

CATEGORY: 01 :: TV



3 Month :30 Spot Package from Outside TV

3-Month :30s Spot Package from Outside TV. The New Outside is the world's leading creator of active lifestyle content and experiences. Our network includes 30+ active lifestyle brands from Outside to SKI to Backpacker to Yoga Journal to Women's Running and much more. We reaching 55+ million consumers every month. Outside TV is the leading premium video provider for the adventure sports and active lifestyle category. Our National and Resort Based Linear TV network gets 20MM+ Monthly Views and is the #1 Sports Channel on Samsung TV Plus and Roku. Our passionate and loyal social following consistently sees 2X more social engagement than industry standards. Linear TV NATIONAL & RESORT BASED LINEAR TV NETWORK Outside TV is the only national 24/7 network dedicated to adventure sports and lifestyle. The network's high-quality HD programming is available nationwide through major cable & satellite providers. → Long form programming consisting of series, films and documentaries. → Brand safe & family friendly content Net Value: \$50,000 CPM: \$5 Guaranteed Impressions: 10,000,000 Spot Length: :30s Program Length: 3 months Can be used: Q4 2023 - Q4 2024 Restrictions: Available to new advertisers only. Demo Reel: <https://vimeo.com/user45737402/review/696693223/04cce3aed8> Email kate@adclub.org with questions.

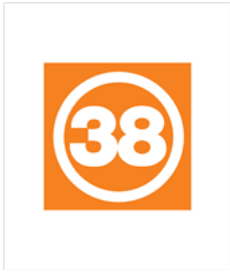
Starting Bid: \$ 12,500.00
Value: \$ 50,000.00



Air Time on WBZ-TV

Package includes \$15,000 air time on WBZ-TV. Schedules will be negotiated with the stations based on available inventory, non-live sports. Spots can be, 15's, 30's or 60's. Spots must air January 1, 2024 - December 31, 2024 Restrictions: Pricing subject to market conditions Commercials must meet broadcast standards Cannot run during not during any political windows Cannot be used with Live Sports Inventory Subject to station inventory availability and rates Email kate@adclub.org with questions.

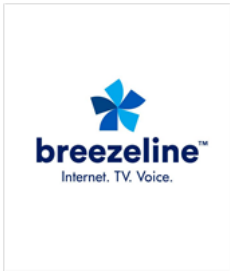
Starting Bid: \$ 6,250.00
Value: \$ 15,000.00



Air Time on WSBK-TV

Package includes \$5,000 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, 15's, 30's or 60's. Spots must air January 1, 2024 - December 31, 2024 Restrictions: Pricing subject to market conditions Commercials must meet broadcast standards Cannot run during not during any political windows Cannot be used with Live Sports Inventory Subject to station inventory availability and rates For questions: email kate@adclub.org

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



Cross Channel Spots from Breezeline

Cross Channel spots are :30 TV commercials aired across 69 programmers. They speak directly to video subscribers throughout Breezeline's cable systems. Current programs include: A&E, AMC, APL, ATPT, BET, Bravo, BTN, Comedy, CMT,CNBC, CNN, Discovery, DIY, DXD, ENN, ENT, ENSU, ESP2, ESPN, FBN, Food Network, FreeForm, FS1, FS2, FSFL, FSSE, FSSO, FX, FXNC, GALA, Golf, Hallmark, HGTV, History Channel, HLN, HSNY, Lifetime, Lifetime Movies, LOGO, MASN, MNBC, MTV, NBCS, NECN, NESN, NFLN, NGC, Nick, NSBO, NSPH, Outdoor Channel, OWN, Oxygen, PAR, SECN, SUN, SYFY, TBSC, TLC, TNT, TOON, Travel Channel, TRU, TV1, TVL, TWC, USA, VH2, WETV Net Value: \$100,000 Estimated number of commercials: 6700 Can be used Q1 2024 - Q3 2024 Program Length (if applicable): 6 weeks Email kate@adclub.org with questions.

Starting Bid: \$ 20,000.00
Value: \$ 100,000.00



NESN TV Package

Two :30 second spots to air in-game Red Sox units. Media will be negotiated based on mutually agreeable schedule, subject to availability. Net Value: \$10,000 total (\$5,000 per spot) Restrictions: Commercials must meet broadcast standards. New advertisers will receive valuation at current rates. Current advertisers will receive valuation based on client-negotiated rates. Competitors (Media/Sports Teams) are not eligible to use this package. Expiration Date: 9/29/2024 For questions: email kate@adclub.org

Starting Bid: \$ 3,000.00

Value: \$ 10,000.00



**TV/Digital Package from WFXT FOX 25
Boston**

WFXT FOX 25 is happy to provide in consultation with the buyer/client: \$5k worth of TV/Digital. TV Commercial Spot lengths = :15's & :30's # Impressions will be contingent upon target demographics. Restrictions: Subject to availability and copy approval. Must run in 2024 by 3/31/24 Email kate@adclub.org with questions

Starting Bid: \$ 1,625.00
Value: \$ 5,000.00



WCVB-TV Television and Online Package

Media donation to be used on WCVB-TV and WCVB.com TV Component consists of: \$12,500 worth of TV to be used Q1 - Q3 2024. Spots can be :15's, :30's or :60's. Restrictions: Media donation cannot be a substitute for cash dollars from an advertiser. Any media used that is part of an advertiser's regular schedule must be above and beyond the cash allocated to the station. Media will be used based on mutually agreeable schedule subject to availability. New advertisers will receive valuation at current rates. Current advertisers will receive valuation based on client-negotiated rates. Online Component consists of: 500,000 Rotating impressions throughout WCVB.com. Inventory is in the following verticals: Automotive, Finance, Health, Local, Sports, Technology. Online package includes positioning on: Homepage, Section Homepage, Run of a specific Section (i.e. Sports, Personal Finance, Parenting, etc). Sizes / Formats included are: 728x90 and 300x250. Online media must run by end of Q1 - Q3 2024. Restrictions: Media donation cannot be a substitute for cash dollars from an advertiser. Any media used that is part of an advertiser's regular schedule must be above and beyond the cash allocated to the station. Media will be used based on mutually agreeable schedule subject to availability. New advertisers will receive valuation at current rates. Current advertisers will receive valuation based on client-negotiated rates. Email kate@adclub.org with questions

Starting Bid: \$ 8,500.00
Value: \$ 17,500.00



WMUR-TV New Hampshire TV Package

Television Package on WMUR-TV/MeTV NH. Schedule to air between January 29, 2024 and July 28, 2024. Gross Rate: \$5,000 Net Rate: \$4,250 Restrictions: - Must be used as incremental dollars only or for new business to WMUR-TV. - Production and/or web advertising is not included in this amount. - All rates will be determined by the station sales management with consideration given to supply and demand. - WMUR-TV reserves the right to decline selling certain time periods or certain weeks based on a variety of factors. - Air time cannot be used by or for political advertising, either candidate, party or political action committee. - Also, it cannot be used for products that appear in the Hearst Television Guidelines as restricted products. For questions: email kate@adclub.org

Starting Bid: \$ 1,250.00
Value: \$ 4,250.00

CATEGORY: 02 :: Magazine



Northeast Regional P4CB in GOLF Magazine

Northeastern Regional FP4CB (Full Page 4-color bleed) ad in GOLF Magazine, with position flex. Gross Open Rate: \$38,000 Net Rate \$32,300 Regional Rate Base: 317,000 Donor will need issue date and positioning flexibility, and six pages of separation when executing this regional ad page. For use during 2024 calendar year and creative pending GOLF approval at our sole and complete discretion. For questions: email kate@adclub.org

Starting Bid: \$ 4,500.00
Value: \$ 32,300.00



Boston Magazine Integrated Package

PRINT COMPONENT: 1 FP4CB (Full Page Four Color Ad Bleed) ad in Boston Magazine Rate Base: 65,000 Valued at \$23,860 ONLINE COMPONENT: 100,000 Lifestyle impressions on Bostonmagazine.com - To run during same month the winning bidder runs their print ad - Ad sizes include: 300x600, 728x90, 300x250 - Valued at \$1,800 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 Boston magazine for Year 2022) or potentially for an existing advertiser with pre-approval of Lynne Montesanto (lmontesanto@bostonmagazine.com /617-785-3974). Must be used within the Year 2023-2024 issuance, and cannot be used in the July Best of Boston issue. Email tom@adclub.org & kate@adclub.org with any questions

Starting Bid: \$ 5,750.00
Value: \$ 25,660.00



FP4C Ad in ADDITUDE Magazine by WebMD

ADDitude Magazine is required reading for anyone touched by ADHD. ADDitude is a trusted advisor and friend to families and individuals because we understand that ADHD is a lifelong condition that impacts executive function, social and emotional health, self-esteem and happiness. Each quarterly issue of the magazine provides comprehensive content by expert clinicians and patients on ADHD treatments and interventions for adults and caregivers, strategies for school and learning, popular Ask the Expert columns and more Net Value: \$11,560 CPM: \$29 Estimated Impressions: 400,000 readers / estimated 1M impressions (print and digital which is the online copy) Timing: Q1 2024 - Q4 2024 Program Length: Three Months Targeting not included Email kate@adclub.org with questions.

Starting Bid: \$ 2,000.00
Value: \$ 11,560.00



FP4C Ad in Forbes' June/July 2024 Self Made Women Issue

Full page 4 Color ad in our June/July 2024 Issue / Theme: Self Made Women Issue. (please note 2024 issue themes are subject to change). Our 1x open rate for full page four color ad is: \$50,000 (net). Circ Rate: 521,829. 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. Forbes, the defining voice of entrepreneurial capitalism, is a global media leader that champions success by celebrating those who have made it, and those who aspire to make it. Forbes convenes and curates the most-influential leaders and entrepreneurs who are driving change, transforming business and making a significant impact on the world. 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. Restrictions: Not available to Financial Service Advertisers. Forbes Magazine is the audience leader in the business category and has accrued over 1.4 Million more readers than the closest competitor for an average audience readership of 4.8 Million. Email kate@adclub.org with questions

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



FP4C Ad in Scientific American

One 4-Color page in Scientific American any issue in 20223 / US edition The ad will run on a RHP opposite edit. Net Value: \$45,000 Guaranteed Impressions: 300,000 Can run in Q1 2024, Q2 2024 All advertising creative must be approved by SA. Email kate@adclub.org with questions.

Starting Bid: \$ 4,000.00
Value: \$ 45,000.00



FP4C Ad in The Sunday New York Times Magazine

1 FP4C ad in The New York Times Newspaper Sunday Edition. Net Value: \$91,025 Guaranteed Impressions: 793,342 (Sunday Circ.) Timing: Must be used Q4 2023 Restrictions: Must be used in 2023. Please email kate@adclub.org with any questions.

Starting Bid: \$ 10,000.00
Value: \$ 91,025.00



FP4C National Ad in GOLF DIGEST

FP4C National Page in a GOLF DIGEST Issue in 2024. Golf Digest is the worldwide authority on how to play, what to play, and where to play golf! BEST-IN-CLASS Teachers, Players and Editors. Net Value: \$180,000 Rate Base: 1,650,000 Reach: 3,600,000 Can be used Q1 2024 - Q4 2024 Restrictions: Creative & placement of advertising contingent on approval by Golf Digest Editorial, and subject to position availability within an upcoming issue of Golf Digest. Timing will be a TBD '24 issue, to be mutually agreed upon by both parties. Creative & Advertiser are subject to final review/approval by Golf Digest. Email kate@adclub.org with questions.

Starting Bid: \$ 10,000.00
Value: \$ 180,000.00



FP4CB Ad in Sports Illustrated Magazine

A FP4CB (Full Page 4-color bleed) ad in Sports Illustrated Magazine (National insertion). Gross Open Rate: \$82,487 Net Rate: \$70,114 Rate Base: 2023 issues - 1,2mm Winner has the choice between the following issues: December 2023 / February 2024 / March 2024 Email kate@adclub.org for space, material, and ad close dates.

Starting Bid: \$ 6,000.00
Value: \$ 70,114.00



Full Page Ad in Bloomberg Businessweek North America

Full Page 4 / Color ad in our North America edition Rate Base: 262,000 Open Rate Net Page Value: \$67,085 To Run Q1 2024 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 Steve Kelly. 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, please contact and kate@adclub.org

Starting Bid: \$ 10,000.00
Value: \$ 67,085.00



Full Page Ad in Globe Magazine

One FP4C ad in Globe Magazine. Net Rate: \$10,000 Sunday Readership: 652K+ Issues include a compelling mix of "trend" stories, in-depth reports on hot topics, tidbits on local personalities, cooking, design, style and, the latest in home-design and decor. Expiration: Ad must run during the first half of 2024 year by June 30, 2024. Restrictions: - New Advertisers only (defined as not having run print or digital with us in the past 12 months; this includes advertising agencies who are purchasing media on behalf of an advertiser who has not run media with Boston Globe Media in the past 12 months). - Cannot be used in enhanced issues

of the Sunday Boston Globe Magazine. - May not be used to fulfill current contracts or existing proposals. - All Ads are subject to Boston Globe Advertising Acceptability Guidelines. Email kate@adclub.com with questions

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



Full Page Print Ad in Harvard Business Review

Full page, 4-color print ad in Harvard Business Review. Harvard Business Review to determine which issue has space available. Availability to be confirmed at space close. Advertiser to let Harvard Business Review know which issue they prefer. -March/April 2024 issue (materials due 1/16/2024 & on sale 2/20/2024) -May/June 2024 issue (materials due 3/11/2024 & on sale 4/16/2024) Specs: Trim Size: 8.5" x 10.5" or (8 1/2" x 10 1/2") or (216mm x 267mm) Bleed: 0.125" or (1/8") or (3mm) bleed on all sides Safety: All type and important details should be 0.25" or (1/4") or (6mm) from the trim on all four sides. Additionally, on spread ads, all type and important details should be 5/16" or (0.3125") or (8mm) from both sides of the center mark. Gross Value: \$59,500 Net Value: \$ 50,493 Circulation Rate: 347,551 Rate Base: 210,000 Will run in either March/April 2024 Issue or May/June 2024 Issue depending on availability Restrictions: - Ad materials must be provided to Harvard Business Review by Tuesday, January 16, 2024 for March/April issue or Monday, March 11, 2023 for May/June issue. - Offer not available to existing or prior advertisers with HBR. Ad must comply with HBR terms and conditions. Email kate@adclub.org with questions.

Starting Bid: \$ 8,000.00
Value: \$ 50,493.00



Modern Luxury Boston Common 360 Degree Advertising Package

One Full page, 4-color ad in Modern Luxury Boston Common or Modern Luxury Interiors Boston Magazine. Net Value: \$7,500 Guaranteed Impressions: 50,000 circ. Media Can Run: Q4 2023 - Q4 2024 by 12/31/2024. Restrictions: - Ad must run prior to the end of 2024 calendar year. - No positioning guarantees within the publication. - Must not currently be an active advertiser with Boston Common or Interiors Boston. Email kate@adclub.org with questions

Starting Bid: \$ 1,500.00
Value: \$ 7,500.00



Philadelphia Magazine Print Ad

1 FP4CB (Full Page Four Color Ad Bleed) ad in Philadelphia Magazine. Rate Base: 85,00 Net Value: \$19,800 Please note magazine deadlines are 6 weeks prior to the desired issue date. Restrictions: Strictly for new advertiser (defined as a company that has not run in Philadelphia magazine for Year 2023 issuance) or potentially for an existing advertiser with pre-approval of Katie Bruno. Must be used within the Year 2024 issuance, and cannot be used in the August Best of Philly issue. Email kate@adclub.org with questions, or to seek approval from publisher.

