Journal

Men's Journal will donate one "Sightings" unit in our special in-book advertising guide that provides 5 million readers with information on the latest products, services and events that connect them to the world of adventure, style and innovation. It is the perfect environment to extend your brand message to active consumers during key buying periods. A "Sightings" unit is usually 1/4 of a page and runs in every single issue. Gross Value: $46,576 Net Value: $39,590 Estimated impressions/ circulation rate: 1,000,000 circ / 5,000,000 audience Media will run in: Q1 2019 - Q4 2019 by 12/31/19. Program Length: Each issue is on newsstands for a month. Competitive separation restrictions apply-- if there are conflicting brands in one issue, Men's Journal reserves the right to change the choice of insertion issue. Profane language, explicit images, content sensitivity issues restrictions also applies. Email kate@adclub.org with any questions.

Starting Bid: $2,500.00
Value: $39,590.00

One Page in a Men's Health Bookazine

One page in a Men's Health Bookazine issue for 2018. Estimated distribution between 250k - 300k per bookazine. Distributed nationally and sold over the course of 3 months. Gross Value: $15,000/page Net Value: $12,750 Timing: Must run in 2018 calendar year by 12/31/19. Restrictions: We will not be able to guarantee positioning, but winner can receive competitive separation if applicable. Page Ad Specs: Live: 6.5" x 10" Trim: 7" x 10.5" Bleed: 7.25" x 10.75"

No charge for bleed DETAILS: -On-sale for 3 months -Average distribution of 300,000 - Cover price: $9.99 Email kate@adclub.org with any questions. Men's Health is for active, successful, professional men who want greater control over their physical, mental and emotional lives. We give men the tools they need to make
their lives better through in-depth reporting covering everything from fashion and grooming to health and nutrition as well as cutting edge gear, the latest entertainment, timely features and more.

Starting Bid: $1,500.00
Value: $12,750.00

P4CB Remnant Ad in ESPN the Magazine

One remnant P4CB (full page 4-color bleed) ad running to no less than 50% of total circulation. Open Rate Net Value is $117,000. (Open rate for a national page to the full 2,100,000 circulation is $234,000 net) Positioning guaranteed to be opposite full editorial. Ad will run within the next 12 months in an issue of mutual choosing between buyer and seller, based on remnant availability, during the 2019 calendar year. While we can’t guarantee competitive separation in advance, we will work with the winning bidder to strive to meet their competitive separation requirements. Email kate@adclub.org with any questions.

Starting Bid: $10,000.00
Value: $117,000.00

Philadelphia Magazine Print Advertisement

PRINT COMPONENT: 1 FP4CB (Full Page Four Color Ad Bleed) ad in Philadelphia magazine. Rate Base: 100,000 Valued at $22,200. Please note magazine deadlines are 1 month prior to the desired issue date. Restrictions: Strictly for new advertiser (defined as a company that has not run in Philadelphia magazine for Year 2018 issuance) or potentially for an existing advertiser with pre-approval of Ashley Patterson. Must be used within the Year 2018 issuance, and cannot be used in the August Best of Philly issue. Email kate@adclub.org with questions, or to seek approval from Ashley Patterson.

Starting Bid: $4,500.00
Value: $22,200.00

Yankee Magazine & Newengland.com - Integrated Package

Digital & Print Package Includes: - Yankee Magazine: One full page 4-color ad, (289K net circ) - 3 New England Today e-newsletter sponsorships. Includes 300x250 display ad and 1 text ad (New England Today e-news 100K+ opt in) Gross Value: $20,210 Net Value: $17,570 For use: Q4,2018, Q1 2019, Q2 2019. Restrictions: Yankee reserves the right to reject print ad for a particular issue. Limited to new prospects for Yankee Publishing, or any brand that has not run in Yankee in the last 12 months. Yankee Publishing Inc., publisher of Yankee Magazine, is a New Hampshire-based media company focused on sharing the New England experience. Through its TV show, magazine, website, e-newsletters, social channels and events, Yankee is the ultimate New England storyteller, bringing an emotional engagement to an audience across the country and the world. For question, email kate@adclub.org

Starting Bid: $3,000.00
Value: $17,570.00
1/4 PG4C in The Wall Street Journal's Business & Tech Section (National)

The Wall Street Journal: ¼ PG4C in Business & Tech Section which runs Tues-Thurs. Net Rate: $81,053.19 (national) Circulation is 1.1 million paid for print. Description: Business & Tech continues WSJ's unrivaled coverage of business and marketing news with added focus on the new reality that many businesses have become tech companies in more ways than one. Recurring weekly running M-F article features include: - Boss Talk - Business News - Business Watch - Corporate News Pick your date, but would appreciate some flexibility, in case that date is already reserved. Expires: 12/31/19

Please email kate@adclub.org with questions.

Starting Bid: $20,000.00

Value: $81,053.00

2 FP4C Ads in both Bay Windows & South End News

Winning bidder will receive two full page color ads in Bay Windows and 2 full page color ads in South End News. Bay Windows is the only weekly newspaper serving New England's LGBTQ communities. South End News is the only newspaper specifically serving the vibrant South End neighborhood of Boston. Both newspapers have been serving these communities for over 30 years, distributed weekly and are published on Thursdays. Gross Value: $6,183.53 Net Value: $5,256.00

Circulation: 20,000 for Bay Windows and 14,000 for South End News Media will run in: Q4 2018, Q1 2019, Q2 2019, Q3 2019, Q4 2019 Email kate@adclub.org with any questions.

Starting Bid: $1,250.00

Value: $5,256.00

Boston Herald - FIVE Full Page Full Color Ads

Full color Run of 5 Paper ads. Offer valid through July 2019. Placement is subject to availability and must be reserved two weeks prior to desired run date. For questions, email kate@adclub.org About the Herald: Nearly half a million readers look to the Boston Herald's print edition every day. They trust the Herald to publish high-quality, forward thinking, original content on issues important to their lives. Whether it be news, sports, politics, business, arts and entertainment or opinion -- the Herald starts the conversation every day. And how about our clever and compelling front pages? We catch the eye of the Newseum's Today's Front Page feature on a regular basis!

Starting Bid: $5,000.00

Value: $30,000.00

FP4C Ad in Financial Times North America Edition

FP4C weekday ROP color insertion. Ad
Front Page Ad in The Sunday Boston Globe

Be seen by placing your ad on the front page of the Sunday or Daily Boston Globe. This high impact color ad can be sized as either a 2x5.25 Jewel Box or 6x2.5 Strip. Total Sunday circ: 243,000 Rate: $30,000 Circulation: 243,000 Restrictions: - Copy / Creative must be supplied by Advertiser / Agency - All copy is subject to review and approval prior to publication. - Please allow 7 days for creative approval - No ads promoting liquor, guns, tobacco, sex or sexually suggestive images, no advocacy ads, no ads that are heavily text-oriented that approximate the look of stories - Space must be reserved at least seven days prior to run date and date pre-approved - Note: if creative copy is not approved for front of paper, advertiser may substitute for equal value within paper - Ad must run during first half of the 2019 year by June 30, 2019 - Dates are subject to availability - May not be used to fulfill current contracts or active proposals, new advertiser only - Certain exceptions may be made email kate@adclub.org to inquire The Boston Globe is a 26-time Pulitzer Prize winning news source featuring premium national and local content daily. With the largest newsroom in the region, The Boston Globe provides more news, analysis and information about community events, sports and entertainment than any other local news source.

Starting Bid: $6,250.00
Value: $30,000.00

Full Page Ad in Washington Post Newspaper

A full page, full color advertisement in The Washington Post will ensure your message will be seen remembered by the over 1 million daily readers of The Washington Post. Whether you are looking to reach the powerful leadership audience or the affluent consumer, The Washington Post newspaper remains the most dominant medium to reach Washington, DC. The full page advertisement can run either daily or Sunday and measures 12"w x 21"w. Gross Value: $126,000 Net Value: $107,100 Circ Rate: Daily readership (est) 1,045,617 - Sunday readership (est) 1,418,314 Media will run: Q4 2018 - Q3 2019 Demo Reel or Video Link: washingtonpost.com/advertise Restrictions: Not available to an advertiser who has run in The Washington Post newspaper in the last 24 months. Space is based on availability. Space deadlines are at least 5 business days prior to the publication date and materials to spec are needed at least 3 business days prior to publication. Email kate@adclub.org with questions.

Starting Bid: $15,000.00
Value: $107,100.00
Half Page 4C Ad (Horizontal or Vertical) in New York Post (National)

The New York Post boasts a renowned tradition of bold, irresistible coverage. Every day we reach a highly desirable audience of affluent, influential readers across platforms. We tell the stories they care about, and in turn, brands benefit. Gross Value: $11,765 Net Value: $10,000 Guaranteed Circulation: 413,452 Media can run: Q4 2018 - Q2 2019 Restrictions: Subject to approval and availability. Learn more: advertising.nypost.com Sizzle Reel: http://advertising.nypost.com/wp-content/themes/dignity/videos/postnewsizzle.mp4 For questions, email kate@adclub.org

Starting Bid: $ 2,125.00
Value: $ 10,000.00

Hartford Business Journal Print & Digital Package

$5,000 combined print and digital package in Central Connecticut’s business news leader. Package can include full color print advertising in our weekly B2B publication and/or digital banner advertising on our website hartfordbusiness.com, our e-newsletters; HBJ Daily, HBJ Morning Blend, Healthcare e-news weekly and Green Business e-news weekly. Also can apply to online premium ads including wallpaper takeovers, crawler and shoutbox ads. Open rates will be used in determining total program value. Hartford: Readership of 32,000 Estimated web impressions for 5k: 140,000 e-Newsletter rates vary and ad positions are not PCM based Leaderboard: 728 x 90 Rectangle: 300 x 250 Half page: 300 x 600 Crawler: 728x90, limit 3 animation loops Shoutbox: 300 x250, limit 3 animation loops Wallpaper: need multiple sizes to accommodate varied screens (1920x1050, 1600x1050, 1440x900, 1366x768 and 1280x800). Must be a new advertiser, or applied as incremental dollars for any existing client. Schedule based on available inventory. Advertising must run from 11-1-2018 through 8-31-2019. Hartford Business Journal is a division of New England Business Media LLC, which also owns and operates Worcester Business Journal and Mainebiz. Email kate@adclub.org with questions.

Starting Bid: $ 1,000.00
Value: $ 5,000.00

Mainebiz Print & Digital Package

$5,000 combined print and digital package in Maine’s statewide source for business news and information. Package can include full color print advertising in our bi-weekly B2B publication and/or digital banner advertising on our website mainebiz.biz. Also can apply to online premium ads including crawler and shoutbox ads. Must be a new advertiser, or applied as incremental dollars for any existing client. Mainebiz: Readership of 35,000 Estimated web impressions for 5k: 140,000 e-Newsletter rates vary and ad positions are not PCM based Digital ad sizes (please submit as JPG, GIF or PNG): Leaderboard: 728 x 90 Rectangle: 300 x 250 Half page: 300 x 600 Crawler: 728x90, limit 3 animation loops Shoutbox 300 x250, limit 3 animation loops Open rates will be used in determining total program value. Schedule based on available inventory. Advertising schedule must run from 11-1-2018 through 8-
One 4-Color Full Page Ad in Metro, Boston's Largest Daily Newspaper!

Full page ad in Metro, Boston's largest daily newspaper reaching over 155,000 readers daily! Restrictions: Dates based on availability. Date must be selected at least 4 weeks in advance. Existing advertisers may not substitute this ad in place of a paid ad. Ad will run ROP. Ad may be 4-color. Expiration Date: 8/31/19. Email kate@adclub.org with any questions.

Starting Bid: $2,500.00
Value: $13,500.00

One Half Page 4C Ad in USA Today

One Half Page 4CB ad, (full flex date Mon - Friday) in USA TODAY. Half Page 4C Ad gross cost = $129,500 Half Page 4CAD net cost = $110,075 Mon – Thursday circulation = 883,855 Friday Circulation = 991,995 Restrictions: Full section and date flex (ad will run within any of the paper's four sections during a two-week time frame). Expiration Date: For use anytime in 2019, by 12/31/19. For questions: email kate@adclub.org

Starting Bid: $20,000.00
Value: $110,075.00

Print Ad in the Boston Business Journal 2019 Book of Lists

Winner received a FP4C ad in the BBJ's 2019 Book of Lists (publishes Dec. 2018). Book of Lists ad value is $12,100 which is a 10 percent premium placement. Restrictions/Deadlines: - Must be a new advertiser who hasn't run with The Boston Business Journal in the past 1 year (12 Months). - Cannot be an extension or add on to an existing/proposed program. - Ads must be approved by the publisher and must be placed direct, not via agency. The Boston Business Journal is the premier media solutions platform for companies strategically targeting business decision makers. We deliver a total business audience of over 11,000 paid print and digital subscribers and over 2.5 million average page views monthly via our web site, bostonbusinessjournal.com. Our media products provide comprehensive coverage of business news from a local, regional and national perspective. We have more people, publications and websites covering our nation's business than any other business media organization. Please contact kate@adclub.org for full specs or questions.

Starting Bid: $2,500.00
Value: $12,500.00

Print OR Digital Package from Masthead

Masthead Maine, the state's largest media network offers a $10,000 media package. Your choice of either a Print Package OR a Digital...
Package, Choice One: Print Print package includes one half page color ad in each of the following daily papers: Portland Press Herald - Sun Journal (Lewiston) - Kennebec Journal (Augusta) - Morning Sentinel (Waterville) - Times Record (Brunswick) - Journal Tribune (Biddeford) - Printed Papers: 76,100 - Estimated Impressions: 159,810 unique readers - Would prefer the half page ads to run within the same week Choice Two: Digital Digital package includes the following: - One single day homepage billboard takeover - One single day mobile homepage takeover - 700,000 total digital ROS impressions - CPM: $12.70 - Across pressherald.com, sunjournal.com, timesrecord.com, journaltribune.com and centralmaine.com Schedule to be determined based on availability. Restrictions: For a new advertiser, (defined as a company that has not run with any Masthead Maine property in the past 12 months), or existing advertiser with pre-approval of the Publisher. If approved, existing client would need to guarantee this buy is incremental to any planned or existing buys and cannot use these donated assets in place of scheduled paid advertising. Email kate@adclub.org

Starting Bid: $1,750.00
Value: $10,000.00

The Wall Street Journal: 1/4 PG4C in Off Duty Section on Saturday

1/4 PG4C in Off Duty Section on Saturday in the Wall Street Journal. Net Value: $81,053 Circulation is 1.1 million paid for print. Description: Off Duty is the 4th section of the Saturday paper, and is the definitive guide and weekend concierge for 2.4 million Journal readers on style, fashion, home, gear, fine dining and entertaining. Engaging the most influential and affluent consumers every Saturday with WSJ Weekend, Off Duty features ideas and advice within 5 unique sections: Style & Fashion; Adventure & Travel; Cooking & Eating; Gear & Gadgets; Design & Decorating. This is a great opportunity for a consumer brand to reach the affluent WSJ audience in a more consumer lifestyle editorial section. Expires: 12/31/19 Email kate@adclub.org with any questions

Starting Bid: $15,000.00
Value: $81,053.00

Two Full and One Half Page Ads in El Mundo

El Mundo Boston offers two full page full color ads, and a half page full color ad in color. Total value: $5,000 Circulation: 30,000 Region: Eastern MA Expiration: Q4 2018 - Q4 2019, by 12/31/19 Email kate@adclub.org with any questions.