Starting Bid: \$ 3,500.00
Value: \$ 19,800.00



The Red Bulletin Full-Page Insertion

FP4C ad in Red Bulletin. Delivering the unexpected, the international Active Lifestyle magazine, The Red Bulletin tells stories from around the world of Red Bull. Sports, Adventures, Culture, Music, Nightlife, Innovation and Lifestyle - beyond the ordinary. The Red Bulletin and its line extensions offer unique opportunities to enter the world of Red Bull. Benefit from the environment! Median Age: 34 Media HH1: 87K Net Value: \$45,000 Circ. Rate: 425,000 Rate Base // 2.2MM Circulation Timing: Winner's choice Nov 2023, Dec 2023, Jan 2024 or Feb 2024 issues. Restrictions: No tobacco, energy drinks, energy products, coffee, hydration products allowed. Demo: <https://www.redbullmediahouse.com/network/the-red-bulletin-us> Email kate@adclub.org with questions.

Starting Bid: \$ 4,500.00
Value: \$ 45,000.00

CATEGORY: 03 :: Newspaper



1/4 PG4C in The Wall Street Journal's Business & Tech Section (National)

The Wall Street Journal: 1/4 PG4C in Business & Tech Section which runs Tues-Thurs. Net Rate: \$81,053 National Circulation is 697,493 paid for print Timing: Q1 2024 - Q2 2024 Business & Tech continues WSJs 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 Restrictions: - Media donation cannot be used by an existing Wall Street Journal Barron's Group media/advertising partner. - The donation must be purchased by a new advertiser and approved by the WSJ Barron's Group - Cannot replace media already purchased by an existing advertiser - Media is subject to availability Please email kate@adclub.org with questions.

Starting Bid: \$ 14,000.00
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 Boston based 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 bi-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 2023 - Q4 2024. Email kate@adclub.org with any questions.

Starting Bid: \$ 1,125.00
Value: \$ 5,256.00



FP4C Ad in Financial Times North America Edition

FP4C weekday ROP color insertion. Ad dimensions: 22 1/16in x 13 9/16in. The insertion must be used between January and August of 2024. The ad will be booked week commencing, meaning that we only guarantee the week the ad will run, not the exact date. Estimated Impressions: Approximately 35,000 circulation Email kate@adclub.org with questions.

Starting Bid: \$ 9,500.00
Value: \$ 37,285.00



Front Page Ad in Boston Sunday or Daily Boston Globe

Be seen by placing your ad on the front page of the Boston Sunday or Daily Boston Globe. The Boston Globe is a 27-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. Estimated Readership: 652k+ Specs: This high impact color ad is a 6x2.5 Strip. Expiration: Ad must run during the first half of 2024 year by June 30, 2024. 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 - If creative copy is not approved for front of paper, advertiser may substitute for equal value within paper - Dates are subject to availability - New Advertisers only (defined as not having run print or digital with us in the past 12 months; this includes advertising agencies who are purchasing media on behalf of an advertiser who has not run media with Boston Globe Media in the past 12 months). - May not be used to fulfill current contracts or existing proposals. Email kate@adclub.com with questions

Starting Bid: \$ 6,500.00
Value: \$ 30,000.00



Integrated Advertising Package from Banker & Tradesman

Winner has the choice between: Winner has the choice between: Option A: Print & Digital Two 1/2 page, full color ads in Banker & Tradesman, and a one-month digital package that includes 45,000 impressions for a 300x250 rectangle on B&T's website, as well as a 300x250 rectangle one day each week in the B&T Daily E-newsletter (4 insertions). Valid for use Q4 2023 - Q3 2024. Option B: Digital Only A two-month digital package that includes 90,000 impressions for a 300x250 rectangle on B&T's website, as well as a 300x250 rectangle five days each week for nine weeks in the B&T Daily E-newsletter (45 insertions). Valid for use Q4 2023 - Q3 2024. Net Value: \$6,000 Print circulation: 2,000 Opt-in daily emails: 7,000 Digital Positioning: Homepage and section pages Digital Targeting: Demographic Digital ad sizes: 728x90, 300x250, native ad content Restrictions: This cannot be applied to a current contract, must be incremental. Content must be approved by The Warren Group. Banker & Tradesman is a 150-year-old newspaper dedicated to coverage of Massachusetts' real estate and finance industries. The Warren Group's newspapers include real estate and finance professionals, service providers and members of adjacent industries. Email kate@adclub.org with any questions.

Starting Bid: \$ 450.00
Value: \$ 6,000.00



One FP4C ad in the Daily Edition of The Washington Post

One FP4C ad in the Daily Edition of The Washington Post Newspaper. Value: Daily: \$119,700.00 net Ad Unit: Full Page Color Dimensions: 12" wide x 21" deep Daily Edition: 1 insertion - Day of week of your choice - Monday thru Saturday Section: Main News or section of choice Daily Readership: 705,063 - Paid opt-in audience Media Available: Q1 2024 through Q3 2024 The Washington Post Newspaper is the most effective way to reach the affluent and influential readers in perhaps the most important market in the nation. The Washington Post is the most-widely circulated newspaper within the Washington metro area, reaching over 705k readers Daily. Our print and digital products work together to reach 1 out of 2 adults in the Washington market. Restrictions: - Available to an advertiser who has not run in The Washington Post newspaper in the last 24 months - Space is based on date of interest availability - Best available position provided in section of choice - Space deadlines 5 business days prior to the publication date and materials in final pdf format is needed at least 2 business days prior to publication. Email kate@adclub.org with questions.

Starting Bid: \$ 16,000.00
Value: \$ 119,700.00



One Full or Two Half Page 4C Ads in USA Today + 100k Digital Impressions

One full page ad, (full flex date Mon - Friday) in USA TODAY. Winner can choose to run as two half page 4c ads instead. Package includes 100k in rotational display impressions. Full page ad net cost = \$60,000 Monday - Thursday average circulation = 158,545 Friday Circulation: 180,381 100k digital impressions net cost = \$800 / CPM: \$8 / No Targeting Sizes: 300x250, 320x50, 300x600, 970x250 banners 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 2024, by 12/31/24. For questions: email kate@adclub.org

Starting Bid: \$ 15,000.00
Value: \$ 60,800.00



Print Ad in the Boston Business Journal 2024 Book of Lists

FP4C ad in the BBJ's 2024 Book of Lists (publishes Dec. 2023). 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: \$ 1,500.00

Value: \$ 12,500.00



Print Package from The Maine Trust for Local News - Maine's Largest Media Network

\$10,000 worth of print advertising in any combination of these daily newspapers: - Portland Press Herald/Maine Sunday Telegram - Sun Journal (Lewiston) Central Maine Newspapers: - Kennebec Journal & Morning Sentinel (Augusta/Waterville) - The Times Record (Brunswick). Schedule to be determined based on availability. Timing: Can be used now through 12/31/2024 Restrictions: For a new advertiser (defined as a company that has not run with any Maine Trust for Local News property in the past 12 months) or an existing advertiser with pre-approval from the publisher. If approved, client would need to guarantee that this is incremental to any planned or existing buys and cannot use these donated assets in place of scheduled paid advertising. Email kate@adclub.org with questions.

Starting Bid: \$ 1,250.00

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 872,691 paid for print. Timing: Q1 2024 and Q2 2024 Off Duty is the 4th section of the Saturday paper providing Journal readers coverage 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. Restrictions: - Media donation cannot be used by an existing Wall Street Journal Barron's Group media/advertising partner. - The donation must be purchased by a new advertiser and approved by the WSJ Barron's Group - Cannot replace media already purchased by an existing advertiser - Media is subject to availability Email tom@adclub.org with any questions

Starting Bid: \$ 9,000.00

Value: \$ 81,053.00

CATEGORY: 04 :: Out of Home



\$50,000 Media Spend within Lyft Media's Omni-Channel Solutions

Lyft Media is donating \$50,000 to be used by the winning brand to spend on across the Lyft Media portfolio of On-Car, On-Street, In-Car, and In-App. Final products utilized to be worked out with Brand, Agency, and Lyft Media. Net Value: \$50,000 CPM: \$25 Estimated Impressions: TBD Can be used Q4 2023, Q1 2024 Targeting: Behavioral, Geo, Placement, Device & Platform Email kate@adclub.org with questions. Kate

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



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, 2024 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: \$ 1,750.00
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, 2024 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: \$ 1,750.00
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, 2024 to use this unit. Impressions: Will not know until location is chosen. Subject to space availability. Please contact kate@adclub.org for full list of locations.

Starting Bid: \$ 1,750.00
Value: \$ 9,000.00



15 Posters in Greater Boston -OR- 5 Digital Bulletin Spots 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: 5x (-10) digital bulletin spots in the Boston DMA. 4-week flight/campaign. Dates to be mutually agreed upon. Locations TBD by availability based on campaign timing. Value: \$40,000. 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. Media placement will run for four weeks, and must start in Q1 2024. 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: \$ 6,000.00
Value: \$ 40,000.00



25 Solar Recycling Kiosks from Vector Media

Vector Media will donate a street level advertising campaign on 25 solar recycling kiosks in Boston. Campaign may start on any available Monday in 2024. Kiosks are positioned at crosswalks to achieve maximum exposure. The displays feature three-sided wraps and are maintained daily. - Total media value will be \$25K net - Black out months are April/May and September/October - Client will need to pay \$190 per unit for production and installation - Available for Boston DMA only, exact locations TBD. Email kate@adclub.org with any questions

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



3-Month Greater Boston Digital OOH Campaign from Soofa

3 Months of digital inventory on our hyper-local Soofa signs around the greater Boston area. This campaign can support 1 advertiser for the entire 3 months, or split up into monthly increments. Each advertiser's campaign will receive 1 slot/hour of operation for the duration period. There are a total of 25 Soofa signs included in this package in hyperlocal neighborhoods in Boston, Brookline, Watertown, Medford, Malden, Revere, Chelsea, Lynn and Winthrop. Net Value: \$20,000 CPM: 17.42 Estimated Impressions: 1,274,340 Can run: Q4 2023, Q1 2024 Targeting: Demographic and geo, based on Geopath auditing. Sizes/Formats: 2160x2160 Restrictions: This package cannot support advertising content including political campaigns, cannabis, alcohol, nudity, or otherwise inappropriate content. Advertising campaign creative will be approved by an internal Soofa employee before posting. Email kate@adclub.org with questions.

Starting Bid: \$ 5,000.00
Value: \$ 20,000.00



5 Boston Pedicabs with Full Vinyl Wraps from Coaster Cycles

FIVE pedicabs fully branded with Full Vinyl wraps offering free rides for 6 hrs/day for 2 days. Dedicated pedicab program allows client/winning bidder to determine exact location to operate pedicabs and where to drop off passengers. All rides would be free compliments of client, and pedicab drivers would be outfitted in client uniform and act as brand ambassador on behalf of client. Excellent opportunity for product launches, store openings, recruiting campaigns, conventions/events, and sampling initiatives. Detailed Proof of Performance report and pictures delivered at end of program. Timing: Campaign available for winner's choice for use in October 2024, or November 2024 (Black Friday and Thanksgiving excluded). Restrictions: Please note that this would include print/production of vinyl wraps as part of the campaign. All creative must be approved by Pedicab Outdoor. Creative Deadlines are 30 days prior to flight. Cannot be split between other months and campaign must run consecutive days. Email kate@adclub.org with questions.

Starting Bid: \$ 1,750.00
Value: \$ 15,500.00



Atlantic Terminal Downtown Brooklyn - Digital OOH Network from Pearl Media

Atlantic Terminal is located in the heart of downtown Brooklyn, New York City's third largest central business district. The venue is surrounded by a dense concentration of office, residential, retail and event spaces. Since the rezoning of Downtown Brooklyn in 2004, the area has been undergoing a transformation, with \$9 billion of private investment, \$300 million in public improvements and NYU's \$500 million renovation of the NYU Tandon School of Engineering. Atlantic Terminal itself is undergoing a dramatic transformation. The venue will undergo roughly \$50 million in renovations and tenant fit-outs over the next few years. Net Value: \$15,000 CPM: \$4.74 Estimated Impressions: 2,552,012 (Geopath audited) Program Length: One (1) digital ad spot for four (4) weeks Can be used: Q4 2023 - Q3 2024 Restrictions: Must be a first time advertiser on the digital network. Please email tom@adclub.org & kate@adclub.org with questions.

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



**Boston Convention & Exhibition Center
Digital Entrance Display from Liquid**

Two (2) digital spectaculars at the entrance of Boston Convention & Exhibition Center. 10 second spot, 60 second loop. Static video. The massive Digital Tower Spectacular features full motion animation on a scale to match the personality and character of the iconic city. This spectacular unit reads to two directions of traffic on Summer Street in Boston's Seaport District. Standing more than 80' tall, the unit creates a striking presence in the skyline, adjacent to BCEC, the largest convention center in New England. The display features two high resolution panels, as well as an LED Tower composed of louvered LED strips. Truly the most dominant presence in all of Boston. Net Value: \$6,250 CPM: 10.60 Estimated Weekly A18+ impressions are 695,617! Timeframe: Can be used Q4 2022 - Q4 2023 by 12/31/2023 Program Length: 1 week (7 day) program. Restrictions: Client and copy are subject to approval Email kate@adclub.org with questions.

Starting Bid: \$ 1,500.00
Value: \$ 6,250.00



**Boston Essentials - 3 Month Flight on SOS
Digital Network**

A three-month flight on SOS's network of DOOH screens -- found on smart vending machines selling health and wellness essentials -- in prominent Boston locations such as the Prudential Shopping Center, South Station, and the Seaport District. Minimum 10% Share of Voice. Creative refreshes and location-specific targeting available. CPM: \$20 Estimated Impressions: 300,000 Timing: Q1 2024, Q2 2024 Restrictions: Excluded categories: cannabis, tobacco, sexual content, firearms, politics. Other location-specific restrictions may apply. Reel: <https://youtu.be/tKs3D-cCaZY> Email kate@adclub.org with questions

Starting Bid: \$ 1,350.00
Value: \$ 6,000.00



Boston Street Furniture from JCDecaux

JCDecaux Boston street furniture includes over 700 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. Inventory also includes the largest street-level digital network in Boston with 50 86" digital screens located throughout downtown Boston and the Back Bay. Number of Impressions & Units: Dependent upon where in the city the inventory is utilized. CPM: \$10 Estimated Impressions: TBD: Based on final locations chosen Can Run: Q1 2024 - Q4 2024 Does not include targeting Restrictions: - Valid in 2024 only (Q1 2024 - Q4 2024) / campaign must run entirely in 2024 - Production or other service costs not included - Cannot be won by the 2022's auction winner. - If winner is an existing JCDecaux client, auction value must be incremental to 2023's media spend. - Media purchased via the auction cannot be used to replace any past, existing, or planned campaigns. Email kate@adclub.org with questions.