Starting Bid: $2,250.00
Value: $10,000.00

Worcester Business Journal Print & Digital Package

$5,000 combined print and digital package in Central Massachusetts leading source for business news and information. Package can include full color print advertising in our bi-
weekly B2B publication and/or digital banner advertising on our website wbjournal.com, our e-newsletters: WBJ Daily, Manufacturing e-news weekly and Health Care e-news weekly. Also can apply to online premium ads including wallpaper takeovers, Crawler and Shoutbox ads. Advertising can run from 11-1-2018 through 8-31-2019. Print Readership: 28,000 Estimated web impressions for 5k: 140,000 e-Newsletter rates vary and ad positions are not PCM based Digital ad sizes: (please submit as JPG, GIF or PNG) Leaderboard: 728 x 90 Rectangle: 300 x 250 Half page: 300 x 600 Crawler: 728x90, limit 3 animation loops Shoutbox: 300 x250, limit 3 animation loops Wallpaper: need multiple sizes to accommodate varied screens (1920x1050, 1600x1050, 1440x900, 1366x768 and 1280x800) Open rates will be used in determining total program value. Must be a new advertiser, or applied as incremental dollars for existing clients. Schedule based on available inventory. Worcester Business Journal is a division of New England Business Media LLC, which also owns and operates Hartford Business Journal and Mainebiz. For questions: email kate@adclub.org

Starting Bid: $1,000.00  
Value: $5,000.00
CATEGORIE: 04 :: Out of Home

:30 Video & Banner Ad on TaxiTV in Boston from Curb

:30 Video and Banner Ad on TaxiTV in Boston for 4 weeks. Curb is reimagining urban mobility. We are creating a comprehensive mobility platform and providing products for mobile app solutions, effortless payment, paratransit, business travel, and advertising that reaches captive audiences of millions. Description: :30 Video and adjacent banner ad for 4 weeks in the new In-Taxi Entertainment Network on our 700 Curb Taxi TVs in Boston; 500,000 guaranteed impressions. Client must provide video and banner ad creative files. Restrictions: Must be used incrementally or for new clients only. Auction package cannot be used in place of any planned or existing buys with Curb. Expiration Date: Four week flight must begin by 09/1/19. Email kate@adclub.org with questions.

Starting Bid: $2,000.00
Value: $10,500.00

1 Digital Bulletin in Boston for 4-Week Flight from Lamar (Package #1)

1 digital slot on Lamar's digital bulletin inventory for a 4-week Flight in the Boston market. Average Impressions: 181,610 per week 726,441 per 4 weeks In Massachusetts all spot lengths are 10 seconds - MA DOT regulation. One year until September 30, 2019 to use this unit. Restrictions: Space only. The winner needs to supply artwork. Subject to space availability. Please contact kate@adclub.org for full list of locations.

Starting Bid: $1,600.00
Value: $6,000.00

1 Digital Bulletin in Boston for 4-Week Flight from Lamar (Package #2)

1 digital slot on Lamar's digital bulletin inventory for a 4-week Flight in the Boston market. Average Impressions: 181,610 per week 726,441 per 4 weeks In Massachusetts all spot lengths are 10 seconds - MA DOT regulation. One year until September 30, 2019 to use this unit. Restrictions: Space only. The winner needs to supply artwork. Subject to space availability. Please contact kate@adclub.org for full list of locations.

Starting Bid: $1,600.00
Value: $6,000.00

1 Static Bulletin in Providence for 4-Week Flight from Lamar

One 14' x 48' static bulletin in Providence, 4-week flight. Value: $7,500. Lamar will also cover production costs, valued at $1500. Total Value of board plus production: $9,000 Average Impressions: 620,031 per week 2,480,125 per 4 weeks Valid for one year until September 30, 2019 to use this unit. Impressions: Will not know until location is chosen. Subject to space
100,000 Coffee Ad-Sleeves Distributed in Boston DMA from Brite Media

Distribution of 50,000 coffee Ad-Sleeves each month for 2 months from cafes in the Boston DMA. Restrictions: Subject to specific cafe availability at the time of distribution. Winning bidder must have some flexibility on timing. Winning Bidder is responsible for production costs of $5,000. Package available to new advertisers only, or existing advertiser with pre-approval of Brite Media. For existing clients - media must be incremental to any planned or existing media buys. Media purchased via the auction CANNOT be used to replace any existing or planned buys. Expiration Date: One year from date of purchase For cafe location info, please email kate@adclub.org.

Starting Bid: $ 2,500.00
Value: $ 19,600.00

15 Posters in Greater Boston -OR-South Station Digi Screen Spot Schedule from Clear Channel Outdoor

Winning bidder may choose between EITHER Option A or Option B as outlined below: Option A: 15 poster locations in the Boston DMA (general market, TBD by Clear Channel Outdoor), 4-week flight/campaign. Date to be mutually agreed upon. Value: $18,750. Restrictions: Subject to availability. Not transferable or available to political candidates. Cannot be applied to prior contracts. Option B: 15-second spot on South Station Digital Screens. This package includes one of 8 rotating advertiser spots per screen, for a 4-week flight/campaign, on (2) 10’H x 17’W digital LED screens located on the station floor of Boston’s South Station. Screens have full video capabilities. Value: $44,000. Restrictions: Creative approval required. Subject to availability. Not transferable or available to political candidates. Cannot be applied to prior contracts. Expiration Date: Discounted pricing only available to bidders during dates of media auction, 9/10/18 - 9/28/18. Media placement will run for four weeks, and must start in Q1 2019. Can start on any available date in Q1 2019. Media could potentially run into Q2 as long as the start date of the 4-week period is in Q1. Email kate@adclub.org with any questions.

Starting Bid: $ 7,500.00
Value: $ 44,000.00

25 Solar Recycling Kiosks from Vector Media

Vector Media will donate a total of 25 recycling kiosk units for four weeks with a start date of any Monday in 2019. Kiosks are street level, positioned directly at cross walks for maximized exposure, and are maintained daily. Wraps are three-sided. - Total media value for 2019 will be $25K net - Black out months are April/May and September/October - Client will need to pay $170 per unit for production, install and removal. - All units in Downtown Boston, exact locations TBD. - Available for Boston DMA only. Email kate@adclub.org with any questions.
2x :15 or :30 Cinema Spots (Prime) from Screenvision

2x :15 or :30 Cinema Spots Prime (2-4 weeks), State specific (MA, RI, CT) All Ratings. Prime position. Estimated Theaters: 56 Estimated Screens: 509 Estimated Admissions: 511,300 Materials Due: Date 2 Weeks Prior to Start Standard Cinema slides are :15 or :30 in length. "Time in Seats" is rooted in Published Show Time, which is then applied to a weighted average of the placement of ads within pre-show. "Time in Seats" is a more precise measure of audience than admissions. Value: Q1 2019 - Q3 2019. Restrictions: - Campaigns must meet the following criteria to qualify for a Nielsen post: Sold by CPM (no per screen buys), contracted for a minimum of 5,000,000 admissions and contracted for a minimum of two ratings (i.e. G & PG). - Theater and Screen counts are estimates based on current network configuration - final numbers will be provided 1 week out from the campaign start date. - All Creative must be approved by Screenvision and our Exhibitor Partners. Email kate@adclub.org for a full theater list, for details on time in seats methodology, or with any other questions.

Starting Bid: $ 5,000.00
Value: $ 25,000.00

4-Week National Schedule on CNN Airport Network

This 'Half Rotation' schedule across our national network of 57 of America's busiest airports includes: - One :30 spot per hour (6a-12a) Monday through Sunday - 504 total spots 25.2 million estimated impressions. Value: $155,230 NET. Estimated Impressions: 25.2 Millions Airports: 57 Restrictions: - Cannot accept advertising from airlines, online gambling or political advocacy. We will need to approve all creative that runs on air. Expiration Date: Campaign must be completed by June 30, 2019. Email kate@adclub.org with any questions. CNN Airport Network understands that a day in flight is like no other and since 1992 has been keeping airline travelers informed, engaged and entertained. With airport dwell times at historic highs the value that CNN Airport Network delivers viewers and advertisers has never been higher!

Starting Bid: $ 9,000.00
Value: $ 155,230.00

Adspace Network - Video in America's Best Malls

Adspace reaches 71 Million Unique visitors every 4 weeks. Located in America's best malls, our network consists of digital screens in both mall common areas and dining areas. With over 3,600 screens, our network covers 72% of the U.S. population and 94% of all digital screens in malls. This package includes $10,000 of Media Value. Depending on time of year and malls chosen the estimated impressions should fall between 600k – 100 million. Media will run during Q1 2019, Q2 2019 or Q3 2019 Demo Video: https://adspacenetworks.wistia.com/projects/qized3sok7 Restrictions: Malls are to be selected based upon available inventory. Advertisers that have not run with Adspace during last 12 months can run on the entire network. Email kate@adclub.org with questions.
Starting Bid: $10,000.00
Value: $50,000.00

Atlantic City Boardwalk Digital Billboards from All Points Media

We are an out of home media company with offices in Philadelphia and Atlantic City. We have the largest digital signage network on the east coast and its located on the Atlantic City Boardwalk. This powerful media reaches 30 million people from Memorial Weekend through Labor Day, 70% of those are all consumers within the D.C., Philadelphia and New Jersey area. The ability to reach this demographic area is unsurpassed by any other media. Atlantic City Boardwalk - 1.5 miles along the Atlantic City between Tropicana and the new Hard Rock Hotel - 49 Structures .. 98digital faces - Full motion with Sound - Average dwell time on the boardwalk is 90 minutes - Creative – Production included - WIFI and digital ad retargeting available - Live Audience Data available Gross Value: $17,250 Net Value: $15,000 CPM: $1.76 Guaranteed Impressions: 8,000,000 Media can run: Q4 2018 - Q4 2019 Program Length: 4 week rate. - 4 spots per hour - continuous run 24/7 Spot Length: 15 second spots are standard, but can run 30 second spots, which would cut number of spots per hour to 2. Multiple creatives - Yes Full Sound LAD analytics included Website: http://allpointsco.com/apm-digital-powered-impactivate/AC/ Demo Reel or Video Link: http://allpointsco.com/apm-digital-powered-impactivate/ Live Boardwalk Feed:

ASMtV Stadium Network: 1-Month 5 Team Media Plan (MLB, NFL, NBA or NHL) or 3-Month Fenway Park Plan

Access Sports Media provides advertisers cross-platform integrated solutions engaging passionate fans in sports venues nationwide through digital out of home, social media, mobile, and in-venue sponsorships. Access Sports reaches more than 110 million viewers annually through a national footprint of 200 sports properties and a digital network of over 20,000 screens across professional, minor league and college sports. Access Sports Media is transforming the fan experience at the game with our unwired-television sports network that converts the closed-circuit game feed into a traditional ad supported TV network. We currently are in 200 plus venues (NBA, NHL, NFL, MLB, NCAA, and Minor League Baseball) with a total of 20,000+ screens. ASMtV combines the power of traditional TV with the benefits of location-based media and sports/team sponsorships, providing an efficient alternative to both in-stadium and broadcast television advertising. Commercial break formats will mirror that of a traditional TV broadcast. Advertiser’s Ad Banner runs adjacent to all live game content further enhancing brand messages. Advertiser will receive a minimum of 10 :30 second commercials and 20 :15 second ad banners per game per screen. Average has 300+ screens. Must be used 1 year from date of purchase by 10/1/19. Restrictions: Brand is subject to venue’s approval - teams have exclusivities so we must follow them accordingly. Email kate@adclub.org with questions

Starting Bid: $10,000.00
Value: $50,000.00
Boston Street Furniture from JCDecaux

$10,000 worth of media space for JCDecaux Street Furniture. JCDecaux Boston street furniture includes over 800 backlit advertising panels in the best locations, offering entire market coverage or targeted programs in Boston's key neighborhoods. JCDecaux's street furniture is strategically located downtown, on busy main streets, in and around tourist attractions, near all local sports venues, historical sites, shopping boutiques and businesses. #Impressions/Units: Dependent upon where in the city inventory is utilized. Estimated: 1 million impressions/units per year from date of purchase, subject to availability, by 10/12/18. Restrictions: Digital Locations are not included. Package available to new advertisers only, or existing advertiser with pre-approval of Stephanie Rafferty. For existing clients - media must be incremental any planned or existing media buys. Media purchased via the auction CANNOT be used to replace any existing or planned buys. Production costs not included. For full ad specs, email kate@adclub.org

Starting Bid: $2,500.00
Value: $10,000.00

Captivate Video Content Platform (In-Office Media)

One month of onscreen advertising in Boston worth $46,000 net or equivalent of $48,000 net in any other (or combination) of Captivate’s 28 U.S. DMAs. 15 second full motion video ad rotates M-F, 7a-7p, 10x per hour in-elevator and lobby. Buyer can target buildings or industries as part of the package (based upon availability). Restrictions: -Based upon inventory availability - PLEASE NOTE: PACKAGE AVAILABLE FOR NEW ADVERTISERS ONLY. Expiration Date: December 31, 2019. Email kate@adclub.org with any questions.

Starting Bid: $11,000.00
Value: $48,000.00

Digital Ad Panels from Simon Malls

Includes 4 week placement of 3 digital ad panels. AdPanels are 56.1" x 31.5" and are valued at $3,500 each (Network value = $10,500 NET) Media will run in: Q1 2019 Program Length: 4 weeks Estimate 4,657,500 G1s for three panels for 4 weeks. Campaign must run in Q1, 2019 at either: Copley Place, South Shore Plaza, Burlington Mall or Northshore Mall Restrictions: Full network of 3 panels must be used at the same center / same time Please allow 5 business days from artwork upload to posting Not valid for campaign renewals Email kate@adclub.org with any questions.

Starting Bid: $2,125.00
Value: $10,500.00

Digital Billboard from Total Outdoor

One 10-second slot to run on any of one of six digital billboards north of Boston for 4 weeks: -
Malden on Rte. 1 - Lynn on the Lynnway - Methuen on I-495 Estimated number of impressions: up to 1 Million, depending on location selected Media will run in: Q1 2019 - Q4 2019 Program length is 4 week, space available Copy approval required - no alcohol on Malden location Total value is $11K Email kate@adclub.org with questions.
Starting Bid: $ 2,500.00
Value: $ 11,000.00

Digital Display in Times Square from Superior Digital Display

250 minutes (or 1,000 15sec spots) on any of Superior's 3 Times Square locations: "Cross Roads", "WaterFall" or "Triple Play". Restrictions: no political or religious ads Gross Value: 8750 Net Value: 5000 Guaranteed Impressions: 851,000 per GeoPath (TAB) Media will run in: Q4 2018, Q1 2019 Winner can choose 1 of the 3 locations. If the winner chooses Water Fall or Triple Play, they will receive 3 LED Spectaculars. If the winner chooses Cross Roads, they'll receive 2 LED Spectaculars. If winner would like to choose two locations, they can split the 250 minutes into 125 min per location. Winner must create content per our specs (so keep in mind, it's easier to create for 3 LED Spectaculars than 6) For additional details: http://www.superiordigitaldisplays.com/pdf/SUPD_8-3-16.pdf Email kate@adclub.org with questions.
Starting Bid: $ 1,500.00
Value: $ 5,000.00

Digital Domination on Outfront Boston's Digital Billboard Network

1 (:10s) spot to run across 20 high profile units in the Boston market on Outfront Out-of-Home’s brand new digital network. This offer is good for anytime in Q1 of 2019. Locations provide comprehensive coverage North and South of Boston. The units are situated on major highways (Route 95, Route 24, Route 128) as well as secondary roads that provide in-city exposure. All boards are fully illuminated 24 hours a day. Value: $74,500 Fully Illuminated / Adults 18+ Weekly Impressions: 3,134,046 Estimated 4-week Network Impressions: 12,536,186 Timing: Flight would be 4-weeks in Q1 2019 – predicated on space availability. Restrictions: Time frame can be secured based on space availability. Available for use on Boston Network. For a map and full list of the network, and sizes, please email kate@adclub.org.
Starting Bid: $ 18,000.00
Value: $ 74,500.00

Nail Salon Digital TV Package from Gloss: 85+ Venues in Top 10 DMAs

One :15 video spot to play 2X per hour for one month, in 85+ venues total in the top 10 DMAs. One creative execution. Client to provide spot. In Network Salons Include: Tiffanie's Nail- 99B Charles St, Boston MA St Mary's Nails- 1018 Beacon St, Brookline MA Bebe Nails & Skin Salon- 274 Newbury Street, Boston MA Town Nails & Skin Salon- 336 Newbury St, Boston MA Paradise Nails & Spa- 215 Newbury St, 2nd Fl, Boston MA. (For full list of available venues, please email kate@adclub.org.) Restrictions: One creative execution per month, additional creative will incur incremental posting change
fees. Must be used by December 31, 2019. Sizes / Formats included: Floating or Expandable Rich Media Email kate@adclub.org with questions.

Starting Bid: $ 1,750.00
Value: $ 11,050.00

Six Flags Media Network: TV & Digital Billboards

National campaign to run across Six Flags Media Network including Six Flags TV and Digital Billboards. Client may run either a :15 or :30 spot on SFTV, and a :15 spot on Digital Billboard. Reaches a captive audience as guests wait on ride lines, as well as in retail and common areas, featuring multi-screen displays with full video capabilities and area sound saturation. Nielsen measured network. Net Value: $45,000 Guaranteed Impressions: Up to 3,000,000 (total will be determined by program flight date) Expiration Date: 9/30/19 Program Length: Up to 4 weeks. Program and corresponding impressions are based on a national run (opportunity for market specific programs, impressions will be adjusted accordingly). Restrictions: Subject to inventory availability. All creative and advertisers subject to approval by Six Flags. Available for new clients, who are not part of any existing or planned buys, or existing clients with pre-approval from Six Flags. For existing buyers - this purchase MUST be incremental to any planned or existing buys. Email kate@adclub.org with any questions.

Starting Bid: $ 6,000.00
Value: $ 45,000.00

Static Spectacular in Penn Plaza (NYC) from SILVERCAST

The Garden View South Tower is located in the heart of Penn Plaza in NYC and stares right into Madison Square Garden, the world’s most famous arena. In addition to this 70’H tower being viewed by millions of sports fans and concert goers, it is also viewed by all in Plaza 33, the new pedestrian plaza space, and The Pennsy, NYC’s newest and exciting dining hall. This unit is located on 33rd Street between 7th Avenue and 8th Avenue, right next to Penn Station where over 600,000 pedestrians come through each day, and provides incredible visibility in this important entertainment, dining and shopping district. Net Value: $50,000 Estimated Impressions: 1.5M per day. Media will run in Q1 2019 Program Length: 4-weeks. Exact timing in Q1 to be determined and predicated on the space being available for the selected timing. Restrictions: Creative approval required. Buyer will need to pay for production and install which is a total of $9,950. Artwork is needed 2 weeks prior to the start date. Email kate@adclub.org with questions.

Starting Bid: $ 12,500.00
Value: $ 50,000.00

Video and Banner Ads on the CMT In-Taxi Network

30-second video and integrated banner ads on the Creative Mobile Technology In-Taxi Video Network of 1,200 Boston cabs. Campaign runs for four weeks on a large, 10.5’ interactive touch screen. Creative Mobile Technology offers
unique exposure within Boston's best cab fleets to deliver large format full motion video with sound. Our touch screen features allow customers to interact directly with your brand to enhance the media experience. Market: Boston
Ad Plays: 490,000
Impressions: 735,000
Ad Length: 30 seconds, full motion video with sound
Duration: 4 weeks (CMT can assist in converting video to format and developing banner ads.)
Restrictions: CMT must approve all creative.
Expiration: Program must be completed by end of April 2019.
Email kate@adclub.org with any questions.

Starting Bid: $2,000.00
Value: $13,475.00
$1500 FROM WAQY Rock 102 Springfield
$1,500 Advertising Package including thirty :30-second commercials to run Monday through Sunday 6am-7pm. Media can run: Q4 2018, Q1 2019, Q2 2019. Restrictions: -Cannot be used toward political/Issues advertising -Can only be used in the 1st 2 weeks of the month, in a non political window. Email kate@adclub.org with questions.

Starting Bid: $ 250.00
Value: $ 1,500.00

101.7 The Bull :30 Second Spot Schedule
101.7 The Bull :30 second spot schedule. Forty (40) Spots, Monday-Sunday 6am-12am @ $150 each. (Spots will be narrowed to: 15X M-F 6a-8p, 15X M-F 8p-12m, 10X Sa-Su 6a-10p). Restrictions. Restrictions: Subject to availability. Valid 1 year from date of purchase. Email kate@adclub.org with questions

Starting Bid: $ 1,375.00
Value: $ 6,000.00

96.1 WSRS Spot Schedule
$5,000 on WSRS 30x :30 second spots to air Monday-Sunday 5a-9p. Valid one year from date of purchase (expires 9/28/19). Must be used by a new advertiser, defined as someone who has not run with us in the last 13 months. Some restrictions apply based on demand on inventory. Excludes the month of May. Email Kate@adclub.org with questions.

Starting Bid: $ 1,000.00
Value: $ 5,000.00

99.5 WCRB Classical Radio Boston: Multi-platform Program (incl. "Live Read") from WGBH
32x 15-second OR 30-second announcements on 99.5 WCRB Classical Radio Boston. Will air Mon-Fri 6a-8p and Sat/Sun 8a-8p Plus digital assets as 300 x 250 display ad with 100% share of voice on wgbh.org, plus streaming pre-roll messages on 99.5 WCRB live stream plus 300x250 display ad in one WGBH opt-in e-newsletter for a total of 150,000 digital impressions. Announcements on WCRB can be live-read. The WCRB offer cannot be combined with other offers and current sponsors/clients cannot spend less than the prior year or less than any pending contracts. Restrictions: Current sponsors of WCRB cannot reduce their annual support by using this offer. Winner must follow FCC Guidelines for radio copy. Expiration Date: Radio spots must be used by June 30, 2019. Email kate@adclub.org with questions.
ALT 92.9 Radio Spot Schedule

x20 spots (can be :15s or :30s), 6a-12m to run M-Sun 6-12m. Valid for first time advertisers to the station only. Schedules will be valid for air through August 2019. Black-out weeks based upon sell-out/if inventory is sold-out/eg. May, Political) Email kate@adclub.org with questions

Starting Bid: $ 750.00
Value: $ 5,000.00

Boston Herald Radio Package

Streaming live from the Boston Herald’s multi-media newsroom, Boston Herald Radio offers up fast-paced, intelligent talk radio unlike any other in the business. With input from Herald reporters on the scene -- or just a few steps away at the news desk -- Boston Herald Radio is the place for up-to-the-minute news and fresh, perspective commentary. Boston Herald Offers Radio Spots: • 6 minutes of spots per day ROS (Run of Station) • Five days a week • Eight weeks • Total 240 minutes of spots • From 7AM to 6PM • Spots will rerun as part of the overnight reruns from 6PM to 7AM • Logo on any show page on BostonHeraldRadio.com Total Value = $6,000 And News Sponsorship: • Example: 9am news is/has been brought to you by Advertiser Name • 2 times per hour • 880 total mentions • Eight weeks Total Value = $4,000 Spots can be :30s or :60s, and deadline to use will be July 2019 Email kate@adclub.org with questions

Starting Bid: $ 1,500.00
Value: $ 10,000.00

Radio Traffic & Weather Report
Sponsorships from Total Traffic & Weather Network

Did you know Americans spend 6.9 billion hours a year stuck in traffic? Or, that nearly 70% of the United States was covered in snow last winter? The demand for traffic and weather updates creates a unique marketing opportunity. Reach commuters and radio listeners when they are paying attention with a $25,000 package of Total Traffic & Weather Network’s radio traffic & weather report sponsorships. Opening billboard plus :15 or :10 sponsorship messages are available across TTWN’s comprehensive lineup of radio stations nationwide. Package can be applied in any of TTWN’s 200+ US markets. Restrictions: Must be used by 12/31/19. Subject to availability. Provided by: Total Traffic & Weather Network http://ttwnetwork.com twitter: @totaltraffic Provided by: Total Traffic + Weather Network http://ttwnetwork.com twitter: @totaltraffic Email kate@adclub.org with questions

Starting Bid: $ 5,000.00
Value: $ 25,000.00

WAFF Radio + Digital Integrated Package

RADIO: Choice of 25 (:60), 35 (:30), or 50 (:15) Commercials M-F 6am-7pm on WAAF-FM. Airs over the course of one week. Exact week to be
determined based on available inventory. Cannot be used for market avails. Valid 1 year from date of purchase. Email kate@adclub.org with questions.

**Starting Bid:** $1,250.00  
**Value:** $7,500.00

**WKLB Country 102.5 Spot Schedule**

x20 spots (can be :15s or :30s), 6a-12m to run M-Sun 6-12m. Valid for first time advertisers of the station only. Schedules will be valid for air through August 2019. Black-out weeks based upon sell-out/if inventory is sold-out/eg. May, Political) Email kate@adclub.org with questions

**Starting Bid:** $1,000.00  
**Value:** $8,000.00

**WMJX/MAGIC 106.7 Commercial Schedule**

20 x :30 second commercials. (10x M-Sun 6am-12mid and 10x M-Sat 6am-10pm). Some black-out weeks may apply if station is sold out. Cannot be used for market avails. Valid 1 year from date of purchase. Email kate@adclub.org with questions

**Starting Bid:** $1,500.00  
**Value:** $8,000.00

**WROR 105.7 Spot Schedule**

x20 spots (can be :15s or :30s), 6a-12m to run M-Sun 6-12m. Valid for first time advertisers to the station only. Schedules will be valid for air through August 2019. Black-out weeks based upon sell-out/if inventory is sold-out/eg. May, Political) Email kate@adclub.org with questions

**Starting Bid:** $1,000.00  
**Value:** $8,000.00

**WXLO Effective Frequency Radio Package**

24 commercials per week for 3 weeks in one month, January or March 2019, 72 commercials total. Monday - Sunday 6am to 8pm. Gross Value: $10,800 Net Value: $9,180 CPM: $28.30 Circulation rate: 127,200 12+ Boston ADI Circulation rate is: Estimated Media will run in: Q1 2019 Program Length: 30 second commercials Restrictions: New advertisers only For questions, email kate@adclub.org

**Starting Bid:** $1,500.00  
**Value:** $9,180.00
$10K in Traveler Targeted Programmatic In-Stream Video from Sojern

Sojern has specialized in traveler path-to-purchase data for over a decade. Delivering more than $13B in direct bookings for clients to date by activating multi-channel branding and performance solutions. The platform uses proprietary data science methods to examine real-time information from OTAs, meta search engines, airlines, hotel properties, first-party data and other travel intent signals. Gross Value: $11,765 Net Value: $10,000 CPM: $16 Guaranteed Impressions: 625,000 Media can run Q4 2018, Q1 2019, Q2 2019. Media must run in full by June 30, 2019. Program Length: Maximum 3 month flight Available Targeting Layers: Behavioral, Demographic, Geo, Retargeting Sizes / Formats: Pre-roll Email kate@adclub.org with questions.

Starting Bid: $2,500.00
Value: $10,000.00

$12,500 Media Package on TheStreet.com

Net Value: $12,500 CPM: $26 Estimated Impressions: 480,000 Targeting we can offer includes content targeting (i.e., keyword targeting based on editorially-curated content)—specifically, placement of ads on contextually relevant pages. The exact targeting parameters will depend on inventory availability and the winner’s objectives. We will open up available inventory to meet these needs including standard banner units on desktop/tablet (728x90, 300x250, 300x600, etc.) and smartphone (300x250, 300x50, 320x50), and Pre-Roll inventory (15 second / MOV/AVI/WAV files). We will work to deliver these units based on winner’s required needs and specifications. TheStreet.com provides the top: Proprietary breaking news, cutting-edge analysis, valuable investment ideas and real-time commentary. Restrictions: All media must be placed by January 31st 2019 and run according to available inventory. All units must run in Q4 2018, Q1 2019, Q2 2019, and/or Q3 2019. Email kate@adclub.org with any questions.

Starting Bid: $3,000.00
Value: $12,500.00

$15K Net on Match Group Portfolio

$15K Net on Match Group Portfolio includes the following properties: Match, OkCupid, Plenty of Fish, and Match Affinity. Net Value: $15,000 CPM: $6.00 Estimated Impressions: 2,500,000 Impressions are: Estimated Media will run in: Q1 2019, Q2 2019 Inventory can run on: This package includes Run of Match Portfolio (ROS). Targeting capabilities: Age, gender, and geo based on inventory availability. Sizes / Formats included in this package are: 728x90, 160x600, 300x250, 300x600, 320x50 Restrictions: Brand and Creative approval are required. For questions, email kate@adclub.org

Starting Bid: $3,750.00
(2) SheKnows National Homepage Takeovers

SheKnows will offer (2) Homepage Takeovers: Your Brand can be the EXCLUSIVE advertiser within a premium environment on key dates of importance through the SheKnows Homepage Takeover + First Arrival Unit Package. Homepage Takeover Package provides a high impact opportunity, capitalizing on the first impression a consumer sees when engaging with SheKnows content. Features: 100% SOV per day across the Homepage for (2) dates Dates: TBD - Choice of two dates during Q1 2019 - Q3 2019 Estimated total impressions: 600,000 CPM: flat fee Targeting capabilities offered: None Sizes: 728x90, 160x600, 300x250, 300x600 Contributed inventory is in the following verticals: Parenting/Moms Home Page Take Over is national and targeted to be the first impression a user sees. Details: - HPTO is national and cannot be targeted, the first impressions are targeted to be the first impression a user’s sees, but is also national and can’t be targeted beyond that. - HPTO and first impressions are on the same day and work cohesively together. There are (2) dates in the package offered. Restrictions: Can be used any time between Q1 2019 - Q3 2019. Dates are first come, first serve. Email kate@adclub.org with questions

Starting Bid: $ 6,000.00
Value: $ 25,000.00

1.1 MM Impressions from Slate.com

Slate engages the curious mind by offering unique perspectives on Business, Culture, News, Politics, Technology and more. Reaching 30MM+ loyal readers and listeners a month, Slate attracts a young, affluent and well-educated crowd eager for a fresh take beyond the headline. Gross Value: $28,750 Net Value: $25,000 CPM: $21.40 Impressions: 1,168,092 (guaranteed) (Standard spend minimum is $50K for direct buys as a reference point). Package Includes: $25K Media Plan / 1.1 MM Run of Site Impressions / Timing: Q1 2019 - Q4 2019 / Program Length: 30 Days / Sizes: 970x250, 300x250, 728x90. Slate reserves the final rights of advertiser approval. Package includes positioning on: Run of a specific Section, Arts, Life & Culture Content, Executive News Content Package can include targeting, depending on winning client's preferences. If winning client chooses to use Slate's targeting capabilities, rates may vary or may impact number of impressions. Targeting Layers Include: Behavioral, Demographic, Geo Restrictions: Winner must be in alignment with Slate's brand. Must be 30 consecutive days. We can apply targeting at no extra cost, pending availability. *Final targeting parameters to be approved by Slate pending availabilities. Typical advertisers include: Luxury products, Financial Services, Consumer Electronics, Small Business Advertisers, and anybody who would wants to advertise to an HENRY(High Earning, Not Rich Yet) consumer. Donated By: The Slate Group. https://slategroup.box.com/s/kxbxwwcmbhichkh2fcm87a9usc8c8ci Email kate@adclub.org with questions

Starting Bid: $ 4,000.00
Value: $ 25,000.00

100k Impressions on The Drum - Modern Marketing & Media

100k run-of-site banner impressions across the US traffic of the The Drum.com - Europe's biggest platform for marketing news, now starring in the US. Net Value: $5,200 CPM: $52 Media will run in: Q1 2019 Program Length: 2 months Includes positioning on: Homepage, Section Homepage, Any (but all are marketing-related and targeted at marketers). Targeting
1MM Impressions across Nick.com & Nickjr.com

Nickelodeon / Viacom offers a cross-cluster (Nick + Nick Jr) cross-platform video (STB, OTT, Video App and/or Game App) to run from 1/1/19-6/30/19. Please note that units will run as pre-emptible. The winning bidder will need to be COPPA compliant, and ultimately must be approved by Nickelodeon Legal & Standards. Nick.com & Nickjr.com are kids' targeted sites. 1 million impressions total Media will run in: Q1 2019 & Q2 2019 Timing: available 1/1/19 - 6/30/19 Restrictions: The cross-cluster mix will be based on inventory availability. Please note that the winning bidder will need to be COPPA compliant and ultimately must be approved by Nickelodeon Legal & Standards. Email kate@adclub.org with questions.