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



Branded Cities' Times Square Midtown Mosaic

Branded Cities' Times Square Midtown Mosaic Value: \$11,250 Branded Cities is providing one :15 second spot per ad loop on our Times Square digital spectacular, the Midtown Mosaic (a synced network of multiple screens), for one week. This collection of digital signage consisting of 4 digital signs, welcomes commuters and visitors alike to the Crossroads of the World in midtown Manhattan. Located on 42nd Street, these digital signs target both eastbound and westbound traffic on Manhattan's 42nd Street, one of the main commuting corridors in the city, linking Grand Central to the Port Authority. This digital network of high-impact signs stands at one of the entrances to Manhattan's busiest subway station, Times Square/42nd Street, which services the 1, 2, 3, 7, S, N, Q, R, W, A, C and E trains. In the immediate area, these digital signs are located steps from two of Broadway's highest grossing plays, Harry Potter & The Cursed Child and Disney's Aladdin, as well two of America's highest grossing movie theaters, AMC Empire 25 and Regal 42nd Street. Net Value: \$11,250 Estimated Impressions: 1,836,046 Can be used Q1 2024 Program Length: 1 Week in length, 7 consecutive days, starting on a Monday ending on a Sunday. Dates subject to approval and availability. Time period not guaranteed. Restrictions: - No discriminatory - containing

pictures or text advocating prejudice or discrimination against any race, national origin, religion, disability or handicap, gender, age, or sexual orientation - No religious - No "political advertising" without prior written consent, where "political advertising" shall mean public policy, advocacy, political party or candidate advertising - No Gambling/no ads for betting, lotteries or gambling, other than for national or local government-sanctioned lotteries such as state-sponsored lotteries in the United States; provided that the foregoing in this sentence shall only include advertising directly related to gambling activities (e.g. Blackjack or the lottery) and shall not be deemed to prohibit, for example, hotels whose name contains the word "Casino", gambling destinations such as Atlantic City or Las Vegas, or restaurants or shows in hotels or other venues that permit gambling - No tobacco, tobacco brand or tobacco product advertising - No firearms and other weapons - Prescription drugs, diet drugs & diet regimens - No advertisements offering unsubstantiated claims - Pharmaceutical advertising to consumers must be in compliance with FDA guidelines for Direct to Consumer (DTC) advertising. Photosheet:

http://brandedcities.com/wp-assets/photosheets/ny/ny_midtownmosaic_ps.pdf
 Spec Sheet: http://brandedcities.com/wp-assets/specsheets/ny/ny_midtownmosaic_spec.pdf

Starting Bid: \$ 2,750.00
Value: \$ 11,250.00



Captivate Office & Residential Screens (RON)

\$25k of Captivate's Run-of-Network office and residential inventory in the Boston market. CPM: \$12 Estimated Impressions: 2,083,333 Can be used: Q4 2023, Q1 2024 by 3/31/24 Program Length: Depends on inventory availability at time of purchase Media is full RON in Boston market Targeting capabilities pending inventory availability Restrictions: - Media must run by the end of Q1 '24. - No reselling of inventory to other parties Email kate@adclub.org with any questions.

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



Digital Billboard Spectacular from New Tradition

This digital spectacular is located on the corner of the trendy Moxy Hotel in Boston's popular Theater District, steps from the world-famous Boston Common. This two-sided corner spectacular offers multiple vantage points at the intersection of Tremont & Stuart Streets, targeting both pedestrian and vehicular traffic heading towards the endless entertainment Boston has to offer, including The Wilbur, Boch Center, Fenway Park, Chinatown, Boston Common, art galleries, theaters, fine dining, and nightlife destinations. Net Value: \$48,708 Estimated Impressions: 3 million Program Length: 4-week period between 10/1/2023 – 6/30/2024 Timing: Q4 2023, Q1 2024, Q2 2024 (by 6/30/24) (final dates dependent upon availability) Restrictions: - Content is subject to final approval prior to posting. - Restricted categories include: content featuring alcohol, illicit/recreational drugs, weapons, violence, nudity. Email kate@adclub.org with questions

Starting Bid: \$ 12,000.00
Value: \$ 48,708.00



Digital Point of Care Network (In-Office & Pharmacy) from Mesmerize

Mesmerize Digital Point of Care - :15/:30 media In-Office Physician & Pharmacy, 4 week program across 100 locations within the US Net Value: \$20,000 CPM: 45.92 Estimated Impressions: 435.5k Can be used Q4 2023, Q1 2024 Targeting not included Restrictions: Based on avails, inventory to run during a 4 week flight duration. Winning bidder must have some flexibility on timing. Winning bidder is responsible for providing media assets per creative specs. Package available to new advertisers only. 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: Media to run within 6 months of purchase date. For more information please email kate@adclub.org

Starting Bid: \$ 5,000.00
Value: \$ 20,000.00



Digital Unit on Rt 1 Boston from RSA Media

Located on Boston's busiest secondary roadway, Route 1, the Boston-Providence Highway in Walpole, this board stands 1 mile north of Gillette Stadium. This is the only high-resolution digital unit in the area and faces traffic headed to Boston from Foxborough and other southern towns. Gillette Stadium is busy with both soccer and football seasons and it is now a year round destination as an entertainment venue with celebrity concerts, symposiums, and trade shows. In addition, the Patriot Place complex, the 1.3 million square foot shopping and entertainment complex adjacent to Gillette Stadium, now draws thousands of additional vehicles each day to this area of Route 1. Also, Plainridge Park Casino is only 5 miles from this unit adding traffic to this roadway every day. Net Value: \$7,000 CPM: \$13.85 Weekly A18+ Impressions: 99,150 Media can run during: Q1 2024 Program Length: 4-wks, on a space available basis Restrictions: RSA reserves the right for creative pre-approval Email kate@adclub.org with questions

Starting Bid: \$ 1,750.00
Value: \$ 7,000.00



Digital Units on Firefly Digital OOH Network

We are internet connected smart screens on taxis and ride-shares in markets across the US: New York, Miami, Chicago, San Francisco, Los Angeles, Dallas, Las Vegas & Boston. Net Value: \$25,000 CPM: \$10 Estimated Impressions: 2,500,000 Timing: Can run Q1 2024 - Q4 2024 Restrictions: Unable to run ads for Tobacco, Cannabis, Political, adult entertainment, gambling among some others. Placement: This can run across our digital taxi and ride share network in the markets listed above. Targeting: Yes geo-targeting available / can geo-target ads to run in certain zip codes/neighborhoods, etc. Size: 560x160 Email kate@adclub.org with questions.

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



Front & Center Cinema Pre-Show Spots from Screenvision

Run of show :30 schedule on our cinema pre-show. We will deliver up to 500,000 P2+ admissions which is a \$25,000 net value. CPM: \$50 P2+ CPM Estimated Impressions: 500,000 P2+ admissions Can be used: Q4 2023, Q1 2024, Q2 2024, Q3 2024 Restrictions: - In the event of any under-delivery Screenvision will make every attempt to add in ADU within the contracted flight. - Screenvision reserves the right to utilize ROS & In-Lobby inventory as ADU. - All Creative must be approved by Screenvision and our Exhibitor Partners. - Client produced creative is due 1 week prior to start date unless otherwise stated. - All Scatter deals are 100% Non-Cancellable Email kate@adclub.org with any questions.

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



Guerrilla Mobile Billboards

Two (2) Guerrilla Billboards mobile billboard trucks, each running for five (5) consecutive days, eight (8) consecutive hours daily, between January 1, 2024 and December 31, 2024. Operating area is Greater Boston, ranging from the New England Aquarium out to the I-495 beltway; plus the I-95/U.S. Route 1 corridor from Newburyport up through Seacoast NH, to Portland, ME. Restrictions: - Cannot be used for political ads or existing Guerrilla Billboards clients, and is subject to equipment availability. - Production not included. Production costs & set-up typically runs \$1,500/billboard truck. - Can be used 1/1/24 thru 12/31/24 Email kate@adclub.org with questions

Starting Bid: \$ 1,750.00
Value: \$ 9,500.00



Lightbox In-Market Digital Video+Audio

Lightbox large-format digital video with audio screens engage targeted audiences while they're on the path to purchase in shopping and lifestyle destinations across the country. The platform is highly engaging, with 80% notice rate and 69% of viewers taking action after seeing advertising on the screens. Advertisers benefit from brand safe, fraud-free and 100% viewable impressions. Package value is \$30k. Gross Value: \$34,500 Net Value: 30,000 CPM: \$6 Impressions: Varies based on which venues are included in the requested plan. Can Run: Q1, Q2 or Q3 2024 Targeting Capabilities: Geo-targeting, audience targeting, day-part. Targeting Layers: Behavioral, Demographic,

Geo Sizes: 1080w x 1920h Demo Reel: <https://app.customshow.com/slideshow/hjof1>
Restrictions: High demand times of the year include Q4, Moms Dads and Grads and Back to School - restrictions might apply during these times and space is based on availability. Email kate@adclub.org with questions.

Starting Bid: \$ 2,000.00
Value: \$ 30,000.00



Liquid San Diego's Digital Network - 4 Digital Kiosk Faces

4 digital kiosk faces at Flower Hill in Del Mar, CA. 10 Sec spot / 60 sec loop / 6 ads. Gross Value: \$10,240 Net Value: \$6,400 Weekly 18+ impressions: 605,945 Media can run during: Q4 2023 - Q4 2024 by 12/31/2024 Program Length: 4 weeks Size: 1920 x 1080 Restrictions: Based upon space availability Email kate@adclub.org with questions.

Starting Bid: \$ 1,000.00
Value: \$ 6,400.00



Liquid's Cleveland Digital Network - 10 Digital Kiosk Faces

10 Digital Kiosk faces across Liquid's Digital Network consisting on Crocker Park and Eton within the Cleveland, OH DMA. 10 sec spot/60 second loop/6 ads. Gross Value: \$13,000 Net Value: \$8,100 CPM: 3.60 Guaranteed Impressions: 686,704 Timeframe: Can be used Q4 2023 - Q4 2024 by 12/31/2024 Program Length: 4 weeks Sizes: 1920 x 1080 Restrictions: Dependent upon space availability Email kate@adclub.org with questions.

Starting Bid: \$ 1,750.00
Value: \$ 8,100.00



Liquid's Ft. Myers Digital Network - 4 Digital Kiosk Faces

4 digital kiosk faces along the street 47th Terrace in Downtown Cape Coral. 10 Sec spot / 60 sec loop / 6 ads Gross Value: \$3,200 Net Value: \$2,600 Weekly 18+ impressions: 310,420 Media Can Run: Q4 2023 - Q4 2024, by 12/31/2024 Program Length: 4 weeks Size: 1920 x 1080 Restrictions: Based upon space availability Email kate@adclub.org with questions

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



Liquid's Miami Digital Network - 15 Digital Faces Across 3 Networks

15 Digital Kiosk faces across Liquid's Digital Network including River Landing, Midtown Miami Digital Kiosks, Mary Brickell Village and Pembroke Gardens - 10 sec spot/60 sec loop/6 ads. Net Value: \$22,500 Estimated impression: 8,357,165 Impressions: TBD based on timing Size: 1920 x 1080 Format: Can be static image or full motion spot (mp4) Program Length: One 4-week period Timeframe: Can be used Q4 2023 - Q4 2024 by 12/31/2024 Restrictions: Dependent upon space availability Email kate@adclub.org with questions

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



Liquid's Orlando Digital Network - 18 Digital Kiosk faces

Digital Kiosk Network within Pointe Orlando Lifestyle Center. Includes 12 Digital Kiosk Faces. 15 second spot, 90 second loop. Full Motion. Net Value: \$28,000 CPM: \$14.10 Guaranteed Impressions: 1,983,164 Specs: 1920 x 1080 Timing: One 4-week period Can be used Q4 2023 - Q4 2024 by 12/31/2024 Restrictions: Must be family-friendly advertiser., Based on availability Restrictions: Must be family-friendly advertiser. Based on availability Email kate@adclub.org with questions.

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



Liquid's Tampa Digital Network - 12 Digital Kiosk Faces

Digital Kiosk Network within Midtown Tampa Lifestyle Center. Includes 12 Digital Kiosk Faces Net Value: \$28,000 CPM: \$8.60 Guaranteed Impressions: 3,363,404 Specs: 1920 x 1080 Timing: One 4-week period Can be used Q4 2023 - Q4 2024 by 12/31/2024 Restrictions: Must be family-friendly advertiser. Based on availability Email kate@adclub.org with questions.

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



Poster Space on M/V Island Home & M/V Iyanough from Steamship Authority

One poster space each on the M/V Island Home (serving the Vineyard) and the M/V Iyanough (serving Nantucket) Net Value: Each of those is a \$2,228 per poster or \$4,456 total. Timing: for Q4 of 2023 or Q1 2024. Three month period 10/1/23 - 3/31/24 to conclude by 3/31/24 The posters must conform to our advertising policies and winner cannot be a brand that would be a direct competitor of an island-based business. Please email kate@adclub.org for ad policies or clarification on island-based businesses.

Starting Bid: \$ 1,100.00
Value: \$ 4,456.00



Redbox DOOH (Video & Display)

Redbox is America's destination for affordable new-release movies, On Demand movies and TV shows, and free live TV (FAST). Redbox has a retail media network with over 30k kiosks nationwide and rents millions of DVD per month. Video & display retail media on Redbox kiosks. Package can be modified to fit client needs (i.e. video only or display only) Display: 728x90 & 1024x62 Video 1920x1080 Net Value: \$10,000 CPM: \$6.15 Estimated Impressions: 1,625,000 Media Can Run: Q1 2024 - Q4 2024 Targeting Offered: Geo Includes positioning on: Homepage, Section Homepage, Run of a specific Section (i.e. Sports, Personal Finance, Parenting, etc). Sizes/Formats: Digital Header Video (1920x1080) & Vend Screen Display 1024x62 Run of Site 728x90 Restrictions: National campaigns preferred however geo targeting is available depending on the size of the DMAs. Please contact us with questions. <https://crackleplus.docsend.com/view/yj8c38515tj32p3s> Email kate@adclub.org with questions

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



San Francisco/Bay Area: 6 Digital Kiosk Faces from Liquid Outdoor

Six digital kiosk faces at City Center Bishop Ranch - 10 Sec spot / 60 sec loop / 6 ads. City Center Bishop Ranch is new premiere downtown destination for locals and visitors in the San Francisco Bay Area. This affluent lifestyle center is centered in San Ramon, one of the wealthiest cities in the country with 64% of households earning six figure incomes and more than 25% earning \$200k or more. City Center offers a variety of distinctive shopping, dining, and entertainment experiences as well as an expansive piazza for quality year-round entertainment, events, concerts, and cultural celebrations, attracting a wealthy customer base. Gross Value: \$14,400 Net Value: \$9,000 Program Length: One 4-week period Timeframe: Can be used Q4 2023 - Q4 2024 by 12/31/2024 Size: 1920 x 1080 Email kate@adclub.org with questions.

Starting Bid: \$ 1,500.00
Value: \$ 9,000.00



Static Spectacular in The Penn District (NYC) from Silvercast

Static Spectacular known as The Square (NYC-500): Facing south into the Penn District/Madison Square Garden showing to pedestrian traffic commuting from NJ Transit, LIRR, Amtrak, and MTA Subway Lines, this illuminated square display sits above 34th Street and directly across the street from Macy's Herald Square. Surrounded by excellent shopping destinations such as H&M, The GAP, Victoria Secret, American Eagle and many other flagships - this site offers exceptional visibility for advertisers looking to grab the attention of a bustling shopping crowd as well as those commuting through Penn Station, one of the busiest commuter hub's in the world. Net Value: \$50,000 Estimated Impressions: 18,200,000 over 4 weeks Media can run: Q4 2023 through Q1 2024 Program Length: 4-weeks. Exact timing to be determined and predicated on space availability for the selected timing. Restrictions: - The buyer will be responsible for covering installation & production fees directly to Silvercast, which total \$9,000. - Creative approval required. - Artwork is needed 2 weeks prior to the start date. Email kate@adclub.org with questions or full full spec sheet.