Starting Bid: $ 5,000.00
Value: $ 25,000.00

1MM Impressions from ShareThis

1MM guaranteed impressions at $5CPM from ShareThis.com Inventory will run on exchanges and within our publisher inventory. They would be contextually relevant sites to the winning bidder/campaign or brand - We will work with the media team on specific requirements. Restrictions: Standard Display Media only Contributed inventory is in the following verticals: Networks Media will run in: Q4 2018 - Q1 2019 Program Length: Up to 4 Weeks Targeting Available: Geotargeting Includes positioning on Behavioral Targeted ROS (customized to client’s audience) Sizes / Formats include: 728x90, 160x600, 300x250 Email kate@adclub.org with questions. ShareThis uses large-scale social data to deliver breakthrough insights, audience building and advertising solutions across mobile and desktop environments. Every day millions of consumers use ShareThis to share content across multiple devices and more than 120 social channels including Facebook, Twitter, LinkedIn and Pinterest -- giving the company unrivaled visibility into online social behavior. The company works with 50+ of Advertising Age's 100 leading national advertisers and is based in Palo Alto, Calif. http://sharethis.com

Starting Bid: $ 1,250.00
Value: $ 5,000.00

AOL.com Make a Difference module from Oath (available for 501c3 Organization Only)

Media space on the AOL.com homepage to raise awareness of a nonprofit charity of your choice. Oath builds out this custom unit for the nonprofit based on copy assets and image provided. Estimated Impressions: 3-5M per day

Starting Bid: $1,000.00
Value: $5,200.00
for a total of 6-10M Media will run for 2 days in Q4 2018 or Q1 2019. Flight length: 2 days Property: AOL.com (desktop and mobile web) Restrictions: Organization must meet the below criteria: -Registered 501C3 -Non-profit's website must have a privacy policy -Non-profit cause must be nonviolent, non-partisan and non-religious Email kate@adclub.org with questions or for specs.

Starting Bid: $10,000.00
Value: $80,000.00

Boston Female Sports Fan Takeover & Event Sponsorship Package

Associate your brand with the soon to be most popular, recognizable, FIRST and ONLY female fan club/community in Boston sports. Reach an upscale affluent audience with an average annual household income of over 75K whose average age is 48 and on social media 5 hours a day! Custom facing, retail focused with a turnkey event package over 3 months: Media Benefits: Inclusion on BFFA Website - BostonFFA.com @BostonFFA Inclusion on all press releases Inclusion on BFFA marketing purchases on FB & Instagram Mention on any media/interviews related to the trendiest start-up for female fans in Boston Inclusion on all BFFA social channels - opportunity to create 3 targeted social promotions Rights to offer a membership benefit, BFFA logo/marks inclusion & access to BFFA mailing list/data base for a mutually beneficial offer On-site 3 (one per month) turnkey events including signage, product sampling, VIP experiences, private shopping experience, swag, giveaways Net Value: $10,000 Media will run in: Q4 2018, Q1 2019, Q2 2019, Q3 2019 Program Length: 3 months Contributed inventory is in the following verticals: Local, Sports Includes positioning on: Homepage, Run of a specific Section For questions, email kate@adclub.org

Starting Bid: $1,000.00
Value: $10,000.00

BuzzFeed Display Package

BuzzFeed commands the third largest millennial audience on the internet. This is a great opportunity to leverage our newly launched display inventory on BuzzFeed.com. Restrictions: No political advertisers. Net Value: $10,000 Guaranteed Impressions: 1,000,000 Timing: Q1 2019 Package includes Run of site across BuzzFeed.com Targeting Capabilities Offered: First party contextual targeting Sizes / Formats included in this package are: 300x250 Email kate@adclub.org with questions

Starting Bid: $2,500.00
Value: $10,000.00

Desktop & Mobile Impressions on ABC6.com (Providence)

90,000 monthly impressions for three months on ABC6.com. Total Impressions: 270,000 Value: $3,000 Desktop 300x250: 26k impressions Desktop 468x60: 26k impressions Desktop 300x150: 25k impressions Mobile 320x50: 9k impressions Good for use any three months in 2019 For questions: email kate@adclub.org
Starting Bid: $ 500.00
Value: $ 3,000.00

Digital Media from US News & World Report
News ROS, Money ROS, Travel ROS Timing:
For use 1/1/19 - 12/31/19 U.S. News Homepage Takeover w/ skin also available for 1 week based on avails. CPM: $25 Impressions: 400,000 Guaranteed This package does not include targeting. Contributed inventory is in the following vertical: Finance, Travel, Other Includes positioning on: Homepage, News ROS, Travel ROS, Money ROS, One Week of U.S. News Homepage Takeover. Sizes / Formats include: 728x90, 300x250, 1600x1400 Skin Email kate@adclub.org with questions.

Starting Bid: $ 2,000.00
Value: $ 10,000.00

Digital Package from Inc.com
Inc.com, the award winning resource for business owners of growing companies, offering 500,000 ROS banner ad impressions. Impressions must run within Jan- April of 2019 by one advertiser. Availability of inventory must be confirmed at time of request. Digital ad sizes can be 728x90, 300x600, 300x250 and mobile ad sizes 320x50, 320x250. Restrictions: All creative is subject to final approval by Inc. This is a deal open to new advertisers only, it is not available to current advertisers and cannot be redeemed to fulfill a planned schedule. Gross Value: $76,470 Net Value: $65,000 Guaranteed Impressions: 500,000 Digital: $130 Timing: Must be used Q1 2019 Digital ad sizes included: 728x90, 300x250 and mobile ad sizes 320x50, 320x250. Restrictions: This package is open to new advertisers only, it is not available to current advertisers and cannot be redeemed to fulfill a planned schedule. Email kate@adclub.org with questions

Starting Bid: $ 12,500.00
Value: $ 65,000.00

Digital Video Package with VideoAmp’s TV Data Targeting
VideoAmp is the software and data company driving the convergence of the TV and digital marketing ecosystems. We are inspired by tackling one of the most challenging problems in media and marketing, bridging the great divide between linear TV and digital media with innovative software and data solutions that are easy to use TV data targeted premium pre-roll. Length of flight: 1 month. Estimated number of impressions: 300,000 Screen: desktop, mobile & tablet We accept blacklists, negative keyword/content targeting parameters. We can overlay for brand safety/viewability. We have preferred partnerships with IAS, DV and MOAT to ensure viewability and brand safety. Gross
Discovery Run-of-Network Display Media

Inventory: 1.67 million RON impressions across 300x250, 728x90, and 320x50. Impressions will serve throughout Discovery sites where inventory is available. Timing: Q1 2019 only (1/1/2019 - 3/31/19) CPM: $6 Net Impressions are estimated. Properties Include: HGTV, ID, Animal Planet, DIY Network Food Network, TLC, OWN, Cooking Channel Discovery Channel, Travel Channel, Science, Motor Trend Network Restrictions: - Pre-emptible - Media cannot promote or drive to networks/sites deemed competitive to Discovery Creative cannot feature obscenity, nudity, violence, controversial topics, or matters that could be offensive to the Discovery audience.

Starting Bid: $ 2,500.00
Value: $ 10,000.00

Display & Mobile Package from Exponential

Exponential is offering 2MM impressions to run across display and mobile for Q4 2018 - Q2 2019. These impressions can be served with standard banners including the following ad sizes: 728x90, 300x600, 300x250 or 160x600 units. Advertisers can leverage our proprietary data and over 50,000 interest based audience segments to reach their target audience and accomplish campaign goals. Media will run in: Q4 2018 - Q2 2019. Length: TBD-- Depending on partner’s campaign and delivery goals Estimated number of impressions: 2,000,000 CPM: $5 Includes Positioning On: Behavioral Targeted ROS (customized to client’s audience). Exponential has 2,500+ premium and mid-tier passion sites that we will execute digital media across. Sizes / Formats included in this package are: 728x90, 160x600, 300x250, 300x600. We accept blacklists, negative keyword/content targeting parameters. Furthermore, we are 100% page level contextualized so we understand the full content of every page within our network. We can overlay IAS for brand safety/viewability. We have preferred partnerships with IAS and MOAT to ensure viewability and brand safety. Additionally, we have a proprietary Page Guard Brand Safety product that ensures the brand safety of all our partners. This includes: -Strict policies are in place to ensure that only high-quality sites are selected for the Exponential network -Domain Verification: Specific domains are assigned to each site in Exponential’s network all inventory is subject to real-time domain validation -Real time, integrated Page Level Contextualization
ensures ads are only served on safe content

About Exponential Interactive: As one of the world’s largest ad networks, Exponential includes over 2,000 sites and reaches over 70% of all US users on the web. Exponential has an unwavering commitment to deliver top performing online advertising campaigns with the highest level of service, consistently meeting our clients’ most demanding online marketing challenges. Our depth of knowledge allows us to develop full funnel solutions designed to move your users through the purchase funnel – from capturing user attention to driving actions and conversions. Exponential was the first and remains one of the few transparent ad networks, offering advertisers visibility and control. We practice strict site acceptance criterion to ensure that advertisers can buy the richest content placements, and we work with our publishers to secure the best performing inventory. Our industry-leading Reach Maximization technology always looks to show an ad to a new user before delivering it again to a user that has already seen it, delivering the broadest reach possible on every campaign. Exponential Interactive delivers innovative advertising experiences that transform the way brands interact with audiences across desktop and mobile. Exponential Interactive’s platform fuses one of the largest global digital media footprints and proprietary data with user-centric ad formats designed to drive engagement and action. Creativity and audience insights form the foundation for building smarter, more relevant solutions for advertisers and publishers. Exponential Interactive was founded in 2001 and has locations in 22 countries. For more information, please visit www.exponential.com. For questions, email kate@adclub.org

Starting Bid: $2,500.00
Value: $10,000.00

Display Media from Twitch.tv

ROS Display media (728x90 & 300x250) running on Twitch.tv Restrictions: Must run in Q1-Q3, 2019 Net Value: $10,000 CPM: $10 Guaranteed Impressions: 1,000,000 Media can run: Q1 2019- Q3 2019

Starting Bid: $2,500.00
Value: $10,000.00

Display Package - Ziff Davis Tech ROS

Ziff Davis Tech, the #1 property in the technology category, is the only provider that directly connects advertisers with in-market tech buyers, in context, as they actively seek buying advice, product information and expert opinions. Data driven analysis and independent, in-depth tech reviews attract an audience of affluent and educated tech buyers who are uniquely influenced by our experts in their purchase decisions. Specializing in consumer tech, business tech, and mobile, Ziff Davis Tech represents 150+ premium sites with 4,500 editorial voices and publishes around 1MM articles per year, giving advertisers touch-points with tech consumers throughout the buying process. Value is towards standard media across Ziff Davis Tech. Media mix of standard display or video will be finalized based on timing
of campaign and inventory available. Final media mix will be at Ziff Davis Tech’s discretion.
Net Value: $25,000 Estimated Impressions: 2MM Media Can Run Q4 2018 - Q2 2019. Must be used by June 30, 2019. Restrictions * - Ziff Davis Tech will not pay any ad serving or verification fees - Sponsorships are excluded - Media will not be held to Viewability metrics

Starting Bid: $ 6,250.00  
Value: $ 25,000.00

Display Package from What to Expect

What to Expect is the world’s best-known, most trusted pregnancy and parenting brand, helping every parent know what to expect, every step of the way. Building on the bestselling What to Expect book series by Heidi Murkoff, What to Expect Digital reaches over 15 million parents and parents-to-be each month with its popular website and top-rated apps for Android, iOS, and Amazon Echo. Value is towards standard media across What to Expect. Media mix of standard display or video will be finalized based on timing of campaign and inventory available. Final media mix will be at What to Expect’s discretion. Media must run by June 30th, 2019
Net Value: $25,000 Guaranteed Impressions: 2.5MM Media Can Run Q4 2018 - Q2 2019 Restrictions: - IGN will not pay any ad serving or verification fees. - Sponsorships are excluded - Media will not be held to Viewability metrics - Must be used by 6/30/19

Starting Bid: $ 6,250.00  
Value: $ 25,000.00

Distillery Cross-Platform Audiences

Distillery is the marketing & advertising industry’s leading applied data science company, helping Fortune 500 companies and brands unlock their growth potential by finding and targeting their highest value prospective customers. Since 2008, Distillery’s team of data scientists and engineers has earned the industry’s top distinctions for brand safety, machine learning innovation and high performance media activation. We deliver actionable consumer insights from our reference data set of over 300 million anonymous US online and offline behavioral profiles that are updated on a daily basis, driving the full spectrum of marketing research and media business objectives. That’s why marquee brands in Retail, CPG, Finance, Luxury, B2B, Telco, Travel, and Tech use Distillery’s platform to access insights, data and activation solutions to create more meaningful consumer touch points across multiple channels. Includes 3MM impressions. Can run:
Desktop or Mobile Standard Display / Retargeting, Distillery Act A like Audiences, Distillery Crafted Audiences Restrictions: To run before June 30, 2019 - standard display impressions only Gross Value: $17,647 Net Value: $15,000 CPM: $5 Impressions: 3,000,000, Guaranteed Media will run in: Q4 2018 - Q2 2019 by 6/30/19 Sizes / Formats: Desktop or Mobile Standard Display / 728x90, 160x600, 300x250 Targeting Capabilities: This is a prospecting package - will drive qualified leads based on users who act like those on your website. Layers Include: Look-a-like, Retargeting Sizes / Formats included in this package are: 728x90, 160x600, 300x250 Distillery Tactics: -Retargeting -Act-A likes (Pixel Based) - Find prospects that act like a client’s
current customers. Crafted Audiences (Non-Pixel Based) - Includes our in-house segments built based on contextually relevant consumption patterns. Our approach: Starting with the seed set of sites and apps where we build act a like models to be able to reach a similar audience that visits these seed set sites. We re-rank and re-score these cookies every 24 hours to be sure that they are always a fit with the audience group Quality of inventory sources: With six awarded patents related to protective measures in ad fraud, Distillery leads the industry in inventory hygiene and rigor around the sound treatment of actionable data. Analyzing 50+ billion data points daily, true data informs accurate models that provide real results when activated across qualified media inventory. Fraud guarantee: First to market with 7 patents to detect bot fraud and fraudulent sites. Distillery Strengths: - Incremental Audiences: Identifying untapped consumers for your clients - Cross Screen Intelligence: Any audience that we have you can access on any screen, we will optimize towards best performing device(s) - Quality Data: We take this very seriously with two fraud patents; we have some of the most brand safe inventory in the industry (higher percentages than site direct) - Actionable Insights: We are sitting on a ton of data that we publish from both online and offline experiences. We also have a self log in Insights Portal for partners to observe the online and location behaviors of their brand’s pixel audiences. Email kate@adclub.org with questions.

Starting Bid: $3,750.00
Value: $15,000.00

Funny Or Die - Full Site Takeover
100% SOV of all (non-sponsored) display impressions on FOD for 1 day including the homepage and all content pages. This is a great, high-impact way to reach fans of comedy/entertainment. Restrictions: Subject to availability based on takeover dates that are already sold and/or pages that are already sponsored by other advertising partners. Gross Value: $46,000 Net Value: $40,000 CPM: Flat Rate Guaranteed Impressions: 350,000 Media can run: Q4 2018 - Q2 2019 Program Length: 1 day (24 hours) Positioning: Impressions will run across the entire site (including the homepage and specific sections). Targeting: It is a full takeover off ALL impressions served so there will not be an additional layer of targeting included. Sizes: 728x90, 300x250, 970x250, 320x50, & 135x1000 (skin) Email kate@adclub.org with questions

Starting Bid: $7,500.00
Value: $40,000.00

Integrated Package from Fastcompany.com
We are offering 500,000 ROS banner ad impressions. Impressions must run within January-April of 2019 by one advertiser. Availability of inventory must be confirmed at time of request. Digital ad sizes can be 728x90, 300x600, 300x250 and mobile ad sizes 320x50, 320x250. Restrictions: All creative is subject to final approval by Inc. This is a deal open to new advertisers only, it is not available to current advertisers and cannot be redeemed to fulfill a planned schedule. Gross Value: $76,470 Net Value: $65,000 CPM: $130 Guaranteed
Impressions: $500,000 Can be used Q1 2019 by April 30, 2019. Inventory is Run of site Does not Including Targeting Sizes Include: 728x90, 300x250, 300x600 Restrictions: Impressions must run within Jan- April of 2019 by one advertiser. Availability of inventory must be confirmed at time of request. Digital ad sizes can be 728x90, 300x600, 300x250 and mobile ad sizes 320x50, 320x250. Restrictions: All creative is subject to final approval by Inc. This is a deal open to new advertisers only, it is not available to current advertisers and cannot be redeemed to fulfill a planned schedule. Email kate@adclub.org with questions

Starting Bid: $ 12,000.00
Value: $ 65,000.00

Investopedia Integrated Package

500,000 guaranteed ROS impressions OR 250,000 geo-targeted impressions based on 728x90, 300x250 and 160x600 ad units. Gross Value: $45,000 Net Value: $38,250 CPM: $76 Media will run in: Q4 2018 - Q4 2019 This package includes choice of positioning on Behavioral Targeted ROS (customized to client’s audience) within Personal Finance focused areas, OR geo-targeted impressions. Restrictions: Strictly for a new advertiser with pre-approval from AnneMette Bontailes. In addition content area placement is at the discretion of Investopedia based on ad availability. Note that ads must also be static. We would also like flexibility on when the media will be fulfilled but will do our best to accommodate a partner. Email kate@adclub.org with questions.

Starting Bid: $ 7,000.00
Value: $ 38,250.00

Martini Media: 1.5mm Impressions Across Display

1.5mm impressions to run across display for Q4 2018 - Q2 2019 with a value of $12,000 based on our $8 cpm. These impressions can be served nationally with standard display ad units including the following ad sizes: 728x90, 300x250, 160x600 and 300x600. Net Value: $12,000 CPM: $8. 1.5mm estimated impressions Media will run: Q4 2018 - Q1 2019 Package includes positioning on: Behavioral Targeted ROS (customized to client’s audience) Targeting Capabilities: Martini uses comScore to create a custom site list to ensure all the sites over index for our clients target audience. Layers of Targeting: Demographic Sizes / Formats included in this package are: 728x90, 300x250, 160x600 and 300x600. Restrictions: Cannot guarantee site sections. Valid for new advertisers only existing advertisers with pre-approval. Martini is the leader in reaching and engaging the affluent online. Leveraging our proprietary insights, we provide solutions for delivering compelling brand campaigns across the passion-based niche sites that drive this audience, at work and at play. Martini’s curated portfolio of premium media partners allows you to tap into the most relevant environment—and prime passion points—for maximum impact, engagement, and ROI. Email kate@adclub.org with questions or to seek pre-approval.

Starting Bid: $ 3,500.00
Value: $ 12,000.00
Premier Financial Services Publisher Package from Mitre Media

Mitre Media is a premier, independent financial services destination for investors. Our audience consists of HNW investors and Financial Advisors. Our suite of brands includes: ETFdb.com, MutualFunds.com, Dividend.com, MunicipalBonds.com, 401Ks.com, 529s.com, BondFunds.com, CommodityHQ.com and TraderHQ.com

Net Value: $10,000 CPM: $50
Guaranteed Impressions: 200,000 Impressions will be served Q1 2019, Q2 2019 Available IAB Ad Units 300x250, 728x90, 160x600 Includes positioning on: Homepage, Section Homepage, Run of a specific Section, Behavioral Targeted ROS (customized to client's audience). Inventory will be able to run on all pages as an ROS placement. This package includes contextual targeting/package product targeting based on our URLs. So if someone wants ETF content, they can run ROS on ETFdb.com to reach that relevant audience. Same goes for MutualFunds.com and our other sites Email kate@adclub.org with questions.

Starting Bid: $ 2,500.00
Value: $ 10,000.00

ROS Display Media on CNN/CNNMoney

Run of Site display units on CNN & CNNBusiness (CNNMoney's rebrand launching Oct 1 2018), Gross Value: $57,500 Net Value: $50,000 What is the CPM: $4.5 Guaranteed Impressions: 11,111,111 Inventory Vertical: Finance, Technology, Other Positioning On: Homepage, Section Homepage, Run of a specific Section CNN HP: US, World, Politics, Money, Opinion, Health, Entertainment, Tech, Style, Travel, Sports Sizes: 300x250, 300x600, 970x90, 970x66, 970x250 Restrictions: Must run Q1, 1/1/19 - 3/31/19, Inventory is subject to availability at the time of sale. Email kate@adclub.org with questions.

Starting Bid: $ 12,000.00
Value: $ 50,000.00

Run of Health on ThirdAge from AdPrime Health

Run of Health package on ThirdAge, Health and Wellness Content Net Value: $11,250 CPM: $15
Guaranteed Impressions: 750,000 Media will run in: Q2 2019 - Q3 2019 Package includes positioning on:Run of a specific Section (Health) Targeting Layers Include: Contextual Sizes / Formats include: 728x90, 160x600, 300x250 thirdAGE.com is a premier health and wellness site targeted to women 45 and older—an affluent, growing segment of society who are more empowered than any previous generation. Healthy living matters more than ever—and women 45+ don’t just take care of themselves, they care for their family’s health too. When it comes to health decisions—they make 80% of them. thirdAGE provides thoughtfully curated health and lifestyle content, offering a full-range of interactive up-to-the-moment information — including video, slideshows, health condition centers, articles about cutting-edge research and more—all medically reviewed and approved by our team of thirdAGE physicians. The thirdAGE audience is growing exponentially—10,000 people turned 65 today, and 10,000 people will turn 65 every single day, for the next 19 years. thirdAGE provides a powerful platform for building health and wellness awareness for
this empowered group of women. Email kate@adclub.org with questions.

Starting Bid: $1,750.00
Value: $11,250.00

Run of Site Leaderboard on Morningstar.com

700,000 Run of Site Leaderboards (728x90) on Morningstar.com. A Leaderboard is a 728x90 sized digital banner that traditional resides at the top of the page. (See image for reference of Leaderboard ad unit bordered in red).
Restrictions: Inventory delivery during campaign flight is subject to availability of inventory during requested flight dates. Vertical: Finance Sizes / Formats: 728x90 In-banner Rich Media Available time frame: Q1 2019 - Q4 2019 Expiration Date: December 31, 2019
Morningstar is a leading provider of independent investment research in North America, Europe, Australia, and Asia. Your message and our brand recognition help you reach engaged investors looking to make educated investing decisions. Email kate@adclub.org with questions.

Starting Bid: $5,500.00
Value: $21,000.00

Seeking Alpha High-Impact Package (Desktop)

Winner will receive a high-impact digital advertising package on Seeking Alpha. The package includes two separate 24-hour takeover packages. Each takeover will occur on two key pages on Seeking Alpha - the home page and the market news page. Each page will include ownership of the 970x66 (expandable to 970x418) OR 970x250, 300x600, and 300x250 units for 24 hours each. Gross Value: $58,823.53 Net Value: $50,000 eCPM= $25
Total Impressions = 2MM estimated Package does not offer targeting. Sizes / Formats: 300x250, 300x600, 970x66 (expandable to 970x418) OR 970x250 Program Length: Two separate takeover packages, each runs for 24 hours. Restrictions: Package must run in Q1 2019 About Seeking Alpha: We are an industry leader in mining the wisdom of the crowds for insights on every topic of interest to investors. Our editors curate content from a network of stock analysts, traders, economists, academics, financial advisors and industry experts-- all who engage in our community. More than thirteen million visitors come to us not only to consume content, but to contribute and to participate in the conversation. Our audience leverages the breadth and depth of our content to inform their personal and professional financial decisions. Email kate@adclub.org with questions

Starting Bid: $12,500.00
Value: $50,000.00

Sparkpeople Dedicated Email to 1.22MM

Dedicated Emails spotlight your brand's content and offers and will drive users to sign up to learn more. These emails will be sent to SparkPeople members who have interacted with your brand's content and have opted in to receive special offers, exclusive promotions and new product information (1.2MM registered users) and are actively looking for leading a healthy lifestyle and tools to support their healthy living goals. Email Features: - Content + offer messaging to
educate and convert - Can include multiple calls to action including promotional codes/offers - Links can drive to desired destination—your brand's product/program page, social destinations, etc. Gross Value: $14,705 Net Value: $12,500 Guaranteed Sends: 1,200,000 CPM: $10.42 Vertical: Health Q4 2018 (1 email drop before 12/31/2018) Restrictions: - Actual run dates subject to availability determined by SparkPeople Editorial and open dates not previously scheduled by paying advertisers. Avails provided for a 30 day period. - SparkPeople reserves the right to review and approve auction winning advertisers prior to being released live on site. - Terms and Conditions: IAB terms and conditions for digital advertising apply: http://www.iab.net/media/file/IAB_4As-tsandscts-FINAL.pdf http://www.sparkpeople.com/media-kit/secret.asp For questions, please email kate@adclub.org

Starting Bid: $ 2,500.00
Value: $ 12,500.00

Standard Display Media on Everyday Health

Everyday Health is one of the largest consumer health & wellness websites. With 48 million monthly unique users, a registered community of 158 million, and a social media audience of 6 million and growing, Everyday Health inspires millions of people to enable the best decisions for their health & wellness. Value is towards standard media across Everyday Health. Media mix of standard display or video will be finalized based on timing of campaign and inventory available. Final media mix will be at Everyday Health's discretion. Estimated Impressions: 1.25MM Can be used Q4 2018, Q1 2019, Q2 2019. Media must run by June 30th, 2019 Restrictions: Everyday Health will not pay any ad serving or verification fees. Sponsors are excluded Media will not be held to Viewability metrics Email kate@adclub.org with questions

Starting Bid: $ 6,250.00
Value: $ 25,000.00

Standard Display Media on IGN.com

IGN Entertainment is the leading Internet media company focused on the video game and entertainment enthusiast markets. IGN reaches more than 170 million monthly users and is followed by more than 11 million subscribers on YouTube and 31 million users on social platforms. IGN also publishes daily content on Snapchat Discover. Value is towards standard media across IGN. Media mix of standard display or video will be finalized based on timing of campaign and inventory available. Final media mix will be at IGN's discretion. Net Value: $25,000 Estimated Impressions: 2MM (depending on ad mix, but estimate is based on ROS) Media must run by June 30th, 2019 Restrictions: IGN will not pay any ad serving or verification fees. Sponsors are excluded Media will not be held to viewability metrics Email kate@adclub.org with questions

Starting Bid: $ 6,250.00
Value: $ 25,000.00

Vox Media RON Rotational Media Package

Vox Media is a prestigious modern media company that believes in the power of going
deeper to connect with global, passionate, curious audiences. Through our authoritative house of brands, commitment to developing standout technology, and high-fidelity advertising, we are shaping the future of journalism and entertainment. We reach 83 million monthly unique users in the US including 202 millions users globally specific communities and an incremental 750 million individual moments across our system of podcasts, partners, and social platforms. You’ll get access to the entire Vox Media portfolio through this robust run-of-network rotational media package of standard units (300x250, 300x600, and 728x90). Your ads will run across our authoritative editorial networks (Vox, Eater, SB Nation, The Verge, Curbed, Polygon and Recode), ensuring that you reach an engaged audience in premium, brand safe environments.

Net Value: $100,000
Guaranteed Impressions: 10 Million
CPM: $10
Timing: Q1 2019 - Q3 2019
Inventory provided is Run of Network, and can run on any of the sections of the Vox Media sites (SB Nation, The Verge, Eater, Vox, Recode, Polygon, Curbed, Racked). It provides the best of the Vox Media portfolio!

Sizes: 728x90. 300x250
Video Link: https://vimeo.com/240562165/4991b13d8d

Starting Bid: $15,000.00
Value: $100,000.00
**AccuWeather Winter Wonderland: Weather-Triggered Dynamic Messaging by Location**

AccuWeather will weather trigger ads against winter weather in 4Q’18 - 1Q’19

Net Value: $26,000

Impressions: Varies based on desired placements

Estimated Impressions: 3,200,000

Media can run during: Q4 2018 - Q1 2019

Targeting: Yes, weather-triggered dynamic messaging by location

What layers of targeting are available: Behavioral, Demographic, Geo

Sizes / Formats included in this package are: 728x90, 160x600, 300x250, 300x600, Pre-roll

Email kate@adclub.org with questions

**Starting Bid:** $6,000.00

**Value:** $26,000.00

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**Aki Custom Moments, Interests Data Standard Banner Package**

Aki Smartphone_Custom Moments + Interests Data, 300x250  Aki Smartphone_Custom Moments + Interests Data, 320x50

Net Value: $7,500

CPM: $6.75

Guaranteed Impressions: 1,111,111

Media can run: Q1 2019, Q2 2019

Demo Reel: https://a.ki/platform/Inventory Vertical: Networks, Other Includes positioning on Run of a specific Section, Behavioral Targeted ROS (customized to client’s audience), In-App inventory. We can customize. Targeting includes Aki’s proprietary Kinetic mobile-motion targeting along with standard mobile targeting (i.e. demo, behavioral, contextual, etc.)

Targeting layers available: Behavioral, Contextual, Demographic, Geo, Re-targeting

Sizes: 300x250, 320x50

Email kate@adclub.org with questions

**Starting Bid:** $1,500.00

**Value:** $7,500.00

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**DCM Visitation Stream from PlaceIQ**

We are thrilled to announce that PlaceIQ Visitation Measurement is Now Available Through Google DDM! For the first time, PlaceIQ’s real-world visitation attribution measurement, Place Visit Rate (PVR), is available to marketers directly within the DoubleClick Digital Marketing (DDM) campaign reporting suite. With this integration, marketers get an easy, efficient and accurate measure of advertising ROI. This is set up within Google DCM the same way a floodlight tag would be. This means that marketers running campaigns using DoubleClick Campaign Manager or DoubleClick Bid Manager can now report on the real-world visitation, visitation rate, and visitation lift that results from digital advertising. PVR reporting is available now across any media bought via DBM or DCM across channels - even YouTube Media. No media spend required with us to take advantage of this package.

Impressions: N/A - Measurement Media will run in: Q4 2018 - Q2 2019

Email kate@adclub.org with questions *PlaceIQ’s PVR Enterprise allows advertisers to connect digital advertising with real world outcomes, and measure the
ability to drive foot traffic to physical locations such as retail stores, restaurants, airports and auto dealerships. Enterprise PVR also allows advertisers to gain powerful insights about their audiences to be used for profiling and segmentation.

Starting Bid: $4,000.00
Value: $20,000.00

Flipboard Full Screen Mobile Video with Cinema Loop

Flipboard is your personal magazine, a single place to discover, collect, and share everything you love. Flipboard’s 100M monthly active readers are flipping 10 billion pages and spending 85 minutes per month in the app. https://about.flipboard.com/business/best-of-both-worlds-introducing-promoted-video-with-cinema-loop/

| Net Value: 50K |
| CPM: $23 |
| Guaranteed Impressions: 2.2M |

Media will run in:
- Q1 2019, Q2 2019
- Program Length: 1 Month

This package includes positioning by interests.