Starting Bid: \$ 7,000.00
Value: \$ 50,000.00

CATEGORY: 05 :: Radio



\$1500 FROM WAQY Rock 102 Springfield

\$1,500 Advertising Package including thirty :30-second commercials to run Monday through Sunday 6am-7pm on WAQY. Media can run: Q4 2023, Q1 2024, Q2 2024 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



\$2,500 in Radio Advertising from Cumulus Media

\$2,500 in radio advertising from Cumulus Media for WXLO, WWFX or WORC FM. Net Value: \$2,500 Media will run in: Q1 2024 Program Length: :30 second commercials Restrictions: Must not have advertised on WXLO, WWFX of WORC FM within the past 13 months. For questions, email kate@adclub.org

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



101.7 The Bull :30 Second Spot Schedule

101.7 The Bull :30 second spot schedule. Twenty Five (25) Spots, Monday-Sunday 6am-12am @ \$200 each. Spots can run 6am - 12midnight based on availability. Restrictions: Subject to availability. Valid 1 year from date of purchase. Email kate@adclub.org with questions.

Starting Bid: \$ 750.00
Value: \$ 5,000.00



89.5 FM Quahog Country Radio

3 months of (90) :20 second underwriting announcements per month to run 6a-8p Monday - Sunday. Total spots: 270X. Net Value: \$2,000 Underwriting Announcement Length: :20s Timing: Q4 2023 - Q4 2024 Demo: <https://vimeo.com/555260614> Donated by Nantucket Public Radio. Email kate@adclub.org with questions.

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



97-7 ACK-FM Nantucket's True . Island . Radio

2 months of (60) :30 second spots per month to run 6a-10p Monday - Sunday. Total spots: 120X. Net Value: \$4,950 Spot Length: :30s Timing: Q4 2023 - Q4 2024 <https://vimeo.com/337759311> Email kate@adclub.org with questions.

Starting Bid: \$ 800.00
Value: \$ 4,590.00



99.5 CRB Classical Radio Boston: Multi-platform Program on CRB Classical Radio + Digital Platforms

32 spots (16 per week for 2 weeks) Weekly Schedule: 12 M-F 6a-8p 4 SaSu 8a-8p 15,000 impressions audio pre-roll 15,000 impressions wgbh.org Logo and link in 2 "The Note" eNewsletters Restrictions: Current sponsors of CRB or GBH cannot reduce their annual support by using this offer. Media donation cannot be a substitute for cash dollars. Subject to station inventory availability. Winner must follow FCC Guidelines for radio copy. Expiration Date: All assets must be used by June 30, 2024. Email kate@adclub.org with questions.

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



BIG 103 Media Package

(25) :30 second commercials to air Monday through Sunday, 5am-1am. Best Times Available. Restrictions: Cannot be used for market avails. This package cannot replace an existing or pending media buy on WBGB. Valid 1 year from date of purchase. Email kate@adclub.org with questions

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



Classical 95.9 :60 Spot Schedule

Choice between: 40 (:60s) commercials OR 55 (:30s) per month, for 9 months in 2024. Net Value: \$8,640 Can be used Q1 2024, Q2 2024, Q4 2024 Restrictions: - Excludes Q3, 2024 entirely. - Spots must be used monthly. Cannot use all 40 spots in two weeks or less. Email kate@adclub.org with questions.

Starting Bid: \$ 500.00
Value: \$ 8,640.00



GBH Radio Package: Multi-Platform Program on GBH Boston Public Radio + Digital Platforms

16 spots over 1 week Weekly schedule: 10 spots M-F 5a-8p 6 spots SaSu 8a-8p 10,000 impressions audio pre-roll 15,000 impressions wgbh.org Logo and link link in one eNewsletter Restrictions: Current sponsors of CRB or GBH cannot reduce their annual support by using this offer. Media donation cannot be a substitute for cash dollars. Subject to station inventory availability. Winner must follow FCC Guidelines for radio copy. Expiration Date: All assets must be used by June 30, 2024. Email kate@adclub.org with questions.

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



JAM'N 94.5 :30 Second Spot Schedule

JAMN 94.5 :30 second spot schedule. Twenty Five (25) Spots Monday-Sunday 6am-12am @ \$200 each. Spots can run 6am - 12 midnight based on availability. Restrictions: Subject to availability. Valid 1 year from date of purchase. Email kate@adclub.org with questions

Starting Bid:\$ 1,300.00
Value: \$ 5,000.00



Kiss 108 :30 Second Spot Schedule

Kiss 108 :30 second spot schedule. Thirteen (13) Spots Monday-Sunday 6am-12am @ \$400 each. Spots can run 6am - 12 midnight based on availability. Restrictions: Subject to availability. Valid 1 year from date of purchase. Email kate@adclub.org with questions

Starting Bid:\$ 1,750.00
Value: \$ 5,200.00



Mix 104.1 - WBMX Radio Package

(25) :30 second commercials to air Monday - Sunday, 5am-1am. Best Times Available. Restrictions: Cannot be used for market avails. This package cannot replace an existing or pending media buy on WWBX. Valid 1 year from date of purchase. Email kate@adclub.org with questions

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



NH/Maine Radio Package from Binnie Media

\$5,000 Advertising Package on Binnie Media Radio Stations in New Hampshire and/or Maine. Valid through June 30, 2024 Net Value: \$5,000 Spot Length: :15, :30, :60-second commercials Restrictions: - Must be used by a new advertiser, defined as an advertiser that has not advertised with Binnie Media in the last 13 months. - Cannot be used toward political/issue advertising. - Some restrictions may apply based upon demand on inventory. STATIONS INCLUDE: NEW HAMPSHIRE: WEMJ Concord-Lakes Region, NH - 1490/107.3 The Pulse of NH (News Talk) WJYY Concord-Lakes Region, NH - 105.5 JYY (CHR) WLNH Concord-Lakes Region, NH - 98.3 Frank FM (Classic Hits) WNHW Concord-Lakes Region, NH - 93.3 The Wolf (Country) WNNH Concord-Lakes Region, NH - 99.1 The Bone (Mainstream Rock) WFNQ Manchester-Concord, NH - 106.3 Frank FM (Classic Hits) WTPL Manchester-Concord, NH - 107.7 The Pulse of New Hampshire (News Talk) WBYY Portsmouth-Dover-Rochester, NH - 98.7 Frank FM (Classic Hits) WTSN Portsmouth-Dover-Rochester, NH - 1270/98.1 The Pulse of NH (News Talk) WXLF Lebanon-Hanover-White River Junction, NH-VT - 95.3/107.1 The Wolf (Country) MAINE: WFNK Portland, ME - 107.5 Frank-FM (Classic Hits) WHTT Portland, ME - 99.9 The Wolf (Country) WHXR Portland, ME - 106.3 The Bone (Active Rock) WBQX Mid Coast, ME - 106.9 Frank-FM (Classic Hits) WBYA Mid Coast, ME - 105.5 The Wolf (Country) Email kate@adclub.org with questions.

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



ROCK 92.9 Radio Spot Schedule

x20 spots (can be :15s or :30s), 6a-12m to run M-Sun 6-12m. Restrictions: Cannot be used for market avails. Valid 1 year from date of purchase. Not available to current clients. Black-out weeks based upon sell-out/if inventory is sold-out/eg. May, Political) Email kate@adclub.org with questions

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



WBQT Hot 96.9 Spot Schedule

x20 spots (can be :15s or :30s), 6a-12m to run M-Sun 6-12m. Restrictions: Cannot be used for market avails. Valid 1 year from date of purchase. Not available to current clients. Black-out weeks based upon sell-out/if inventory is sold-out/eg. May, Political) Email kate@adclub.org with questions

Starting Bid: \$ 1,625.00
Value: \$ 8,000.00



WBZ-AM :30 Spot Schedule

WBZ-AM :30 second spot schedule. Seventeen (17) Spots Monday-Sunday 6am-12am @ \$300 each. Spots can run 6am - 12 midnight based on availability. Restrictions: Subject to availability. Valid 1 year from date of purchase. Email kate@adclub.org with questions

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



WBZ-FM "The Sports Hub" Radio Package

Two (2) week schedule for 10 :30 second spots, 5A-1A, Mon-Sun. Restrictions: Cannot be used for market avails. Valid 1 year from date of purchase. Not available to current clients. Black-out weeks based upon sell-out/if inventory is sold-out/eg. May, Political) Email kate@adclub.org with questions.

Starting Bid: \$ 2,750.00
Value: \$ 10,000.00



WEEI Radio & Digital Integrated Package

(25) :30 or :15 second commercials to air Monday - Sunday 6am-12mid on WEEI-FM. Best Times Available. Exact week to be determined based on available inventory. Restrictions: Cannot be used for market avails. This package cannot replace an existing or pending media buy. Valid 1 year from date of purchase. Email kate@adclub.org with questions.

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



WKLB Country 102.5 Spot Schedule

x20 spots (can be :15s or :30s), 6a-12m to run M-Sun 6-12m. Restrictions: Cannot be used for market avails. Valid 1 year from date of purchase. Not available to current clients. 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: \$ 8,000.00



WMJX/MAGIC 106.7 Commercial Schedule

(20) :30 second commercials to air Monday - Sunday 5am - 1am. Best Times Available. Restrictions: Cannot be used for market avails. This package cannot replace an existing or pending media buy on MAGIC 106.7. Some black-out weeks may apply if the station is sold out. Valid 1 year from date of purchase Email kate@adclub.org with questions

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



WRKO :30 Spot Schedule

WRKO :30 Spot Schedule Twenty Five (25) Spots Monday-Sunday 6am-12am @ \$200 each Spots can run 6AM - 12 Midnight, based on availability Restrictions: Subject to availability. Valid 1 year from date of purchase. Email kate@adclub.org with questions.

Starting Bid: \$ 750.00
Value: \$ 5,000.00



WROR 105.7 Spot Schedule

x20 spots (can be :15s or :30s), 6a-12m to run M-Sun 6-12m. Restrictions: Cannot be used for market avails. Valid 1 year from date of purchase. Not available to current clients. 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: \$ 8,000.00



WZLX :30 Spot Schedule

Description: WZLX-FM :30 second spot schedule. Seventeen (17) Spots Monday-Sunday 6am-12am @ \$300 each. Spots can run 6AM - 12 Midnight, based on availability. Restrictions: Subject to availability. Valid 1 year from date of purchase. Email kate@adclub.org with questions.

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



WZRM Rumba 97.7 FM Radio :30 Spot Schedule

:30 second spot schedule on WZRM (Rumba) 97.7 FM, iHeart Radio's new Spanish speaking Top 40 station. Twenty Five (25) Spots, Monday-Sunday 6am-12am @ \$200 each. Spots can run 6AM - 12 Midnight, based on availability. Restrictions: Subject to availability. Valid 1 year from date of purchase. Email tom@adclub.org & kate@adclub.org with questions.

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

CATEGORY: 06 :: Digital



Custom Zero Party Audiences and Insights + Distribution Package from ViralGains

With data deprecation at the top of all marketers' minds, it's more important than ever to find successful and privacy-friendly alternatives for your advertising campaigns. With this package, ViralGains will help you turn your advertising into a conversation with consumers where they intentionally and proactively share their interests, perceptions, and needs - also known as zero party data. ViralGains will help you deliver a fully customized video and/or display ad journey through interactive ad units that leverage your existing display or video creative. You'll be able to leverage ViralGains' assortment of surveys to conduct brand studies, orchestrate dynamic ad journeys, and build custom zero party audiences. Scale your audiences even further by utilizing ViralGains' VoiceAlike® AI and activate them via the ViralGains Odyssey™ platform, DMP, CDP, DSP, or social partners via ViralGains' direct partnership with LiveRamp. This package will enable you to personalize the ad experience in a privacy-friendly way, create custom audiences based on the questions that matter most to your brand, and dispatch consumers on a relevant brand journey - optimizing to business outcomes instead of chasing the cheapest impressions. Demo:

<https://view.genial.ly/64e6b4e94750f10019b9c126>
Net Value: \$25,000 CPM: \$24 Estimated Impressions: 1,041,666 Timing: Q4 2023 - Q1 2024 Program Length: 60 Days Max Sizes: 720p minimum Format: Agnostic: Video/Display, CTV, Mobile, Tablet, Desktop, Game Console Positioning: ROS media (customized to client's audience) Targeting: Custom Zero Party audiences; Ingest CRM, 1st party data; 3rd party audiences; Contextual Targeting based on page level intelligence, Behavioral Contextual, Demographic, Geo, Look-a-like, Re-targeting. Restrictions: Available to a first time brand only. Email kate@adclub.org with questions.

Starting Bid: \$ 5,000.00
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 20MM+ loyal readers and listeners a month, Slate attracts an 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) Package Includes: \$25K Media Plan 1.1 MM Run of Site Impressions Timing: Q1 2024 - Q4 2024 Program Length: 30 Days Sizes: 970x250, 300x250, 728x90. Slate reserves the final rights of advertiser approval. Positioning can include: Run of site OR Run of section (News & Politics, Business, Technology, Culture, or Human Interest) Targeting Layers Include: Behavioral, Demographic, Geo. *If the winning client chooses to use Slate's targeting capabilities, rates may vary or may impact number of impressions. Restrictions: Winner must be in alignment with Slate's brand. Must be 30 consecutive days. Final targeting parameters to be approved by Slate pending avails. Typical advertisers include: Financial Services, Tech, Entertainment, Luxury, or advertisers seeking an affluent and educated audience. Email kate@adclub.org with questions.

Starting Bid: \$ 3,750.00
Value: \$ 25,000.00



120k Impressions on TheDrum.com

Global audience of marketers of 1.5m per month with approximately 28% in north America. The Drum is the number 1 marketing and media publisher in the UK and Europe. Number 2 worldwide. Fastest growing in USA. Net Value: \$7,920 CPM: \$66 Media will run in: Q4 2023 and/or Q1 2024 Program Length: 1-2 months. Subject to approval procedures. Includes positioning on: Contextual targeting (topic targeting). Targeting capabilities: Geo targeting (global or one/mix of following: US, APAC, EMEA, UK) Sizes included in this package: 728x90, 970x90, 970x250, 300x250, 300x600, 120x600, 160x600, 320x50, 300x1050 (minimum 4 sizes required for campaign launch) Formats included in this package: mix of standard display ads and high impact floor ads Restrictions: Inventory and creative subject to

usual approval procedures. For questions, email kate@adclub.org

Starting Bid: \$ 1,500.00
Value: \$ 7,920.00



1M ROS Display Impressions on Axios.com

1M standard ROS display impressions on Axios.com Net Value: \$25,000 CPM: \$25 Guaranteed Impressions: 1,000,000 Does not include targeting Sizes: 300x250, 728x90, 300x600, 970x250, 970x90, 320x50 Can be used Q4 2023 - Q1 2024 Please email kate@adclub.org with questions

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



1MM Display Impressions from Martini Media

1MM impressions to run across display for Q1 2024 - Q2 2024 with a value of \$10,000 based on our \$10 cpm. These impressions can be served nationally with standard display ad units including the following ad sizes: 728x90, 300x250, 160x600 and 300x600. Net Value: \$10,000 CPM: \$10 Estimated impressions: 1MM Media will run: Q1 2024 - Q2 2024 - 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: \$ 2,000.00
Value: \$ 10,000.00



2,500,000 RON Impressions from Complex Networks

2.5 million impressions on Complex Networks owned and operated channels, all of whom dominate the conversation within youth culture! Net Value: \$20,000 CPM: \$8 Guaranteed Impressions: 2,500,000 Vertical: Youth Media Can Run: Q2 - Q4 2024 Positioning: Run of Site Sizes: 728x90, 300x250, 320x50 Restrictions: No targeting. Banner media only. Donated by BuzzFeed Inc, though inventory will run completely on Complex Networks. Email kate@adclub.org with questions.