Targeting Capabilities included:
- Contextual
- Sizes / Formats: MP4 File + 3-8 second frame selection for Cinema Loop

Flipboard is offering a new format which allows the viewer a unique and new perspective on the go, Video with Cinema Loop. High Impact Mobile Video solution featuring the advantages of Autoplay + the impact of User-Initiated Video. The ad unit is part of Flipboard’s larger Cinema Loop package, which offers mobile spots that loop like GIFs and are between three and 10 seconds long. Upon user initiation, the player will expand to full screen view and start from the beginning, with sound providing a complete viewing experience.

This optimized mobile video production allows for easier viewing and higher engagement with mobile viewers. User initiated video on Flipboard exceeds the industry benchmark for video completion rate by 17%. Demo Reel or Video Link: https://www.youtube.com/watch?v=IWI9kAsF1ZY&list=PL1Z3QXAltC7w2dFoPkr5rL-PITf0Y2ZH&index=3

Email kate@adclub.org with questions

Starting Bid: $12,000.00
Value: $50,000.00

Mobile Ad impressions on Morningstar.com

700,000 Run of Site Leaderboards (728x90) on Morningstar.com

Restrictions: Inventory delivery during campaign flight is subject to availability of inventory during requested flight dates. Vertical: Finance Sizes / Formats: 728x90 In-banner Rich Media Available time frame: Q1 2019 - Q4 2019

Expiration Date: December 31, 2019

We prefer DCM for third-party tags. Morningstar is a leading provider of independent investment research in North America, Europe, Australia, and Asia. Your message and our brand recognition help you reach engaged investors looking to make educated investing decisions.

Morningstar.com is our flagship site for individual investors, where you can reach users looking to discover new investments, build/upgrade a portfolio, monitor investments, and view real-time market data. Morningstar offers an independent voice, supported by more than 280 analysts who provide continuous investment coverage and commentary.

Email Kate@adclub.org with any questions

Starting Bid: $1,500.00
Value: $9,000.00
Mobile Media from NFL.com

NFL Media mobile impressions (320x50 banner size) that will run across the NFL Mobile app, the NFL Fantasy app, and the NFL.com mobile website. Net Value: $15,000 CPM: $15 Guaranteed Impressions: 1,000,000 Media will run: Q4 2018 - Q4 2019 Contributed inventory is in the following vertical: Sports Inventory can run across all sections of the NFL Mobile app, the NFL Fantasy app, and NFL.com mobile website. Package does not include targeting. Sizes / Formats included in this package are: 320x50 Restrictions: Creative / advertiser is subject to approval by NFL Media Email kate@adclub.org with questions

Starting Bid: $3,500.00
Value: $15,000.00

PCWorld and Macworld Mobile/Tablet Edition Ads

Two Full Page Ads in PCWorld Mobile/Tablet Digital Magazine Edition, and Two Full Page Ads in Macworld Mobile/Tablet Digital Magazine Edition PCWorld: 2 digital pages (can run as 2 singles or a spread). Digital rate base – 65,000 Issue TBD. The specs for the full page ad are 6.5 in width and 8.5 in height. This would be provided as a 300dpi PDF file. The client supplies the finished ad. Must run within 12 months of purchase by 9/28/19 Macworld: 2 digital pages (can run as 2 singles or a spread). Digital rate base – 85,000. Issue TBD. The specs for the full page ad are 6.5 in width and 8.5 in height. This would be provided as a 300dpi PDF file. The client supplies the finished ad. Must run within 12 months of purchase by 9/28/19 Specs: In inches: 6.5 in (w) x 8.5 in (h) @300 ppi In pixels : 1536 px (w) x 2008 px (h) Please add 1/8 inch (or 40 pixels) to each side for ads that bleed. Files should be RGB and either JPEG or PDF format. PCWorld: PCWorld is unique in celebrating the PC as the essential core of today’s tech experience. Trusted for more than 35 years, it is the definitive source on the PC product ecosystem – through passion, expertise and insight. 59,000 Digital Macworld subscribers (paying) Macworld: Macworld is unrivaled as the most authoritative and recognized credible source of information for consumers committed to and passionate about Apple products, from desktop to mobile. 84,000 Digital Macworld subscribers (paying) Email kate@adclub.org with questions.

Starting Bid: $3,000.00
Value: $20,000.00

Premium Mobile App Advertising Package from GasBuddy

Save money, save time and never pay full price for gas again. Be part of the GasBuddy experience with this advertising campaign. This (1) month campaign includes 1,000,000 ad impressions against our premium “Anchor Ad” inventory; a responsive (960x120) mobile app unit that is optimized for viewability and click performance. Ensure your brand message stays top of mind for our users as they plan their “Perfect Pit Stop™” with GasBuddy. Can accept static 960x120 Image banner with click through URL or static 960x120 image banner with 1x1 impression and click tracking tags. Net Value: $20,000 CPM: $20 Guaranteed Impressions: 1,000,000 mobile impressions Media will run in:
Starting Bid: $5,000.00
Value: $20,000.00

**Tinder Video Package from Match Group**

Tinder package includes the Native Video Card execution. -Looks like a regular Tinder card but utilizes eye-catching sight, sound & motion to grab users’ attention. -Features a strong call to action inviting consumers to tap the video to engage further with your brand. -Users will have the ability to Swipe Left, Swipe Right, Watch Video, Replay, Tap Card to Learn More. Net Value: $10,000  CPM: $20  Estimated Impressions: 500,000 Media will run in Q1 2019 or Q2 2019  Includes Positioning on: Full run of Tinder Targeting Available: Age, gender, geo pending inventory availability. Sizes / Formats: Video/Custom Restrictions: Brand and Creative approval required. Email kate@adclub.org with questions

Starting Bid: $2,500.00
Value: $10,000.00

**Wall Street Journal Digital Network (WSJDN) Mobile Package**

Wall Street Journal Digital Network (WSJDN) Mobile Package consisting of: Wall Street Journal Digital Network Run of App 300x250 (1-Month), 300x250 rotation, 1.5MM impressions (approximately 5% SOV) Value: $40K net. Site is transparent, as are all sites within the WSJDN. We can accept 3rd party tracking and verification. If buyer would like to exclude specific sites, we can accept that. Tagging abilities: Accept DCM, IAS, MOAT, etc. monitoring tags (not blocking) Description: WSJDN leads the way as the #1 mobile site in the business and finance category generating over 3.5 million smartphone app downloads, and growing. WSJDN users are 4x as affluent as the general mobile population. They are 88% male, 68% are ages 35-64, 81% have HHI $100K+, 48% access WSDN daily and 85% access at least weekly, and 47% have taken action as a result of seeing ads. Pick your date, but would appreciate some flexibility, in case that date is already reserved. Expires 12/31/19  Email kate@adclub.org with questions.

Starting Bid: $9,000.00
Value: $40,000.00
Boingo Media Wi-Fi Sponsorship

Boingo Media Wi-Fi Sponsorship: High impact, full-screen takeover, sponsoring Wi-Fi for mobile users at over 30 U.S. airports. Net Value: $25,000 CPM: $500 Estimated Impressions: 50,000 Media can run during: Q4 2018 - Q4 2019 Program Length: 2-8 weeks Email kate@adclub.org with questions.

Starting Bid: $6,250.00
Value: $25,000.00

Hercampus.com Native Content Package

Native Content Creation + Promotion: - (1) Native Article Living in Relevant Section on Hercampus.com - (1) Featured Inclusion in Her Campus Newsletter Promoting Native Article - (1) Her Campus Newsletter Co-Branded 300x250 Promoting Native Article - (2) National Facebook Ads - (2) National Pins - (2) National Instagram Ads - Co-branded ROS Media Driving to Native Article (Media provided by Her Campus Media) - Dedicated Media Surrounding Native Article (Client to Provide Dedicated Media) Native Social Integration: - (1) Integration into National Her Campus Social Segment: Instagram Story (Subject to Edit Approval) Net Value: 25,000 CPM: $25 Estimated Impressions: 800,000 Media Can Run Q1 2019 or Q2 2019 Targeting Layers Available: Geo Sizes / Formats: 728x90, 300x250, 300x600, 1440x300, 970x250, 970x90, 320x50 Includes Positioning on: Homepage, Section Homepage (run on: Content will begin on the homepage, and then rotate into the relevant section permanently) Restrictions: No alcohol, drug, or tobacco brands email kate@adclub.org with questions

Starting Bid: $5,000.00
Value: $25,000.00

Native Homepage Video Tile Package from The Daily Beast

The high-impact Native Homepage Video Tile sits right under the top story of the day, and next to the popular Cheat Sheet, featuring the day’s top 10 stories across news, culture, and entertainment. We’ll deliver meaningful views and engagement for your brand with this eye-catching native placement. The Native Homepage Video Tile is one of The Daily Beast’s top-performing native placements and will run your video across platforms: desktop, tablet and mobile. Your brand will also receive the attention-grabbing 970x250 billboard display placement that is prominently featured at the top of the homepage and is synced with the Native Homepage Video Tile for added impact. Net Value: $50,000 CPM: $20 Guaranteed Impressions: 2,500,000 Media will run in: Q1 2019 – Q3 2019 Program Length: Flight duration is flexible, but we would request a minimum of 2 months and a max of 4 months.
Includes positioning on: The Daily Beast Homepage Inventory can run on: The Native Homepage Video Tile and 970x250 Billboard unit both run towards the top of The Daily Beast's homepage, among the top stories of the day. Restrictions: The Native Homepage Video Tile runs rotationally for one continuous flight. Brand or Agency to provide video asset and 970x250 unit to promote on the Homepage. For questions, email kate@adclub.org

Starting Bid: $10,000.00
Value: $50,000.00

Native Package from InvestingChannel.com
InvestingChannel's publisher group is home of the most influential and renowned financial voices who leverage their personal media properties to educate and facilitate collaborative discussions about current events, investment strategies, economic perspectives and wealth. These thought leaders attract a loyal and engaged audience comprised of other financial advisors and professionals, including institutional investors and insurance representatives. Three of the Top 4 sites listed on Kitces Top 50 Financial Advisor Blogs and Bloggers are InvestingChannel Partners. Native opportunities keep your brand messaging top of mind with millions of users. With the use of Native programs, brands are able to provide a harmonious experience furthering brand positioning by including compelling content within various sections of an InvestingChannel publisher’s website. Native advertising not only drives meaningful engagement, but allows users to connect with the content. Net Value: $10,000 CPM: $10 Guaranteed Impressions: 1,000,000 Media will run Q1 2019- Q4 2019 by 12/31/19. Positioning on: Homepage / Behavioral Targeted ROS (customized to client's audience) Targeting Layers available: Behavioral, Contextual, Demographic, Geo (Total value includes RON, targeting can be applied but the overall impression totals will change.) Sizes: Other, all placements are Native Email kate@adclub.org with questions.

Starting Bid: $2,500.00
Value: $10,000.00

SmartBrief E-Newsletter Package
Smartbrief is a network of industry/association specific e-newsletters with a highly qualified B2B target. The SmartBrief team will doB target. The SmartBrief team will donating a digital package including the below, and set to run with the Finance network: - 20 Native (logo+text) e-newsletter units running across targeted publications in the financial services industry (including 5 ads in SIFMA SB, 5 ads in CFA NY SB, 5 ads in FIA SB and 5 ads in CFO SB) Gross Value: $42,550 Net Value: $37K CPM: $61 Media will Run Q4 2018 or Q1 2019 Contributed inventory is in the following vertical: Finance Targeting Capabilities: This newsletter is targeted by audience (traders, CFOs, etc) Sizes / Formats included in this package are: 728x90, 120x60, 180x150, 300 characters of text (we can run 728x90 if necessary) Restrictions: These are e-newsletter ads with specific targeted audiences (specs include: 120x60 logo, 180x150 image, 300 character of text for each unit) Email kate@adclub.org with questions

Starting Bid: $7,000.00
Value: $37,000.00
STAT Native Newsletter Sponsorship Package

100% SOV of seven issues of STAT’s popular newsletters, reaching a total of 213,600+. Package includes one issue of Morning Rounds (STAT’s flagship newsletter and your daily dose of news in health and medicine), two issues of Daily Recap (a roundup of STAT’s top stories of the day), two issues of Weekend Reads (STAT’s picks for great weekend reads), and two issues of First Opinion (perspectives and commentary from experts around the world). Estimated Impressions: 213,600 Timing: Q1 or Q2 2019 Restrictions: New advertisers only (defined as not having run in STAT’s newsletters or on statnews.com in 2018). Expiration Date: Ad must run during first half of the 2019 year by June 30, 2019. Cannot be used from 1/7/19-11/11/19. STAT reserves the right to block off certain dates and issues based on inventory restraints. Contributed inventory is in the following vertical: Health Sections the inventory can run on: This is a newsletter-only buy of Morning Rounds, Daily Recap, Weekend Reads, and First Opinion Targeting Layers: None available Sizes: Logo (.png format), hi-res image (.jpg format, at least 500 pixels wide), headline (max 100 characters including spaces), body copy (max 55 words) Email kate@adclub.org with questions

Starting Bid: $ 2,500.00
Value: $ 12,000.00
BostonHerald.com Programmatic Package: 3 Million Impressions

The audience on BostonHerald.com is completely engaged, taking part in the daily news by commenting, debating and sharing experiences. Our award-winning videos are broadcast-quality, we live stream myriad events, offer chats on a variety of subjects and further enhance the conversation with up-to-the-minute polling. The Herald's reporting is solid, sourced and exclusive -- and our variety of blogs are popular, insightful and live. The community on BostonHerald.com continues to swell, currently with over 2 1/2 million monthly unique visitors (ComScore). Capture this audience with a Programmatic deal with 728 x 90 and/or 300 x 250 banner ads ROS (Run Of Site). Ads will run over the course of 5 months (can expand based on available inventory) and deliver approximately 1 million impressions per month. Deals will be set-up via Pubmatic. Total value: $25,000 Offer valid through July, 2019 Restrictions: Herald is not responsible if max impressions are not requested. Placement is subject to availability and creative acceptance For questions, email kate@adclub.org

Starting Bid: $5,000.00
Value: $25,000.00

Goodway Group Programmatic Package

Inventory can include a combination of the following tactics: - Display (cross device) - Mobile Display In-App - Video - Mobile Video - Native - Audio Targeting can include: - Demographic - Geographic - Behavioral - Site targeting - Retargeting - Contextual - Channel - Persona - 1st Party (CRM match) Gross Value: $10,000 Net Value: $7,500 CPM & # of impressions will vary based on tactic and targeting criteria: - For Display, Mobile In App and Native, estimated CPM is $6, and approximately 1,250,000 impressions. - Video and Audio have much higher CPMs, so we will address accordingly if a client is interested in those particular tactics. Media will run: Q4 2018, Q1 2019 Program Length: One month This package includes positioning on: Behavioral Targeted ROS (customized to client's audience) What layers of targeting are available? Behavioral, Contextual, Demographic, Geo, Look-a-like, Re-targeting, 1st party data (CRM match) Sizes / Formats: 728x90, 160x600, 300x250, 300x600, In-banner Rich Media, Floating or Expandable Rich Media, Pre-roll Restrictions: Program to run over a 4 weeks with a maximum of 3 tactics during the course of the flight. email kate@adclub.org with questions

Starting Bid: $1,500.00
Value: $10,000.00
DAX Digital Audio Sports Package (NCAA, MLB, EPL)

DAX is the world’s largest digital audio advertising platform, giving advertisers access to an audience of 160 million people worldwide per month. This Sports Package consists of an aggregation of inventory across our extensive list of exclusive play publishers, ranging from SoundCloud to TuneIn, with a particular focus in the Fall sports category. Our bespoke package represents a wide range of NCAA, MLB, and English Premiere League streaming inventory made available at a heightened period of sports fan’s attention. The bundled package includes our proprietary audio tagging technology ‘Listener Insight ID’, enabling key metrics (e.g. engagement rate, ad response time, demo, socio-economics) to be measured and provided post-campaign completion. Results allow for medium, publisher, and campaign takeaways for brand/audience learnings and future optimizations. DAX Desktop & Mobile Audio: Audio Impressions: 1,470,588 Banners Impressions: 735,294 DAX Sports Network: Audio Impressions: 1,470,588 Banners Impressions: 735,294 Total Guaranteed Impressions: 2,941,176 (Audio) / 1,470,588 (Display) Gross Value: $17,642 Net Value: $15,000 CPM: $5.10 Net Spot lengths can be :15s or :30s Timing: Q4, 2018, Q1 2019, Q2 2019 Must be used Q42018 or 1H2019 Inventory will run on a wide range across NCAA, MLB, and EPL licensed streaming channels across a variety of authorized play publishers. Targeting capabilities: Genre & Demographic Sizes / Formats included in this package are: 300x250 Email kate@adclub.org with questions.