Starting Bid: \$ 5,000.00
Value: \$ 20,000.00



5x SHE Media First Impression Takeovers

SHE Media will offer (5) First Impression Takeovers: 100% SOV of the first page of entry based on where the user first lands on SHE Media, to make for an impactful first impression takeover on key dates of importance. Features: 100% SOV of the first page of entry on 5 dates Dates: TBD - Choice of five dates during Q1 2024 - Q3 2024 Estimated total impressions: 125,000 per day / 625,000 total CPM: flat fee Targeting capabilities offered: None Custom Reskin 1x1, masthead 1x1, leaderboard 728x90, medium rectangle 300x250 and mobile banner 320x50. Vertical: Parenting/Moms Details: - FITO is national and cannot be targeted, the first impressions are targeted to be the first impression a user sees, but is also national and can't be targeted beyond that. - There are (5) dates in the package offered. Restrictions: Can be used any time between Q1 2024 - Q3 2024 Email kate@adclub.org with questions

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



BostonGlobe.com Full Market Takeover (Sliding Billboard and Big Ad)

Adults who use Globe.com have an average age of 44 (3 years younger than the market average), are more likely to be female, have above average incomes, and are more likely to have a postgraduate degree. Give your message a grand entrance. The Sliding Billboard expands when readers first go to globe.com, pushing down news content to deliver your message. After 10 seconds, the ad collapses into a pencil leave behind. Estimated impressions: 550K / One full day takeover
Sizes: Desktop: 970x250 collapsing to 970x90 (100k) Pencil: 1232x90 (40k) HTML5: (200k zipped) The Big Ad is oriented to maximize space for graphics and copy, this 300x250 px unit grabs readers attention in the right rails of our pages. Expiration: Ad must run during Q1 of 2024 year by March 30, 2024. Restrictions: - New Advertisers only (defined as not having run print or digital with us in the past 12 months; this includes advertising agencies who are purchasing media on behalf of an advertiser who has not run media with Boston Globe Media in the past 12 months). - Impressions are estimates only. - No make-goods will be issued. - May not be used to fulfill current contracts or existing proposals. - All Ads are subject to Boston Globe Advertising Acceptability Guidelines. Email kate@adclub.com with questions.

Starting Bid: \$ 3,000.00
Value: \$ 13,600.00



Cookie Free IP Targeting from El Toro

How Well Do You Know Your Audience? If you are relying on cookie-based targeting, you might be surprised by what you are missing. El Toro is a market-leading IP Targeting company, focused on human behavior. We ingest 2 trillion data points a week and have built a 9-petabyte data lake. Our proprietary technology is covered by 16 patents. This package includes El Toro's Bullseye Select market insights package. El Toro will geoframe 50 retail locations and enrich 25,000 household records in one market. Your report will include zip code level Mosaic profiles, creation of lookalike audiences and market analysis of your (or your client's) business locations, footfall traffic, times seen, distance traveled and location ranking. You will receive a range of additional valuable insights on your customers. Then, when you have a deeper understanding of who your audience is, El Toro will set up a \$5000 display, video or OTT campaign to serve your marketing to a targeted audience who is going to move the needle on your business. Package includes match back analysis to determine ROAS. Impressions: Variable based on whether package is digital display or OTT CPM: \$22 Media Can Run: Q4 2023,Q1 2024,Q2 2024 Targeting Layers Included: Behavioral, Demographic, Geo, Look-a-like, Placement, Device & Platform,Custom Audience Targeting,Targeting Using Third Party Data Package Includes: Behavioral Targeted ROS (customized to client's audience) Sizes Formats: Behavioral Targeted ROS (customized to client's audience) Email kate@adclub.org with questions

Starting Bid:\$ 1,875.00
Value: \$ 7,500.00



Dedicated Her Campus 'Study Break' E-Newsletter

Your brand can own a dedicated e-newsletter takeover, the Her Campus 'Study Break' e-newsletter, which is sent to 250K+ subscribers inclusive of our majority Gen Z and young Millennial audience! This e-newsletter is sent via 'Her Campus' within the Her Campus Media portfolio. Her Campus Media is the #1 media portfolio for teens and 20-somethings, and a full-service Gen Z marketing solution online and on-campus. Net Value: \$20,000 CPM: Flat Fee Estimated Impressions: 250,000 subscribers Media Can Run: Q1 2024 Program Length: 2 weeks (1 day send + reporting) No targeting included Demo reel/video link: <https://vimeo.com/494120729> Restrictions: Tobacco (smoke or smokeless), E-cigarettes/vaping, Tanning Beds (spray tanning is approve), Religious groups, Diet pills or supplements , Caffeine pills/study aids, "Homework helpers/paper writers", Plastic surgery/weight loss surgery/lipo/coolsculpting, Weed/Cannabis (CBD is approved), Dieting/weight loss Email kate@adclub.org with questions.

Starting Bid: \$ 5,000.00
Value: \$ 20,000.00



Dedicated Her Campus 'Study Break' E-Newsletter

Your brand can own a dedicated e-newsletter takeover, featured via 1x inclusion in our 'Study Break' newsletter, which has the purpose of bringing positive energy, encouragement, and inspiration to our 250K+ subscribers. We'll raise awareness for your brand/initiative via our 'Add To Cart' section. The remainder of the e-newsletter will be up to Editorial discretion. Net Value: \$10,000 CPM: Flat Fee Estimated Impressions: 250,000 subscribers Media Can Run: Q1 2024 Program Length: 2 weeks (1 day send + reporting) No targeting included Demo reel/video link: <https://vimeo.com/494120729> Restrictions: Tobacco (smoke or smokeless), E-cigarettes/vaping, Tanning Beds (spray tanning is approved), Religious groups, Diet pills or supplements, Caffeine pills/study aids, "Homework helpers/paper writers", Plastic surgery/weight loss surgery/lipo/coolsculpting, Weed/Cannabis (CBD is approved), Dieting/weight loss Email kate@adclub.org with questions.

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



Digital Impressions from Nextdoor - Tap into your Customers' Neighborhood

Nextdoor connects neighbors with each other and everything nearby. We help businesses and public agencies drive measurable outcomes by creating meaningful connections with a uniquely engaged local audience. Brands turn to Nextdoor to: - Reach real neighbors based on their interests and location, - Engage neighbors when and where it matters most, and - Convert more neighbors into customers. Tap into your customers neighborhood today with Sponsored Posts in both the Newsfeed and Daily Digest (our daily recap email to neighbors. Net Value: 25,000 USD CPM: \$25 Estimated Impressions: 1,000,000 Media can run during: Q1 2024, Q2 2024 Impressions will run on all (mobile, desktop and email) Targeting: We will support geo-targeting based on membership zip code (subject to inventory availability in your desired zip codes) Sizes: Nextdoor native display (see specs: <https://business.nextdoor.com/enterprise/creative-specs>) Restrictions: Advertisers subject to Nextdoor approval <https://business.nextdoor.com/enterprise/ad-policy> Email kate@adclub.org with questions.

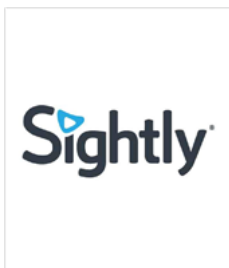
Starting Bid: \$ 6,250.00
Value: \$ 25,000.00



Digital Media Campaign from BBC.com

The following BBC.com media plan consists of ROS banner placements that come with audience targeting using our first party data, contextual targeting, and section targeting. Also included is pre-roll targeted to any or all of BBC's YouTube's channels - Bluey, Doctor Who, BBC Earth, and TopGear. The winning bidder will get to determine the type of audience and content they want to target for their campaign on BBC.com. Net Value: \$40,000 Guaranteed Impressions: 1.1MM eCPM: \$36 Media Can Run: Q1 2024 (Jan 1, 2024 - March 31, 2024) Program Length: 3 months/1 quarter Positioning: - Run of a specific section and content (i.e. Sport, Business, Innovation, Culture, Travel, Earth,) - Behavioral Targeted ROS (customized to client's audience) Targeting: Behavioral, Contextual, Section, Geo Sizes / Formats: 970x250, 728x90, 300x250, 300x600, Pre-roll Restrictions: No weapons, religious organizations, or drugs. Email kate@adclub.org with questions.

Starting Bid: \$ 10,000.00
Value: \$ 40,000.00

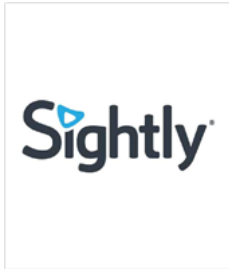


Digital Offering from Sightly

Activate a paid media campaign on YouTube with a preferred YouTube Measurement Program Partner. Sightly will include our proprietary Brand Mentality platform. This AI driven intelligence & activation tool gives us the ability to centralize a brand's unique perspective and inform media decisions in real-time. Sightly is a certified Google Premier Partner, focused on helping our client and agency partners deliver performance lifts and cost savings from their YouTube and programmatic investments. We leverage Google's first-party profile, location, search, and channel data to create custom segments that enable us to target an advertiser's audience with the most relevant messaging driving increased KPIs. We also leverage custom-tailored 3rd party data to drive objectives and results. Our Intelligent Optimization Engine analyzes data from each viewer interaction and optimizes creative, budgetary pacing, and hyper-targeting elements

throughout the campaign Net Value: \$22,500
Media Can Run: Q4 2023 - Q4 2024 Demo:
[https://www.clearslide.com/view/mail?
iD=bjnb72nmjKKm8mTTSD](https://www.clearslide.com/view/mail?iD=bjnb72nmjKKm8mTTSD) Verticals:
Automotive, Finance, Health, Local, Networks,
Parenting/Moms, Portals, Sports, Technology,
Travel, Youth, Other Positioning: Homepage,
Section Homepage, Run of a specific Section
(i.e. Sports, Personal Finance, Parenting, etc),
Behavioral Targeted ROS (customized to client's
audience) Targeting: We are able to build our
own custom audiences via topics, keywords,
interests, search, affinities, custom intent,
customer match, competitive conquering and
more as well as contextually target and create
whitelists. Coupled with our knowledge of
Google Products and Innovations we are able
to reach the exact target audiences you are
looking for as well as drive campaign KPIs. We
have plenty of reach across the open
marketplace and YouTube and ability to scale
out campaigns against your audiences! Layers
Available: Behavioral, Contextual, Demographic,
Geo, Look-a-like, Re-targeting Sizes: 728x90,
160x600, 300x250, 600x400, 300x600, In-
banner Rich Media, Floating or Expandable
Rich Media, Pre-roll Email kate@adclub.org
with questions.

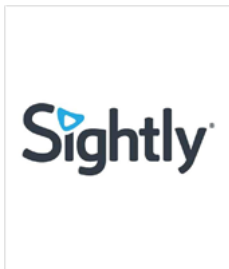
Starting Bid: \$ 5,000.00
Value: \$ 22,500.00



Digital Offering from Sightly

Activate a paid media campaign on YouTube with a preferred YouTube Measurement Program Partner. Slightly will include our proprietary Brand Mentality platform. This AI driven intelligence & activation tool gives us the ability to centralize a brand's unique perspective and inform media decisions in real-time. Slightly is a certified Google Premier Partner, focused on helping our client and agency partners deliver performance lifts and cost savings from their YouTube and programmatic investments. We leverage Google's first-party profile, location, search, and channel data to create custom segments that enable us to target an advertiser's audience with the most relevant messaging driving increased KPIs. We also leverage custom-tailored 3rd party data to drive objectives and results. Our Intelligent Optimization Engine analyzes data from each viewer interaction and optimizes creative, budgetary pacing, and hyper-targeting elements throughout the campaign Net Value: \$22,500
Media Can Run: Q4 2023 - Q4 2024 Demo:
[https://www.clearslide.com/view/mail?
iD=bjnb72nmjKKm8mTTSD](https://www.clearslide.com/view/mail?iD=bjnb72nmjKKm8mTTSD) Verticals:
Automotive, Finance, Health, Local, Networks,
Parenting/Moms, Portals, Sports, Technology,
Travel, Youth, Other Positioning: Homepage,
Section Homepage, Run of a specific Section
(i.e. Sports, Personal Finance, Parenting, etc),
Behavioral Targeted ROS (customized to client's
audience) Targeting: We are able to build our
own custom audiences via topics, keywords,
interests, search, affinities, custom intent,
customer match, competitive conquering and
more as well as contextually target and create
whitelists. Coupled with our knowledge of
Google Products and Innovations we are able
to reach the exact target audiences you are
looking for as well as drive campaign KPIs. We
have plenty of reach across the open
marketplace and YouTube and ability to scale
out campaigns against your audiences! Layers
Available: Behavioral, Contextual, Demographic,
Geo, Look-a-like, Re-targeting Sizes: 728x90,
160x600, 300x250, 600x400, 300x600, In-
banner Rich Media, Floating or Expandable
Rich Media, Pre-roll Email kate@adclub.org
with questions.

Starting Bid: \$ 5,000.00
Value: \$ 22,500.00



Digital Offering from Slightly

Activate a paid media campaign on YouTube with a preferred YouTube Measurement Program Partner. Slightly will include our proprietary Brand Mentality platform. This AI driven intelligence & activation tool gives us the ability to centralize a brand's unique perspective and inform media decisions in real-time. Slightly is a certified Google Premier Partner, focused on helping our client and agency partners deliver performance lifts and cost savings from their YouTube and programmatic investments. We leverage Google's first-party profile, location, search, and channel data to create custom segments that enable us to target an advertiser's audience with the most relevant messaging driving increased KPIs. We also leverage custom-tailored 3rd party data to drive objectives and results. Our Intelligent Optimization Engine analyzes data from each viewer interaction and optimizes creative, budgetary pacing, and hyper-targeting elements throughout the campaign Net Value: \$22,500
Media Can Run: Q4 2023 - Q4 2024 Demo:

<https://www.clearslide.com/view/mail?iID=bjnb72nmjKKm8mTTSD> Verticals: Automotive, Finance, Health, Local, Networks, Parenting/Moms, Portals, Sports, Technology, Travel, Youth, Other Positioning: Homepage, Section Homepage, Run of a specific Section (i.e. Sports, Personal Finance, Parenting, etc), Behavioral Targeted ROS (customized to client's audience) Targeting: We are able to build our own custom audiences via topics, keywords, interests, search, affinities, custom intent, customer match, competitive conquering and more as well as contextually target and create whitelists. Coupled with our knowledge of Google Products and Innovations we are able to reach the exact target audiences you are looking for as well as drive campaign KPIs. We have plenty of reach across the open marketplace and YouTube and ability to scale out campaigns against your audiences! Layers Available: Behavioral, Contextual, Demographic, Geo, Look-a-like, Re-targeting Sizes: 728x90, 160x600, 300x250, 600x400, 300x600, In-banner Rich Media, Floating or Expandable Rich Media, Pre-roll Email kate@adclub.org with questions.