Starting Bid: $ 3,750.00
Value: $ 15,000.00

Panoply Podcast Partnership

Receive a pre-roll ad in Panoply’s thrilling podcast series Passenger List, launching late fall 2018. Passenger List is a fiction podcast about a plane that disappears mid-flight over the Atlantic between London and New York. Kaitlin, a young woman whose twin brother was on the plane, has become frustrated and mistrustful of the official investigation, and takes it upon herself to track down and interview others who have lost family members to try to discover the truth about what happened. Each episode of this mystery thriller focuses on one of the passengers on board and begins with a piece of “found material” recorded in the moments before the plane took off. Passenger List is a co-production from Panoply and the BBC. Weekly series of nine episodes. Restrictions: Slated for 12/5, but we may need date flexibility. Net Value: $12,500 CPM: $50 (rate card) Impressions/Circ Rate: 250k downloads estimate Sizes / Formats: Pre-roll Targeting: National Program Length: 30 ad will run in one episode and remain there for 10 weeks. We can create the ad on advertisers behalf. For use: Q4 2018
Vevo Connected TV Video Package

We'll run :15s max high impact video across Vevo's Living Room inventory (connected TV/OTT) within the first two months of the quarter. Restrictions: Media must run within the first two months of a quarter. Living room/CTV inventory. Inventory is ROS, so will run across all music genres, nationally. Net Value: $5,000 CPM: $30 Guaranteed Impressions: 166,166 Media can run Q4 2018 - Q4 2019 Targeting: US targeting, ROS Sizes / Formats: Pre-roll Email kate@adclub.org with questions

Starting Bid: $1,000.00
Value: $5,000.00
"Clinks" License & Traffic Retargeting from Crowdly

Clinks are an advertiser’s newest secret weapon. They’re shortened links that automatically build your best-performing retargeting audiences from all your traffic, not just your website visitors. If you’re like most marketers, your website captures qualified retargeting audiences. The problem is, when it comes to retargeting, you’re limited to building these audiences from traffic to your own website traffic. Sometimes, your most qualified traffic is from people who never even make it to your website. What about all the people who click your ads to purchase products on third party retailers like Amazon, or traffic you send to the app store? Right now, you have no way to retarget that audience, and they’re lost forever. Crowdly’s Clinks change that. The magic is in our unique ability to fire your retargeting pixels on the link-click itself, completely independent of the end destination. What you get is a larger, more qualified retargeting audience than you’ve ever had, helping you spend much less money for much better ad results. Companies using Clinks have consistently used them to build their best-performing paid audiences, with 35% increases in click through rate and 40% decreases in cost per click. Clinks take only seconds to build and it’s easy to get started. Visit clinks.crowdly.com and sign up today. Restrictions: License is unlimited use of Clinks capability. It does not include the rest of the capabilities of the Crowdly suite. For one brand only. Expiration: For us Q4 2018 - Q4 2019. Program Length: Annual license. Email kate@adclub.org with questions.

Starting Bid: $3,000.00
Value: $30,000.00

12 Hours of Editing Services by Lunchpail Productions

12 hours of Avid Editorial with Lunchpail’s Senior Editor Sara Tremblay, which is a $3,000.00 value. This can be used in a minimum of 2 hour increments and must be used by 12/31/2019. Usage must be scheduled at least 1 week in advance. Email kate@adclub.org with questions.

Starting Bid: $600.00
Value: $3,000.00

:30 Second Animated Web Ad or PreRoll Video from MK3 Creative

:30 second Animated Web Ad or PreRoll Video that can include concept development, project management, copywriting, storyboarding, 2D animation, music, VO and file conversion. Restrictions: The animation must be completed between Q2 to Q4 2019. This is for motion graphics-based animation, and not character animation. Minimum turnaround time for completion is 90 days and project inception must be submitted no later than July 1, 2019.
Net Value: $32,960

Demo Reel/Video Link:
https://vimeo.com/269246011

Email kate@adclub.org with questions

Starting Bid: $6,000.00
Value: $32,960.00

Aerial Video Production from Luminous Creative Agency

Luminous will donate two-hours of drone operating services to capture aerial video or photos using a 4k camera on a gimbal (steady) mount. The crew during the two hours will consist of an operator and an assistant. Drone operator possesses a current Part 107 certificate from the Federal Aviation Administration. Luminous will assist the client with the planning and scheduling of the shoot if needed. The aerial footage and/or images will be delivered in an uncompressed format to be used in whichever way the client wishes.

Restrictions: Round-trip travel within a 50-mile radius of Boston is included in the Luminous offer.

Net Value: $4,000 Can be redeemed Q4 2018 - Q4 2019 Email kate@adclub.org with questions.

Starting Bid: $750.00
Value: $4,000.00

Aircraft Music Package from Soundtrack

Aircraft music library leaves no genre untouched. With our wide range of pieces from classical to Rock n’ Roll, we strive to make your music selection and licensing process as quick and simple as possible. Our $1500 package covers anything from a simple needle drop (single use), to a multi-spot theme blanket, with local or national markets to air for 1 year. This package is valid through Q2, 2019 and must be used by 6/30/19.

Email kate@adclub.org with questions.

Starting Bid: $300.00
Value: $1,500.00

Color Grading Package from National Boston

Package includes 16 hours of color grading using daVinci Resolve with an Eclipse control panel. Resolve is the standard for high-end color grading and is used for finishing more Hollywood feature films, episodic television programming and TV commercials than any other software. The Resolve suite at National is a dedicated color grading room, handling resolutions up to 4K. Session time can be supervised or unsupervised. Can be redeemed Q4 2018 - Q4 2019 by 10/3/19 Good for 1 year past awarding. Email kate@adclub.org with questions.

Starting Bid: $1,000.00
Value: $5,000.00
Content Delivery Methods - A Workshop by MJM

Summary of a proposed Keynote + Workshop PPT, Videos and Prezi – Who’s Really Listening? “Death by PowerPoint” as General McChrystal terms the mis-use and over-use of the 1987 software. This is what we are all up against. But it’s not the flaws of this harmless software that are the issue. It’s about the fundamentals of content delivery. This keynote presentation and workshop discuss the alternatives to the traditional content delivery methods such as PPT, videos and the ever-dreaded panel discussion (which is really just a lecture in disguise). We begin with the science around adult learning theory. How do we learn? How do we take in information? Most importantly what makes that information stick? We continue with a discussion around typical challenges that planners are met with when helping executives sculpt their content. Using examples of the good, bad and ugly, we contrast the unique and successful content delivery methods with the ones that are not so successful. We transition to the simple steps involved in determining the best way to develop these ideas and deliver content to a large group audience during a meeting. During this session, we also explore the key drivers of successful general sessions that often connect directly to content delivery. This keynote talk can be adjusted to meet specific time constraints and audience sizes. Following the Keynote presentation, a workshop session has been developed in conjunction with this keynote to take a deeper dive in how to engage presenters in these steps and uncover other unique ways to deliver content that will resonate with a particular audience. Q4 2018 - Q4 2019 1-1.5 Hour Workshop

Starting Bid: $1,000.00
Value: $5,000.00

Content Strategy Workshop with Skyword

Your marketing leadership and team will join Skyword for this one day workshop to take a look at how brands are creating memorable, authentic stories that drive business value. Find out how you too can create valued content experiences designed to both earn audiences and drive business results. This workshop is designed to highlight best practices in content marketing for enterprise brands. Attendees will have the chance to develop a draft of their own content marketing strategy with the help of Skyword’s content marketing experts. We’ve given this workshop to marketing teams at other top brands like HP, IBM, Mastercard, and Colgate. This is your chance to experience it and come away with your own content strategy. Key Discussion Points: - Overview of the business benefits of storytelling. - Proven audience development and conversion strategies. - Measurement and proving the ROI of content. - Must be redeemed one year from date of purchase. The date, timing and location of the workshop will be decided mutually between Skyword and the company with the winning bid. Can be used Q1 2019 - Q4 2019. Email kate@adclub.org with questions.

Starting Bid: $5,000.00
Value: $25,000.00

Custom Branded Augmented Reality Effect

Starts Bid: Email kate@adclub.org with questions.
for Snapchat Lens or Facebook Camera AR from Bare Tree Media

Bare Tree Media helps brands and agencies reach and engage consumers through mobile messaging solutions. The company’s expertise includes branded iMessage stickers, emojiTap stickers and free standing branded emoji apps with real-time content management and data analytics. Clients include AMC, Disney, DreamWorks, Duracell, Life is Good, L’Oreal, Mars, MuscleTech, New England Patriots, SnapOn Tools, The Game Show Network, Warner Bros and other great brands. This AdClub Media Auction Package is valued at $10K and Includes: Creative services for an augmented reality effect for either Snapchat Lens or Facebook Camera Effect and development services ($5K value) Must be used 1 year from date of purchase, 9/28/19 Email kate@adclub.org with questions.

Starting Bid: $ 2,500.00
Value: $ 10,000.00

Custom Branded Emoji iOS and Android Apps from Bare Tree Media

Bare Tree Media helps brands and agencies reach and engage consumers through mobile messaging solutions. The company’s expertise includes branded iMessage stickers, emojiTap stickers and free standing branded emoji apps with real-time content management and data analytics. Clients include AMC, Disney, DreamWorks, Duracell, Life is Good, L’Oreal, Mars, MuscleTech, New England Patriots, SnapOn Tools, The Game Show Network, Warner Bros and other great brands. This AdClub Media Auction Package is valued at $40K and Includes: - Creative services for 24 custom designed messaging stickers/emojis ($8K value) - Custom designed branded Emoji app available on iTunes & Google Play app stores ($20K value) - and access back-end content management and data analytics for 1 year ($12K value) Must be used 1 year from date of purchase, 9/28/19 Email kate@adclub.org with questions.

Starting Bid: $ 6,000.00
Value: $ 40,000.00

Custom Branded iMessage Sticker Pack from Bare Tree Media

Bare Tree Media helps brands and agencies reach and engage consumers through mobile messaging solutions. The company’s expertise includes branded iMessage stickers, emojiTap stickers and free standing branded emoji apps with real-time content management and data analytics. Clients include AMC, Disney, DreamWorks, Duracell, Life is Good, L’Oreal, Mars, MuscleTech, New England Patriots, SnapOn Tools, The Game Show Network, Warner Bros and other great brands. This AdClub Media Auction Package is valued at $15K and Includes: - Creative services for 24 custom designed messaging stickers/emojis ($8K value) - iMessage set-up and publishing ($2K value) - 6 month long campaign ($5K Value). Must be used 1 year from date of purchase, 9/28/19 Email kate@adclub.org with questions.

Starting Bid: $ 3,500.00
Value: $ 15,000.00
Directory Space Audit & Site Retargeting from National Ad Force

NAF Digital will pull an audit of the directory space for a specific client or category. This can be for an existing directory advertiser or new. Sites include but not limited to: YP.com Yelp Google Apple Amazon listing Superpages.com Yellowbook.com Citysearch.com Local.com DexMedia.com Mobile.com directories

Comprehensive service will help an advertiser understand the advantages and disadvantages of each directory, placement and offerings. Package includes PPT description of each site and placements, Excel description of each placement and phone or in person conversations to explain offerings. Total package takes approximately 15 hours of consulting services; estimated value of $5000.

Restrictions: Must be used one year from date of purchase. NAF digital is a CMR (Certified Marketing Representative) for the online directories. This means we can offer a fair and objective viewpoint of all the advantages and disadvantages that they each have to offer. Plus, we offer the same rate if not better if you were to work with the sites directly since we are CMRs. We will also include 100,000 impressions of site retargeting. CPM: $15 Media can run: Q4 2018-Q4 2019 Package includes positioning on: Run of a specific Section / We can run under any category on YP or anywhere for site retargeting(can whitelist or blacklist)

Package can include any targeting including: Behavioral, Contextual, Demographic, Geo, Look-a-like, Re-targeting Sizes / Formats included in this package are: 300x250. Email kate@adclub.org with questions.

Starting Bid: $ 750.00
Value: $ 5,000.00

Finish Post Editorial: Color Correction OR Online Suite Package from Soundtrack

One of the leading post production houses in Boston, Finish is equipped to color and conform your project to the next level. We are outfitted with Flame, Adobe, Cinema 4D, a Barco Projector w/ Cinema Surround Sound and DaVinci Resolve Linux for color correction. Our Package covers one day of color correction (a value of $6,600). OR One day in our on-line suite (a value of $4,800). Restrictions: -This must be scheduled at a minimum of 2 weeks in advance. -This package can only be used on 1 project (cannot be broken up against several projects) Package is valid through Q2, 2019 and must be used by June 30, 2019. Email kate@adclub.org with questions.

Starting Bid: $ 1,000.00
Value: $ 6,600.00

Full Day of Studio Time at Soundtrack

Boston

Here at Soundtrack, we strive to provide and produce the best audio/sound design possible, to accompany all your visual and audio needs. Here’s a chance to put the finishing touches on a project of your own in one of our 7 state-of - the-art recording studios, with some of the best engineers in the biz. You’ll have up to 9 hours of local record and mix with surround mixing being included in this price (a value of $4,500). Restrictions: -Studio time must be scheduled at a minimum of 2 weeks in advance. -Package
can only be used on 1 project (cannot be broken up against several projects). Cost does not include incidental costs or talent payment. This package is valid through Q2, 2019 and must be used by 6/30/19. Email kate@adclub.org with questions.

Starting Bid: $750.00
Value: $4,500.00

Integral Ad Safety Package: Verification - Ensuring Brand Safety Online

On top of Brand Safety measurement, we will be offering our full Verification product suite, which includes Viewability measurement, Time in View measurement and Fraud Detection and prevention. This package includes IAS’ monitoring and blocking Verification solution. This package will apply only to non-existing IAS clients and has a value of $20,000. Test volume is capped at 100 million impressions. IAS’ Verification technology is the most advanced and customizable technology available to advertisers to maximize media quality. Insights derived from IAS’ Verification technology, easily accessed via the IAS Control Center, optimize performance, mitigate risk, and boost ROI. The MRC-accredited, patented Verification blocking allows advertisers to block unwanted impressions and proactively eliminate wasted ad spend. Blocking capabilities across brand safety, geo compliance, keywords, and fraudulent activity. Granular reporting on device type, ad-viewability, ad collisions, ad clutter, and contextual relevance drives media optimizations and greater ROI on your digital media. All IAS metrics are available via our real-time UI and via custom reporting. All campaigns are supported by our best-in-class Client Services team. IAS can measure the majority of media properties. Restrictions: Must be used in first 45 days of Q1 2019 Limited to 100MM impressions Cannot be an existing IAS client Email kate@adclub.org with questions.