Starting Bid: \$ 5,000.00
Value: \$ 22,500.00



Digital Package from Fastcompany.com

We are offering 500,000 ROS banner ad impressions. Impressions must run within Jan-April of 2024 by one advertiser. Gross Value: \$76,470 Net Value: \$65,000 CPM: \$130 Guaranteed Impressions: \$500,000 Can be used Q1 2024 by April 30, 2024 Inventory is Run of site Does not Including Targeting Sizes: 728x90, 300x600, 300x250 Mobile ad sizes: 320x50, 320x250 Restrictions: - Impressions must run within Jan-April of 2024 by one advertiser. - Availability of inventory must be confirmed at time of request. - All creative is subject to final approval by Fast Company. - This deal is open to new advertisers only/not available to current advertisers - Cannot be redeemed to fulfill a planned schedule. Email kate@adclub.org with questions

Starting Bid: \$ 6,000.00
Value: \$ 65,000.00



Digital Package from Inc.com

Inc.com, the award winning resource for business owners of growing companies, offering 500,000 ROS banner ad impressions. Gross Value: \$76,470 Net Value: \$65,000 CPM: \$130 Guaranteed Impressions: \$500,000 Can be used Q1 2024 by April 30, 2024 Inventory is Run of site Does not Including Targeting Sizes: 728x90, 300x600, 300x250 Mobile ad sizes: 320x50, 320x250 Restrictions: - Impressions must run within Jan- April of 2024 by one advertiser. - Availability of inventory must be confirmed at time of request. - All creative is subject to final approval by Inc. - This deal is open to new advertisers only/not available to current advertisers - Cannot be redeemed to fulfill a planned schedule. Email kate@adclub.org with questions

Starting Bid: \$ 6,000.00
Value: \$ 65,000.00



Display (In-Game and/or IAB) Package from Azerion

Azerion's Display Package can be executed across our 20,000+ O&O gaming titles or as a standard IAB Display campaign. Azerion's behavioral data is refreshed every TWO hours, ensuring you don't miss out on valuable users throughout the day. Our data segments are collected from browse, search, social and share buttons across 18M publishers. This display package includes standard IAB sizes including 728x90, 300x250, 300x600 and 160x600 across desktop and mobile devices. Net Value: \$10,000 CPM: \$5 Estimated Impressions: 2,000,000 Media Can Run: Q4 2023, Q1 2024 Program Length: 4 Weeks Targeting: Behavioral, Retargeting, Custom Audience Targeting Includes Positioning on: Behavioral Targeted ROS (customized to client's audience) Sizes: 728x90, 300x250, 300x600, 160x600 Email kate@adclub.org with questions

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 FY 2024 Net Value: \$10,000 CPM: \$10 Guaranteed Impressions: 1,000,000 Media can run: Q1 2024 - Q4 2024

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 Consumer Tech portfolio (Mashable, PCMag, Extreme Tech, Lifehacker, AskMen). Media mix of standard display 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 2023 - Q2 2024 Must be used by June 30, 2024 Restrictions: - Ziff Davis Tech will not pay any ad serving or verification fees - Sponsorships are excluded - Media will not be held to Viewability metrics Email kate@adclub.org with questions.

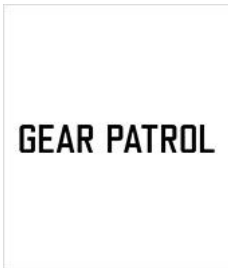
Starting Bid: \$ 3,500.00
Value: \$ 25,000.00



Display Package from DPReview

ROS Display offering across DPReview during Q1 2024. Positioning on: homepage, section homepage, run of a specific section (i.e. Sports, Personal Finance, Parenting, etc). Net Value: \$25,000 CPM: \$25 Guaranteed Impressions: 1,000,000 Media can run: Q1 2024 Program Length: Total impressions to be delivered across Q1'24 Section: Run of Site: Inventory will run across Homepage, Section Homepages, Across Cross-Category Editorial. Sizes/Formats: 728x90, 300x250, 300x600, 970x250 For questions please email tom@adclub.org or kate@adclub.org

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



Display Package from Gear Patrol

ROS Display offering across Gear Patrol during Q1 2024. Positioning on: homepage, section homepage, run of a specific section (i.e. Sports, Personal Finance, Parenting, etc). Net Value: \$25,000 CPM: \$25 Guaranteed Impressions: 1,000,000 Media can run: Q1 2024 Program Length: Total impressions to be delivered across Q1'24 Section: Run of Site: Inventory will run across Homepage, Section Homepages, Across Cross-Category Editorial. Sizes/Formats: 728x90, 300x250, 300x600, 970x250 For questions please email tom@adclub.org or kate@adclub.org

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



Dotdash Meredith Finance - Brand New D/Cipher Financial Consumer Intent-Targeting Segment

Dotdash Meredith is America's largest digital and print publisher— with 50+ iconic brands within our portfolio. Dotdash Meredith creates the best intent-driven content and experiences, engaging nearly 200M consumers each month to help them make decisions, take action and find inspiration. Our flagship finance brands, Investopedia and The Balance answer 38M questions each month, empowering people to make informed financial decisions. This year, Dotdash Meredith is proud to offer The Ad Club Auction an opportunity to experience and utilize the power of D/Cipher our groundbreaking, first-to-market intent-targeting tool that connects advertisers to consumers in key moments of intent. Built on billions of consumer interactions and content signals across our portfolio of iconic brands, D/Cipher makes intent-based ad targeting at scale a reality, without cookies — reaching all users, on all devices - unlocking

Apple (iOS) audiences. The D/Cipher Intent-Target offering allows the advertiser to serve their display ads to an engaged audience across Dotdash Meredith's platform, aligning with the most relevant content as determined by Dotdash Meredith's new tool, D/Cipher. Net Value: \$50k CPM: TBD dependent on scale of content CPM & guaranteed impressions: TBD, dependent intent segment Flight: 1 Month TBD Media/Sizes: 300x250, 728x90, 320x50, 300x600, cross-platform Targeting: to be aligned with advertisers needs/pending availability Restrictions: Available to new advertisers and current advertisers with new campaigns Email kate@adclub.org with questions.

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



Dotdash Meredith Finance - Investopedia Affluent Investor

Dotdash Meredith is America's largest digital and print publisher, creating the best intent-driven content and experiences, engaging nearly 200M people each month. Our Financial Media Group: Investopedia and The Balance serve financial brands across our entire portfolio of brands. Our industry-leading combination of financial category expertise, iconic brands, editorial excellence, digital innovation, and massive scale delivers marketing campaigns that get unmatched results. The Investopedia Affluent Investor package allows the advertiser to reach users across Investopedia & The Balance who are shown to be engaging with content geared toward an affluent investor. Net Value: \$50k CPM: TBD dependent on scale of content Guaranteed Impressions: TBD dependent on content alignment Flight: 1 Month TBD Media/Sizes: 300x250, 728x90, 320x50, 300x600, cross-platform Targeting: to be aligned with advertisers needs/pending availability Restrictions: Available to new advertisers only Email kate@adclub.org with questions.

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



Five (5) B-Side Newsletter Native Stories & Instagram Stories

Launched in October 2022, B-Side is the Boston Globe's Millennial and Gen-Z platform informing, connecting and entertaining Bostonians. Through a hyper-local daily email and a focus on short-form social video, B-Side provides curated, authentic and relatable content that reimagines how local information reaches new audiences. B-Side offers advertisers a seamless integration via newsletter and social-first branded video. Impressions: 42K+ Newsletter materials: 100 words, high res image, 1 url link Instagram story materials: headline, 30-word write-up, and links to your site and Instagram account. Expiration: Must be used by Q1 of 2024 (Jan-Mar). Restrictions: New Advertisers only (defined as not having run print or digital with us in the past 12 months; this includes advertising agencies who are purchasing media on behalf of an advertiser who has not run media with Boston Globe Media in the past 12 months). May not be used to fulfill current contracts or existing proposals. All Ads are subject to Boston Globe Advertising Acceptability Guidelines. Email kate@adclub.com with questions

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



Fortune.com Digital Media

FORTUNE drives the conversation in business. With a global perspective, the guiding wisdom of history, and an unflinching eye to the future, we report and reveal the stories that matter today that will matter even more tomorrow. With the trusted power to convene and challenge those who are shaping industry, commerce, and society around the world, Fortune lights the path for leaders—and gives them the tools to make business better. Content offering: Run of Fortune Business News_Package_Desktop/Mobile/Tablet Net worth - \$40k CPM: \$80 Guaranteed Impr 500,000 Package includes Run of a specific Section Does not include targeting Ad Sizes – 28x90, 300x250, 300x600 Can be used Q1 2024, Q2 2024, Q3 2024, Q4 2024 3 month flight approved by publisher in advance Restrictions: Flight must be approved by publisher More https://fortunemg.sharepoint.com/:v:/r/sites/dream_team/Shared%20Documents/FORTUNE/GENERAL%20BRAND%20MATERIALS/GP/2023/Sizzle%20Reel/FortunePartnerships_Reel_FINAL.csf?1&web=1&e=CIEyBr Email kate@adclub.org with any questions.

Starting Bid: \$ 10,000.00
Value: \$ 40,000.00

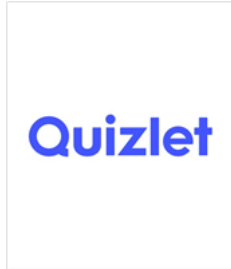


GumGum Contextually Targeted In-Screen and In-Image Impressions

The backbone of GumGum is our proprietary image recognition + semantic & contextual analysis ("Verity"). This ensures all of our placements are highly visible, brand safe, and contextually relevant. GumGum is offering impressions to run two of our most popular ad-units for this package: 1) In-Screen: The In-screen unit is consistent and memorable -- it remains in view at the bottom of the screen as users scroll through relevant content on the screen. - Cross-platform 2) In-Image: Fully loaded ad solution that is placed within relevant

images of the content on a page, where users are focusing most of their attention. - Cross-platform Net Value: \$30,000 CPM: 10.50 Guaranteed Impressions: 1,428,571 Targeting: Contextual category targeting of brand's choice Sizes: Custom In-Screen and In-Image units (specs to be provided) Vertical: Automotive, Finance, Sports, Technology, Travel, Health/Pharma, Food and Recipe Content, Entertainment, Fashion/Retail, Home & Garden, Lifestyle Can be used Q1 2023 - Q3 2024 Program Length: One full quarter Please email Kate@adclub.org with questions

Starting Bid: \$ 7,000.00
Value: \$ 30,000.00



IAB Standard Media from Quizlet

Quizlet is the #1 AI-enhanced global learning platform. - Quizlet offers AI driven learning modes so students can use what works for them, keeping them motivated and disciplined throughout their study journey. - There are over 450 million sets on thousands of topics, all free to use. - 60M monthly active users. - Quizlet is among the most visited websites in the US. 90% of Quizlet users are Gen Z and Millennials and 63% are over 18 years old. They are diverse knowledge seekers both in areas of study and their personal backgrounds. They actively seek academic and personal improvements. This package includes IAB standard media and a custom, native in-line unit which we can target using our unique 1P data. While not included in this standard media package, we highly recommend adding on custom Quizlet content and promotion and we can work together to develop the best program. Net Value: \$25,000 CPM: \$5 Guaranteed Impressions: 5,000,000 Program Length: 1 Month Sizes: 300x250, 300x600, 320x50, Native In-Line Unit Can be used Q1 or Q2 2024 Includes positioning on: - Run of a specific Section - Behavioral Targeted ROS (customized to client's audience) - All site sections available across desktop, web and app Targeting Layers available: Behavioral, Contextual, Demographic, Geo Targeting also available by Quizlet Segment or by Subject Matter. Some examples include: Custom Quizlet Segment: - Young Professional - Small Business - IT - Military - Medical Professionals - Parents - Teachers - College Bound - College - Grad Students Subject Matter: - Professional Certifications - Arts & Humanities - Business & Finance - And so much more Restrictions: - Quizlet does not target ads to users under 16. We avoid ads that would be inappropriate in a classroom setting including alcohol, tobacco, marijuana and gambling ads. - Availability of inventory must be confirmed at time of request. All creative is subject to final approval by Quizlet. 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. Please email tom@adclub.org & kate@adclub.org with questions.

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



Jebbit: Quiz & Interactive Experience Platform

Have you ever wanted to test what an interactive consumer experience could do for your business? Jebbit allows you to create beautiful, branded, no code digital experiences (such as Product Finders, Gift Guides, Live Polls, Quizzes, Lookbook's and more) that capture 1st party, consumer consented data. Declared Data eliminates the marketing assumptions being made off of transactional and behavioral data to improve brand trust and personalization efforts. Experiences can be deployed on any digital channel including social, email onsite, in-app and display. The package includes 6 months access to the Jebbit Platform to build an unlimited amount of experiences and includes strategy, training and technical support from our Customer Success team. This also includes a data pass of all declared data collected into the brands system of record. For Use: Q4 2023 - Q2 2024 Program Length: 6 Months Restrictions: Not available for existing clients. This does not include an API integration for the data pass. Does not include creative build services. Email kate@adclub.org with questions

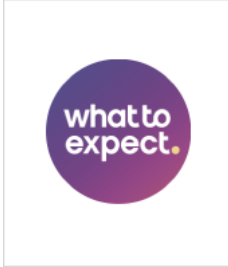
Starting Bid: \$ 4,000.00
Value: \$ 30,000.00



ROS Display Media on CNN/CNNBusiness

Run of Site display units on CNN & CNNBusiness (formerly CNNMoney) 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, 1/1/24 - 6/30/24. Inventory is subject to availability at the time of sale. Email kate@adclub.org with questions

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



ROS Display Package from What to Expect & Babycenter

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 & Babycenter. Standard display media will be finalized based on timing of campaign and inventory available. Final media mix will be at What to Expect's / Babycenter's discretion. Media must run by June 30th, 2024 Net Value: \$25,000 Guaranteed Impressions: 1.5MM Media Can Run Q1 2024 - Q2 2024 Restrictions: - Not applicable to WTE or Babycenter existing advertisers - Subject to WTE and Babycenter approval process and advertiser black list - What to Expect will not pay any ad serving or verification fees. - Sponsorships are excluded - Media will not be held to Viewability metrics - Must be used by 6/30/24 Email kate@adclub.org with questions.

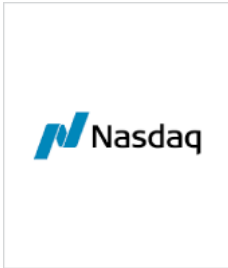
Starting Bid: \$ 4,500.00
Value: \$ 25,000.00



Run of Network Banners from Insider Inc.

Run of network banners on Businessinsider.com (Business, Life, Market, News) Net Value: \$5,000 CPM: \$20 Guaranteed Impressions: 250,000 Timing: Q4 2023, Q1 2024 Program Length: 2 Weeks Targeting: Not Available Sizes: 300x250, 300x600, 320x50, 728x90, 970x250 Restrictions: Insider Inc. must review advertiser and creative before approving campaign. Media will run for 2 weeks, exact timing TBD. Demo: <https://www.youtube.com/user/businessinsider> Email kate@adclub.org with questions.