Starting Bid: $3,000.00
Value: $20,000.00

Interactive Total Cost of Ownership (TCO) or Return on Investment (ROI) Calculator From Convertiv

(ROI) calculator. This interactive landing page will live on a subdomain of the brandis main site. Visitors can input arbitrary values and as a result will be able to visualize benefit. Variations of this project include the ability to produce a PDF report upon visitor supplying contact information as a gated asset. The main function of this asset is to produce actionable leads for nurture and sales. In short, this is a branded web page for users to visit and interact with while building lead generation database for client to market and sell to (i.e. email, first name, last name, company name, company size). Dependencies: Brand would provide a branding kit and underlying business logic/calculations. Integrations to software platforms like Hubspot and Salesforce would be a joint effort by the Convertiv and internal IT teams. Out of Scope Software license fees Hosting Content Site Imagery For use 1 year from date of purchase
by 9/28/19 Convertiv is a digital agency that delivers on technical marketing programs from concept through completion. Comprised of practice leaders with expertise in digital strategy, online search, social, web development, conversion optimization and user-tested design, they work with clients locally, nationally, and globally to strategize and execute on B2B and B2C focused digital marketing initiatives. For questions: email kate@adclub.org

**Starting Bid:** $ 2,000.00  
**Value:** $ 12,500.00

**Large Group Meeting Space from DigitasLBi**

We know large group meeting spaces are at a premium in Boston. But you're in luck! Digitas will offer meeting space to the winning bidder. Space will be in Digitas NEW office location located at 40 Water Street in Downtown Boston. Space can accommodate from 10 up to 100 people Includes: - digital welcome signage in reception - water/soda, notepads, pens - room setup and a/v support For Use: April 2019 - December 2019. Access to meeting space is based on a single day. Email kate@adclub.org for layout and more details on rooms.

**Starting Bid:**$ 1,000.00  
**Value:** $ 8,000.00

**Live Presentation Skills – A Workshop by MJM**

Following is a summary of a proposed Keynote + Workshop Cat got your tongue? Not all of us are natural presenters. This ½ day or full day workshop is designed to sharpen your skills at live presentations. Be it to your team, the board, your boss or a theater full of employees, this workshop will introduce the tricks of the trade so you can be more comfortable the next time you have to present! The workshop includes: - Build your Content Starting with the end in mind, we walk you through some easy steps to build your presentation purposefully to achieve your objective. What content to include and why? What does it look like? How does it add to your presentation...as opposed to making it difficult for your audience to really hear you. - Select Your Delivery Method PowerPoint or NO PowerPoint, video, music, lighting; what’s important, what’s not and how to best select the delivery method and style for your presentation. - Deliver You know your content, you have your delivery method, now you need to deliver, live and in person. Your stage presence must be strong. If you are comfortable, clear and engaged, your audience will be comfortable, receptive and engaged. - Connect With Your Audience The best presenters connect with their audiences and leave lasting impressions. We explore ways to achieve those impressions, including: interaction, speech styles, visual content and more. - The Basics of Live Communication Every great presentation follows several fundamental rules. We will teach your presenters a few simple guidelines to always use when creating their live presentations. Can be used Q4 2018 - Q4 2019 email kate@adclub.org with questions

**Starting Bid:**$ 1,000.00  
**Value:** $ 5,000.00

**Media Planning/Buying & Analytics from DigitasLBi**
Digitas will develop a media strategy, activation and measurement plan for your brand. This assumes all basic media services related to the program, as follows: Deliverables include: - Media strategy to support a specific business goal as defined by the client - Tactical media plan and campaign measurement plan built towards achieving a set of primary KPIs - Activation of approved media plan - On-going campaign management (optimization, pacing, etc), trafficking and tagging, and campaign reconciliation (billing, etc) Assumptions & Expectations - 100% digital program to run over the course of 6 months max - Creative to be provided by client or creative agency in appropriate formats - Partner pacing/performance check ins at a weekly frequency - Ability to implement DoubleClick Tagging/Tracking - Bi-Weekly campaign reporting delivered, mid campaign report, & end of campaign report There are no channel restrictions within digital, outside of the need to focus paid search in the major engines (Google, Yahoo, Bing) to manage complexity. Restrictions: Further details of partnership to be discussed directly with winning bidder (client). Does not include cost of media. Client would be responsible for the media cost and any associated non-staffing fees (DCM, DV, platform fee, data fees, etc). That can either be on top of the media investment or we can manage it within a single budget. Package can also include management ad verification tracking within this program, although additional fees would apply here too. Net Value: $250,000 Can be redeemed: Q4 2018 - Q4 2019 Program Length (if applicable): Services apply to a 6 month total engagement with Digitas To be initiated by: TBD Email Kate@adclub.org for more information

Starting Bid: $ 15,000.00
Value: $ 250,000.00

Motion Studio Package from Soundtrack

Our studio is located in the heart of Boston, Motion is a great location for any your studio needs. It has 3,800 sq ft of space with a 20 x 20 ft cyc stage, kitchenette, restrooms and ample power. Our package covers a one-day of rental (a value of $1500) from 8am-6pm day. This package is valid through Q2, 2019 and must be used by 6/30/19. Email kate@adclub.org with questions.

Starting Bid: $ 300.00
Value: $ 1,500.00

Native Creative Consultation from TripleLift

Native advertising is one of the fastest growing new trends in digital marketing. The movement is focused on providing internet users better browsing experiences without distracting ad units. While the early adopters have experienced superior performance with native display and native video strategies, some marketers have struggled to find creative assets outside of the standard IAB sizes to get started. This package is an opportunity to develop perspective about the IAB’s standard components for native ads, the different types of units offered in market, and best practices on creating or identifying Display, Video and Social assets for native advertising campaigns. Net Value: $10,000 Eligible for: Q4 2018 - Q4 2019 For questions, email kate@adclub.org
Pixability's 2018 State of Digital Video Guide

Pixability's third annual report on the state of digital video advertising across YouTube, Facebook, Instagram, and Twitter will help guide your video strategy and campaign planning. The report unpacks audience behavior and digital video ad performance trends, helping drive your next video campaign to achieve your business objectives. Net Value: $20,000 For questions: email kate@adclub.org

Starting Bid: $ 2,000.00  
Value: $ 20,000.00

Programmatic Marketing Introduction from Havas Media

Learn the most important programmatic media basics for brands. This class will introduce you to the fundamentals of programmatic marketing and best practices to help you make adjustments on current efforts or gain a baseline knowledge to start fresh. Among the topics covered will be the importance of setting up a cross-channel, full-funnel approach. Possible topics to be reviewed: o Creating a Programmatic Media Strategy o Cross-channel marketing o Taking a Full-Funnel Approach o Programmatic Best Practices o Programmatic Video o Determining Attribution o Measurement & Analytics o Connected TV o OTT Device Targeting o Channel Allocation Presented By: Bill Santare, VP, Programmatic Strategy Affiperf (Havas Media) Gross Value: $11,761.71 Net Value: $10,000 Eligible in: Q4 2018 - Q3 2019 Restrictions: 2-3 hour training at Havas Media, up to 10 people For questions, email kate@adclub.org

Starting Bid: $ 1,500.00  
Value: $ 10,000.00

Search 101 Class from PGR Media

For marketers interested in knowing more about search advertising, this session is designed to provide you with an overview on search advertising and best practices. The session provides context to the value of account structure, data insights, creative smarter ad groups and creative. Restrictions: Open to brand marketers, no agencies. Max 10 brands/people Class to be held Q1 2019 Length: 2-3 hours

Starting Bid: $ 1,750.00  
Value: $ 10,000.00

Search Engine Marketing Audit from AMP Agency

An Advantage Media Search Engine Marketing Audit The package includes: - SEO recommendation to help increase your ranking in search engines - Keyword recommendations to rank against Why? The key to a successful Search strategy is to understand how to capture and include the intent of your target audience. So that only those people who want information about your product or service are directed to your site (saving you time, resources and money). At AMP, we start by understanding your customers and your business needs. Then, we
translating them into the best intent-capture campaigns to success. The audit will include a report from a member of AMP’s search team that will include SEO recommendations, as well as, keyword recommendations to rank against. This audit will be a recommendation only and we will be unable to implement or purchase any keywords. The audit and the report will be a one-time, only recommendation. Must be used by Q2 2019, June 30, 2019 Program Length (if applicable): One-time recommendation Value: $12,000 Email kate@adclub.org with any questions.

Starting Bid: $ 2,000.00
Value: $ 12,000.00

Social Media 101 Class for up to 25 people from MERGE

Social Media 101: Learn the most important social media basics for brands in under two hours! This class will teach principals and provide best practices to help you fine-tune existing programs or provide the foundation to build enterprise social platforms from scratch. We will explore organic and paid media tactics to deliver measurable business results. The class will revolve around a real-life example from a healthcare client. You will learn: • Create a Social Media Strategic Framework • Develop a Consistent Voice • Develop a Consistent Voice • Content Calendars • Real-time Content Development • Channel Optimization • Paid Media Targeting • Choose the Correct Platform for Your Brand • Community Management/Customer Service • Crisis Management • Measurement & Analytics • Emerging Platforms and Future Trends For use in Q4 2018 or Q1 2019 Class Length: 2.5 Hours

Starting Bid: $ 750.00
Value: $ 3,750.00

Social Media Listening Report from Norbella

Norbella will donate a social listening research, analysis and insight report for one start up client. We will meet with the client to be briefed and to discuss the goal of this report. Insights shared could include category/industry and brand sentiment, channel assessment and usage as well as high level strategic suggestions for the company’s social channels. Net Value: $5,000 Must be used during Q1 2019. Email kate@adclub.org with questions

Starting Bid: $ 1,100.00
Value: $ 5,000.00

Studio Package from National Boston

(2) 8 hour day use of 48’ x 48’ acoustically insulated studio with drive in access and a hard cyclorama; (1) dressing/make-up room with shower; use of kitchen for meals (unprovided); lighting and grid package; and assorted grip equipment if available. National Boston will also supply (3) parking spaces in front of the building, wi-fi and fax services, and a studio manager. The studio is half chroma-green and half white and can be painted (fee applicable) for your needs. Restrictions: Does not include crew and equipment or pre-light/build day(s). Net Value: $5,000.0 Can be redeemed Q4 2018 - Q4 2019 by 10/3/19 Good for 1 year past awarding and is based on studio availability. Email kate@adclub.org with questions.
TMPG Sweepstakes Promotion

TMPG will ideate, build and execute a custom US based sweepstakes promotion to be used as an engagement overlay to an already existing media plan. Desktop and mobile optimized interactive microsite will be designed, developed, programmed and hosted by TMPG. Opportunity to do in-language if Hispanic target is desired. Given applicable layered files, TMPG will also include display and mobile digital creative with two rounds of changes, rules and regs, winner selection and prize fulfillment. TMPG will provide prizing of client's choice valued up to $500. Prize can be gift card/cash or physical items depending on client. Restrictions: Media drivers are not included and to be purchased separately. If not a TMPG hosted site, admin rights will need be given. If client wants to add prizing, it will need to stay under bonding thresholds or bonding costs will incur. TMPG will need to approve with our team the legality of the sweepstakes. Gross Value: $20,000 to $35,000 depending on final scope Net Value: $17,000 to $29,750 depending on final scope Can Run: Q4 2018 - Q4 2019 Email kate@adclub.org with questions

Starting Bid: $500.00
Value: $5,000.00

Video Ad Explorer from Nielsen Consumer Neuroscience

Video advertising remains a powerful way for marketers to reach large audiences and to drive ROI. But why is neuroscience needed? Because consumers don't always do what they say they will do, so understanding the non-conscious measures of what consumers can't or won't say is critical to discovering what they will watch, talk about, and purchase. Video Ad Explorer is used to evaluate video ad creative PRIOR to launch in order to get the most from your media dollars. The solution draws upon a broad suite of neuroscience tools (EEG, biometrics, facial coding, eye tracking, and self-report) that have been validated to be highly predictive of in-market performance. Used together, the tools bring insights that uncover what is and isn't working, helping to guide creative direction and edits needed at a second-by-second level of granularity. Nielsen is offering one Video Ad Explorer study, where we will work with the advertiser to design the study, conduct the analyses and develop recommendations. Restrictions: Limited to a single 0:15 or 0:30 second ad execution intended for the U.S. market. Timing will be based on lab availability. Restrictions: Limited a single 0:15 or 0:30 second ad execution intended for the U.S. market. Timing will be based on lab availability. Gross Value: $25,000 Net Value: $25,000 Can be used Q4 2018 through Q3 2019 Email kate@adclub.org with questions.

Starting Bid: $3,000.00
Value: $17,000.00

Video Production & Post Services from ELEMENT

1 x 10hr day video shoot in the metro Boston area. Testimonial or interview based video. Edit of 1 video (under 2 minutes). Includes offline
edit and color. Does not include voice over record or custom music. Questions and creative provided by purchaser, as well as all talent and locations. Package must be used on 1 project and cannot be broken up against several projects. This does not include incidental costs.

Value: $12,000 - $15,000 Deal expires 1 year from date of purchase, by 9/28/19. Email kate@adclub.org with questions

Starting Bid: $3,000.00
Value: $12,000.00
Connect with Consumers through People Platform

All companies across all industries want to create a direct connection with consumers. The People Platform is a cloud-based software that enables companies to connect with consumers at scale, via any connected device at the point and time where they are engaging your products and services. This innovative platform enables you to have a personalized conversation in real-time with consumers. For the media auction, The People Platform is offering a service that will deliver the following:
1) Adults 18+ 2) Across All National Locations
3) 300 Completed Responses from Consumers
4) Direct
5) Survey Length is 10 questions or less
6) Access to web based client dashboard to monitor user response in real-time
This service will inform the client with vital consumer spend behavior, path to purchase and planning activation capabilities that are not available in the market. Delivery of the 300 completed responses will be over the course of 3-4 weeks.
Must be used Q4 2018 or Q1 2019
Net value: $28,000
Demo Reel or Video Link: https://www.epicenterexp.com/tppdemovid
Email kate@adclub.org with questions

Starting Bid: $5,000.00
Value: $28,000.00

Influencer Platform 1 Year Self-Service Enterprise License - Find Your Influence (FYI)

1-year Enterprise Self-Service license ($18k value)
*Does not include influencer’s individual campaign fees
Program Length: 1 year-long license / 1 year base fee for our Agency license
Can be redeemed: Q3/Q4 2018 – Q3/Q4 2019
FY1’s platform allows your internal influencer team to increase efficiency by allowing you to create influencer campaigns from start to finish, maximizing the value of each campaign and decreasing required hours to execute by 90%.
*Does not include Influencer fees (Pre-negotiated rates included and can be re-negotiated by you via the platform)
Platform Functions include:
- Access to the largest database of opted-in, registered influencers, with pre-negotiated & tiered rates
- Influencer Identification & qualification tools (via database search and custom surveys)
- Streamlined Campaign Creation
- Influencer Communication
- Audit Influencer Content
- Tracking & Measure Influencer Content
- Reporting & Analytics
- Reach, Engagements, ROI, CPI, Engagement Rate, and Campaign Media
- Influencer Payment & Taxes About Find Your Influence (FYI):
As one of the earliest in the space, and the industry’s first SaaS Influencer Marketing platform, Find Your Influence has executed over 10,000 influencer executions for 500 major brands, and has relationships with over 100,000 influencers. Our team and platform is differentiated by our vast experience, phenomenal customer service, advanced analytics (Reach, Engagements, ROI, CPI, Engagement Rate, and Campaign Media
Value), and detailed executions created specifically to drive desired results and wow clients with amazing quality content. FYIs influencer relationships span from Celebrity to Micro-Influencer and everyone in-between across all social channels and blogs. More information can be found on our site here: http://www.findyourinfluence.com/ For questions: please email Kate@adclub.org

Starting Bid:  $3,000.00
Value:     $18,000.00