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



Run of Site Advertising on Nasdaq.com

Nasdaq is home to the stories of innovation, opportunity, and investing – helping the world navigate the transformative forces disrupting and defining the global economy. Nasdaq helps brands create impact through innovative storytelling, unique experiences, and strategic digital presences, which further empowers brands to rewrite tomorrow. Align your brand with an audience of key decision makers, high net worth investors, C-suite executives, and more who will engage and drive your brand forward in this ever-changing world. Package includes 800,000 impressions running on Nasdaq.com's "Market Activity" and "News + Insights" sections. Net Value: \$20,000 CPM: \$25 Guaranteed Impressions: 800,000 Media Can Run: Q4 2023 - Q2 2024 (October 2023 - June 2024) Sizes / Formats included: 728x90, 300x250, 300x600, and 320x50 Media can run for a maximum of 8 weeks anytime between October 2023 and June 2024. Restrictions: Must be used by new brand partners/clients only. Auction package cannot be used in place of any planned or existing media or advertising packages with Nasdaq.com. Client must provide banner ad creative files and client through URL. 8-week flight must be used by June 30, 2024. Email kate@adclub.org with questions

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



Run of Site Leaderboard on Morningstar.com

500,000 Run of Site Leaderboards (728x90) on Morningstar.com. A Leaderboard is a 728x90 sized digital banner that traditionally 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 Standard Display Available time frame: Q1 2024 - Q2 2024 Expiration Date: June 30, 2024 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: \$ 8,500.00
Value: \$ 35,000.00



Standard Display Media on Everyday Health

Everyday Health is one of the largest consumer health & wellness websites. With 76 million monthly unique users, 164 million 1st party health profiles, and a social media reach of 45 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. Estimated Impressions: 1.25MM Can be used Q1 2024, Q2 2024 Media must run by June 30th, 2024 Restrictions: Everyday Health will not pay any ad serving or verification fees. Sponsorships are excluded Media will not be held to viewability metrics Email kate@adclub.org with questions

Starting Bid: \$ 5,500.00
Value: \$ 25,000.00



Standard Display Media on IGN.com

IGN Entertainment is one of the leading Internet media companies focused on video games and entertainment. IGN reaches more than 283 million monthly users around the world, and is followed by more than 51 million social and YouTube followers. IGN also publishes daily content on 35 platforms including TikTok, Twitter, Facebook, Instagram and Snapchat Discover. Established in 1996, IGN is headquartered in Los Angeles, with offices in San Francisco, New York, and London. IGN content is localized in 20 languages and 110 countries and hosted on websites and native applications on mobile, connected TV, and Xbox and PlayStation platforms. 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. For more information, visit IGN.com and follow @IGN on Twitter, Facebook, Instagram, TikTok and YouTube. Net Value: \$25,000 Estimated Impressions: 2MM (depending on ad mix, but estimate is based on ROS) Media must run by June 30th, 2024 Restrictions: IGN will not pay any ad serving or verification fees. Sponsorships are excluded Media will not be held to viewability metrics Email kate@adclub.org with questions

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



Standard Display Media Package from G&G

G&G is pleased to offer (1) advertiser 750,000 Run-of-Site display banner ad impressions in addition to (1) homepage Takeover (schedule: M-Sun: 1-week duration). Net Value: \$10,500 CPM: \$13.39 Estimated Impressions: 783,000 Sizes: 728x90, 300x250, 300x600, 970x250 Can be used: Q1 2024 - Q4 2024 Program Length: - Homepage Takeover duration: 1 - week - Run-of-Site. duration: minimum 2 months Homepage is 100% SOV of all display banner ad space for (1) week. ROS displays on all available page of Gardenandgun.com Restrictions: Homepage Takeover based on availability. We do not allow medical, financial (financial institutions brand awareness, ok), political or firearm advertisements online. More Info: <https://gardenandgun.com/brand-hub/> Email kate@adclub.org

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



Targeted Digital Media and Newsletter Package from Apartment Therapy Media

Targeted RON Media Package on Apartment Therapy Media sites, inclusive of Apartment Therapy, The Kitchn and Cubby. Package also includes one Custom "In The Spotlight" Email Placement on Apartment Therapy's or The Kitchn's E-Newsletter. Our "In The Spotlight" placement gives your brand native integration into the Daily, highlighting your messaging organically. Net Value: \$25,000 CPM: \$15 Guaranteed Impressions: 1,600,000 Media can run: Q1 2024, Q2 2024 Program Length (if applicable): 6 week flight Targeting Layers Available: Behavioral, Contextual, Demographic, Geo Includes Positioning on: Behavioral Targeted ROS (customized to client's audience) If Homepage or Run of Site, what sections? RON across sites with targeting applied. Specific targeting subject to inventory/availability. Email Spotlight Placement on either Apartment Therapy or The Kitchn's Newsletter (Brand to be chosen by advertiser for email offering). Sizes / Formats: 728x90,300x250,300x600 Restrictions: Must be used within Q1-Q2 2024. Targeting based on inventory avails. www.apartmenttherapy.com ; www.thekitchn.com ; www.cubbyathome.com Email kate@adclub.org with questions

Starting Bid: \$ 6,250.00

Value: \$ 25,000.00



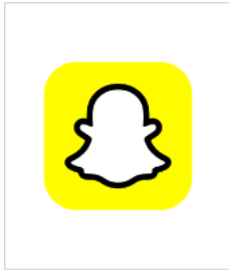
The Guardian US - Affluent & Influential Package

The Guardian US (55M) is a purpose/mission-based news organization. A global leader in covering the environment and sustainability and is the first major media organization to achieve B Corps status, meeting the highest standards of social and environmental responsibility. The Guardian is truly independent, with no shareholders, investors, or billionaire owners to influence its coverage. Our paywall-free journalism is funded by The Scott Trust, reader contributions, philanthropic grants, and our advertising partners. Partnering with The Guardian provides access to an open-minded, affluent, influential reader, and is a highly unduplicated audience who appreciates our unique outsider perspective. Covering all topics from news, business, and technology to sport, lifestyle, and culture. The Affluent Influential Media Opportunity includes standard media with contextual alignment to News, Business, Technology, Sport, Culture, and more...and/or audience targeting with 1st party data to help reach your desired target. Standard media / 1x HomePage Takeover Net Value: \$50,000 eCPM: \$14 on rotational media Guaranteed Impressions: 3,586,667 Can Run: Q4 2023 - Q3 2024 Must be activated any time through Q3 2024 Program Length: One Month Flight Targeting: HPTO, Behavioral Targeting, Contextual Targeting, Custom Audience Targeting, Newsletter Sponsorship Sizes: 728x90,300x250,300x600 Includes positioning on: Homepage, Run of a specific Section (i.e. Sports, Personal Finance, Parenting, etc), Behavioral Targeted ROS (customized to client's audience / Sections targeted based on preference) Restrictions: No video or custom units Email kate@adclub.org with questions

Starting Bid: \$ 10,000.00

Value: \$ 50,000.00

CATEGORY: 07 :: Mobile



\$5k Media Credit on Snapchat

Package includes a \$5k media credit that can be applied within Snapchat's self service Ads Manager. Media credit can be applied to Snapchat's skippable Snap Ad format. Media will be run of app - across Snapchat premium content as well as between friends' stories. Net Value: \$5,000 CPM: TBD Guaranteed Impressions: TBD Can be used: Q1 2024, 1/1/24 - 3/15/24 Restrictions: Cannot run the last two weeks of the quarter Program Length: Flexible Size: 1080 x 1920 Targeting offered: Behavioral, Contextual, Demo, Geo, Look-a-like, Re-targeting More Info: <https://forbusiness.snapchat.com/advertising>

Snapchat is a camera and messaging app that connects people to their friends and the world. With Snapchat Ads, advertisers are able to reach a global audience and drive meaningful results. Target the Snapchat Generation based on their interests, behaviors, location, and more. Connect with the people who are driving new behaviors and values that are changing the world. - Snapchat is the platform of choice for people who enjoy sharing purchases they love and shopping moments.² Snapchatters have \$4.4 trillion in global spending power³ and 347 million people use Snapchat every day. - On Snapchat, people are empowered to be happy, open-minded, and connected. Snapchatters want to buy into businesses they can support, promote, and stand behind. - Snapchat reaches 75% of millennials and Gen Z. - On average, Snapchatters spend over 30 minutes on Snapchat every day. Email kate@adclub.org with questions.

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



Accuweather: Weather-Triggered Dynamic Messaging by Location

Harness The Power of Weather with Accuweather's Weather-Triggered Dynamic Messaging by Location AccuWeather will weather trigger ads against winter weather in 4Q'23 - 1Q'24 Net Value: \$26,000 Impressions: Varies based on desired placements Estimated Impressions: 3,200,000 Media can run during: Q4 2023 - Q1 2024 Targeting: Yes, weather-triggered dynamic messaging by location Targeting available: Behavioral, Demographic, Geo Sizes: 728x90, 160x600, 300x250, 300x600, Pre-roll Email kate@adclub.org with questions

Starting Bid: \$ 6,000.00
Value: \$ 26,000.00



Activision Blizzard Media Rewarded Video Package

Activision Blizzard Media, the media arm of the world's largest independent gaming company famous for titles such as Call of Duty, World of Warcraft and Candy Crush Saga offers your brand the opportunity to leverage our high-performing Journey rewarded video ad unit across our mobile casual titles. - 100% owned & operated games, not available on Open Exchange - 95%+ VCR performance - 99%+ viewability performance - Fraud free Net Value: \$5,000 CPM: \$26 Guaranteed Impressions: 192,308 For Use: Q4 2023 - Q1 2024 Targeting Included: Demographic (age & gender) Sizes/Formats: Rewarded Video Inventory can run on Activision Blizzard Media's owned & operated games - Candy Crush Saga - Candy Crush Soda Saga - Farm Heroes Saga - Farm Heroes Super Saga - Bubble Witch Saga Restrictions: Ad serving limited to direct only. Restricted categories include: alcohol, gambling, pharma (partially). Happy to pre-qualify any interest. Activision reserves the right to approve the final winner of the auction and their creative from a legal, PR and quality standpoint. Email kate@adclub.org with any questions.

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



GasBuddy In-App Rewarded Video Challenge

GasBuddy has a unique 100% driving audience of 15MM monthly active users, with whom brands can engage right before they get in their car. Reward value-conscious GasBuddy users with points towards free gas by completing your brand video! GasBuddies accumulate points by completing various tasks throughout the GasBuddy app, keeping them engaged and coming back for more, outside of just when they go to fill-up their next tank of gas. Rewarded Video Challenges generate strong engagement with our users, with an average of 15,000 completed video views per national challenge. (1) Rewarded Video Challenge has a value of \$40,000 nationally, and runs on a 5-day basis. Net Value: \$40,000 CPM: Flat Fee - \$2.67 CPCV Estimated Impressions: 15,000 Completed Video Views Program Length: 5 Day Challenge Media Can Run: Q4 2023 - Q4 2024 by 12/31/24 Inventory is in the following verticals: - Automotive - Finance - Parenting/Moms - Sports - Technology - Travel - Restaurants - Fuel & Convenience - Retail Includes Positioning on: Homepage / Section Homepage / Rewarded Challenges are promoted on the GasBuddy app home screen, and the challenge itself lives on the "Win" tab of the app. Sizes/Formats: Pre-Roll, Logo (256x256), Title & Description characters, Video File (MP4 or VAST format 1MB max) Restrictions: Must run nationally throughout the US. Runs for 5-day time period. Email tom@adclub.org or kate@adclub.org with questions

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



Mobile Targeted Banners 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: 1,875,000 Media can run anytime between 10/1/2023 - 9/30/24 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 tom@adclub.org and kate@adclub.org with questions

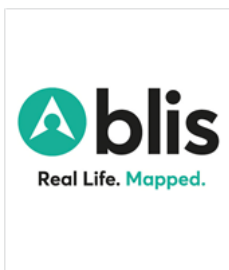
Starting Bid: \$ 3,000.00
Value: \$ 15,000.00



Patient Journeys Program from WebMD

One month Patient Journeys mobile program - leveraging high quality health audiences and geographical signals. Patient Journeys is a product designed by WebMD's Mobile Connections division. The product targets WebMD condition specific users, off platform, on mobile, in non-endemic apps in and around high value, point of care locations. Net Value: \$15,000 CPM: \$17 Estimated Impressions: 1.5M, pending scope of the program Timing: Q4 2023 - Q2 2024 Program Length: One Month Targeting Included: Geo, Retargeting, latitude/longitude and by zip code Restrictions: The geography will not include: New York, CT, WA and Nevada Email kate@adclub.org with questions.

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



Privacy-friendly, Audience-first Platform Package from Blis

Blis is the audience-first platform that doesn't rely on personal data. We're an integrated planning and buying platform that delivers scaled, relevant and high-performing audiences, helping the world's largest brands and media agencies achieve their goals. Over the past 18 years, Blis has built its reputation on delivering award-winning location-powered advertising solutions. In today's consumer-centric landscape, Blis is transforming the role of location data by combining it with a broad range of rich and powerful datasets to give our clients the deepest audience understanding available. Our unique approach to integrated planning and buying provides personalized targeting and performance without reliance on personal data. We serve relevant ads to the highest-value addressable audiences across any channel and deliver our clients' campaign outcomes every time, from brand awareness and engagement through to store/site visits and sales. Established in the UK in 2004, Blis now operates in more than 40 offices across five continents. Working with the world's largest and most customer-driven companies across all

verticals including Unilever, Samsung, McDonald's, HSBC, Mercedes Benz and Peugeot, as well as every major media agency. To learn more, visit blis.com. Net Value: \$10,000 CPM: \$8 Guaranteed Impressions: 1.25MM Timing: Can be used Q4 2023 through Q2 2024 Program Length: Up to 8 weeks Vertical: Technology Sizes/Formats: Standard mobile display: 300x250, 320x50 Positioning: Behavioral Targeted ROS (customized to client's audience) Targeting: Audience Targeting Restrictions: Available to new advertisers only, defined as someone who has not run with Blis in the last 12 months. Email kate@adclub.org with questions.

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



Tinder Video Package from Match Group

Tinder package includes the Native Video Card execution. - Looks just like a regular Tinder card but utilizes eye-catching sight, sound, and motion to grab users' attention - Features a strong call to action inviting consumers to engage further with your brand. For Example: Learn More / Download Now / Watch Now / Get Tickets - Users will have the ability to Like, Dislike, Watch Video, Unmute, Replay or Tap the CTA Button - Closed captioning is strongly recommended Net Value: \$10,000 CPM: \$16 Estimated Impressions: 625,000 Media can run: Q1 2024, Q2 2024 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: \$ 2,000.00
Value: \$ 10,000.00



Wall Street Journal Digital Network (WSJDN) Mobile Package

Wall Street Journal Digital Network (WSJDN) consisting of: - Wall Street Journal Digital Network Run of Network 300x250 (1-Month) - 300x250 rotation - 1.33MM impressions (approximately 5% SOV) Value: \$40K net Timing: One month flight available in Q1 2024 - Q2 2024 We can accept 3rd party tracking and verification. If a buyer would like to exclude specific sites, we can accept that. Tagging abilities: Accept DCM, IAS, MOAT, etc. monitoring tags (not blocking) If buyer would like to exclude specific sites, we can accept that. Tagging abilities: Accept DCM, IAS, MOAT, etc. monitoring tags (not blocking). Restrictions: - Media donation cannot be used by an existing Wall Street Journal Barron's Group media/advertising partner. - The donation must be purchased by a new advertiser and approved by the WSJ Barron's Group. - Media is subject to availability. - Digital Expiration Date: 6/30/2023 Email kate@adclub.org with questions.

Starting Bid: \$ 9,000.00
Value: \$ 40,000.00



WeatherBug Mobile Application Package

800,000 ad impressions (Geo/Weather Targeting available) in the 320x50, 300x250, 728x90 packaged size to run on smartphone & tablet apps - value of \$10k. - Impressions may be geo-targeted by state/DMA pending inventory but national is preferred. - Impressions can be weather-triggered. - We can 3rd party serve or 1st party serve. Restrictions: - All creative subject to approval - No Rich Media - Subject to space availability and creative acceptance - Does not include/cover 3rd party measurement fees - Media can run in: Q4 2023 - Q2 2024 - Must run by end of Q2 2024 - We cannot accept media from advertisers that has gambling/adult entertainment themes. Email kate@adclub.org with questions

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

CATEGORY: 08 :: Native



BLK & Chispa Native Video Package

Includes Match Group portfolio properties: BLK & Chispa. Native video package looks just like a regular BLK or Chispa card but utilizes eye-catching sight, sound, and motion to grab users' attention. Video plays automatically with sound off. Sound is user initiated. Features a strong call to action inviting consumers to engage further with your brand. For Example: Learn More, Download Now, Watch Now, Get Tickets Users will have the ability to Like, Dislike, Watch Video, Unmute, Replay, or Tap the CTA button Closed captioning is strongly recommended Can be targeted by gender, age, geography, operating system Net Value: \$10,000 CPM: \$17.00 Guaranteed Impressions: 588,235 Media can run: Q1 2024, Q2 2024 Program Length: 4 Weeks Maximum Package includes Run of BLK and Chispa apps Targeting capabilities: gender, age, geography, operating system Sizes / Formats: 760x760 Restrictions: Brand and Creative approval are required. For questions, email kate@adclub.org

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



Boston Female Fan Nation Sports Takeover & Virtual Tailgate 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 BFFN (@bostonffn) Website: <https://femalefanation.com> - Inclusion on all press releases - Inclusion on BFFN marketing purchases on FB & Instagram - Mention on any media/interviews related to the trendiest start-up for female fans in Boston - Inclusion on all BFFN social channels - opportunity to create 3 targeted social promotions - Rights to offer a membership benefit, BFFN logo/marks inclusion & access to BFFN mailing list/data base for a mutually beneficial offer. Three virtual tailgates and experiences on IGTV (one per month) brand presence and logo visibility. Net Value: \$10,000 Offer for Q4 2023 - Q1 2024 or otherwise mutually agreed upon dates 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: \$ 2,000.00
Value: \$ 10,000.00



Financial Advisor or Investor Targeted Native Package from InvestingChannel

InvestingChannel is a publisher group of about 100 niche financial websites reaching 20MM unique users who visit our sites looking for actionable, niche content to help inform investment decisions. InvestingChannel's Native offering aligns your brand with relevant content and topics that resonate with this sophisticated audience. This execution is perfect for distributing brand-owned content to a highly engaged audience. Executions include: homepage, mid article and article conclusion posts. Targeting is either Financial Advisor or Investor focused. Net Value: \$10,000 CPM: \$50 Guaranteed Impressions: 500,000 Positioning: Behavioral Targeted ROS (customized to client's audience) Targeting: Financial Advisor or Investor Targeted, Behavioral Sizes: Pre-roll Timing: Media will run Q1 2024 - Q4 2024 or subject to availability Q4 2023 - and must be in conjunction with a paid media buy. Email kate@adclub.org with questions.

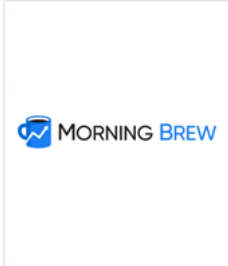
Starting Bid: \$ 2,500.00
Value: \$ 10,000.00



Marketing Brew Package from Morning Brew

Marketing brew package includes 3x Newsletter sends during Q4 2023 broken down into the following placements/dates: - 3x Premium placements in Marketing Brew (12/11,12/13, 12/15 - dates subject to change) - Premium placements include: Imagery, 50-words of native copy, 2-3 CTAs Net Value: \$31,500 Estimated Impressions: 858,480 Vertical: Marketing, SaaS, Technology Section: Newsletter Sends Program Length: 3 days (sends) Can be used: Q4 2023 Restrictions: N/A (though we may have to be flexible prior to running given competitive separation rules) Email kate@adclub.org with questions.

Starting Bid: \$ 6,000.00
Value: \$ 31,500.00



Retail Brew Package from Morning Brew

Morning Brew Retail Package includes: 3x Newsletter sends during Q4 2023 broken down into the following placements/dates: - 3x Premium placements in Retail Brew (12/4,12/6, 12/8 - dates subject to change) - Premium placements include: Imagery, 50-words of native copy, 2-3 CTAs Net Value: \$15,000 Estimated Impressions: 552,237 Vertical: Retail, SaaS, Technology Section: Newsletter Sends Program Length: 3 days (sends) Can be used: Q4 2023 Restrictions: N/A (though we may have to be flexible prior to running given competitive separation rules) Email kate@adclub.org with questions.

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



STAT Native Newsletter Sponsorship Package

100% SOV of four issues of STAT's popular newsletters, reaching a total of 325,000+. 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), and one issue of Weekend Reads (STAT's picks for great weekend stories). Estimated Impressions: 325,000 Timing: Q1 or Q2 2024 Inventory Vertical: Health Sections: This is a newsletter-only buy of Morning Rounds, Daily Recap, and Weekend Reads Targeting Layers: None available Sizes: (.png format), hi-res image (.jpg format, at least 500 pixels wide), headline (max 100 characters including spaces), body copy (max 75 words). Restrictions: - New advertisers only (defined as not having run in STAT's newsletters or on statnews.com in 2023). - Ad must run during the first half of the 2024 year by June 30, 2024. STAT reserves the right to block off certain dates and issues based on inventory restraints. Email kate@adclub.org with questions

Starting Bid: \$ 3,500.00
Value: \$ 16,500.00



theSkimm's Daily Skimm Newsletter "Skimm Picks" Integration

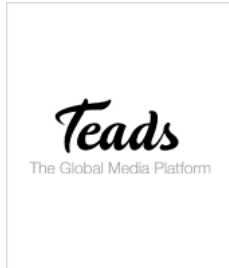
theSkimm is a digital media company, dedicated to succinctly giving women the information they need to make confident decisions. We've made it our mission to help you live smarter. Everyday we're breaking down the news, trends, policies, and politics that impact women so that they can navigate their daily lives and futures – from managing their paychecks to casting their ballots – with confidence. We provide our dedicated audience of millions with reliable, non-partisan information, informing and empowering them while fitting into their daily routines. Since disrupting the media landscape and defining a new category over a decade ago, theSkimm has become a trusted source for its audience of millions by seamlessly integrating into their existing routines, fundamentally changing the way they consume news and make decisions. Today theSkimm ecosystem includes the Daily Skimm, the Daily Skimm: Weekend, Skimm Money and Skimm Your Life newsletters, B2B marketer's newsletter The SKM Report, the "9 to 5ish with theSkimm" podcast, and theSkimm mobile app. theSkimm also houses Skimm Studios which creates innovative in-house video and audio content, and our in-house creative agency SKM Lab, which conceptualizes, develops, and produces innovative solutions and content for brands to engage with generations of informed women. theSkimm's first book, How to Skimm Your Life, debuted at #1 on The New York Times Best Seller list. Through Skimm Impact, theSkimm's purpose-driven platform, the company is dedicated to creating change for women. We are proud to support get-out-the-vote efforts with Skimm Your Ballot, which has spurred over 2 million voting-related actions across the last four election cycles. We have mobilized hundreds of

companies to join our #ShowUsYourLeave movement, which has created transparency and pushed for progress for Paid Family Leave in the U.S. And we're empowering women to take agency of their lives and control of their futures through our State of Women initiative, grounded in a study conducted by The Harris Poll. Net Value: \$55,000 Estimate Impressions (Email Opens): 3,500,000 Timing: Can be used Q1 or Q2 2024 Program Length: theSkimm Picks placement runs for one (1) day Sponsorship Elements: - Native integration within the Skimm Picks section of the Daily Skimm: Weekend Newsletter (published Saturday mornings at 10:00 AM eastern) The Daily Skimm: Weekend is sent Saturday mornings at 10:00 AM eastern, giving Skimm'rs everything they need to catch up on from last week, and all the big moments coming up next week, so they can absorb it all in one place, then sign off and maximize their "me" time. A Skimm Picks integration includes one native product or service featured within the Skimm Picks section. The Skimm Picks section highlights top product recommendations across categories, updating Skimm'rs on the newest products to add to their shopping carts. - Direct brand/product mention - Placement drives traffic to brand's desired landing page (1-2 hyperlinks) Note: - Must be a first-time partner (i.e. has never run a campaign with theSkimm) - Final circulation is estimated and is subject to change - Partner will work closely with theSkimm's editorial team to translate copy into theSkimm's unique voice - Partner will provide brand guidelines, brand restrictions, and copy points and will receive one (1) round of approval Restrictions: theSkimm must sign off on partner, dates, and final copy before inclusion in Skimm Picks. Partner must be a first-time advertiser with theSkimm. Email kate@adclub.org with questions.

Starting Bid: \$ 12,000.00

Value: \$ 55,000.00

CATEGORY: 09 :: Programmatic



Online Video Package from Teads, The Global Media Platform

Teads has united and directly empowers the best publishers in the world to distribute ads to over ___ billion people worldwide, including 262+ million Americans, every month within professionally produced content. Our media solutions combine high quality inventory with smart uses of data, action-driven creative, and powerful AI to help our brand partners win at every step of the funnel while respecting the user with our opt-in formats. With this package, we're offering \$25,000 of working media to leverage **Teads'** proprietary video product, our inRead Video, to discover consumers for you as they're leaning in and reading content that excites, delights, or intrigues them. Brand safety is paramount, so we guarantee zero fraud, highly viewable, brand safe environments within professionally-produced editorial. Net Value: \$25,000 of working media Guaranteed Impressions: TBD, Running on CPM Media can run: CY 2024 by 12/31/2024 Positioning: Targeted ROS (customized to clients audience) / Runs on all sites included in **Teads'** media platform Size: 1280x720px (Responsive to the page level) Targeting: This is confirmed pending final campaign details, but we can include demographic, contextual, and/or geographical targeting. Depending upon the desired behavioral targeting, we may include but heavily caveat that this is based upon avails and feasibility to scale desired audience. To be negotiated upon commitment. Targeting Layers Available: Behavioral, Contextual, Demographic, Geo, Cookieless Notes: This package can be transacted either via managed service or self-serve via **Teads** Ad Manager. Restrictions: Targeting to demographics available, and regions if necessary and feasible. All campaign feasibility and targeting pending final negotiated campaign details. Email kate@adclub.org with questions.

Starting Bid: \$ 6,500.00

Value: \$ 25,000.00

CATEGORY: 10 :: OTT & Digital Streaming Services



\$15K Net Digital Video Package from Warner Media Network

\$15k Run of Entertainment video from Warner Media Network. Networks Include: TBS/TNT/AS/truTV/WB Net Value: \$15,000 CPM: \$22 Timing: Q1-Q3 2024 Is Targeting Available? Not available on \$22 CPM Demo/Geo targeting can be applied, but CPM would increase. Restrictions: Subject to availability for desired flight. Email kate@adclub.org with questions.

Starting Bid: \$ 3,250.00
Value: \$ 15,000.00



\$20k of Podcast Inventory across Warner Media Network

\$20k of podcast audio inventory to run across Warner Media podcasts (news, entertainment and sports). Can be pre-roll, mid roll and post roll. We can do an ad read if preferred, using our Voice of Network. Length is :30s Max for pre-roll but can be :60s for mid and post. Net Value: \$20,000 Timing: Can be used Q1 2024 - Q4 2024 Targeting: Not Available Restrictions: Must run in 2024 Email kate@adclub.org with questions.

Starting Bid: \$ 5,000.00
Value: \$ 20,000.00



FinStream TV Sponsorship Package

:10 to :30 pre-roll, run of site or section specific based on client request. finStream's Mission: To improve the lives of all people, especially women and minorities, by increasing financial literacy. Founded by veterans from the financial services, media and communications industries, finStream TV is uniquely positioned as your new personal financial resource, targeted to different generations and your specific needs. On finStream, you're going to meet top experts on "everything money"; from designing your personal financial plan, to paying down debt, to saving for a house, to funding college tuitions, to planning for retirement and everything in between. Whether you're Gen Z, a Millennial, a Boomer or part of the Silent generation, finStream offers invaluable and objective actionable guidance that you can start using right now. Net Value: \$10,000 CPM: \$25 - \$35 Estimated Impressions: 100,000 Can be used: Q1 2024 - Q4 2024 Length: :10 or :30 commercial Demo Reel or Video Link: https://youtu.be/-VMXuUB_LM4 Positioning: Run of a specific Section Sizes / Formats: Pre-roll Restrictions: Must run in 2024 Email kate@adclub.org with questions

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



Hulu dhxp Video Commercial Package

Advertiser will purchase media to run on DHXP (across Hulu as well as Disney properties) for one month (January 2024 ONLY). Media includes Hulu's high performance ad formats: Video Commercial Unit. Value: \$25,000 (final impressions based off of agency pricing) For any new clients: \$25,000 translates to roughly 625,000 impressions Timing: One Month, January 2024. Restrictions: - Media is expected to run in January 2024 - Media will be targeted to the P2+ audience on Hulu - Further demo targeted will be subject to approval (non-guaranteed) - Pricing subject to the current scatter market & historical agency pricing - Winner is subject to Hulu's advertising guidelines Video Commercial (:05 - :30; MOV or MP4) - Site served; 1x1 tracker and click command accepted - HD is preferred: 1920x1080 or higher or 1280x720 (16:9 aspect ratio) - File size: 10GB Email kate@adclub.org with questions

Starting Bid: \$ 7,000.00
Value: \$ 25,000.00



Livestream / OTT Impressions on WFXT Boston 25

WFXT Boston 25 is happy to provide in consultation with the buyer/client: \$5k worth of Boston 25's Livestream, which averages over 85% of video ads being served on Connected TV devices. Video Commercial Spot lengths = :15's & :30's # Impressions inserted via Dynamic Ad Insertion which enables additional targeting, such as geographic targeting. All standard digital video reporting will be available with our OTT and FEP inventory. Restrictions: Subject to availability and copy approval Must run by 3/31/24 Email kate@adclub.org with questions

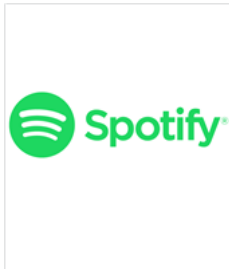
Starting Bid: \$ 1,250.00
Value: \$ 5,000.00



Run of Network Media from Roku

Roku is the #1 Streaming Platform in the US. In Q2'23, Active Households grew to 73.5M, which is a net increase of 1.9M active account QoQ. Streaming hours in Q2'23 were 25.1 billion, up 4.4 billion hours YoY. Our growth continues to accelerate as people cut the cord and move to CTV/OTT. With your donation, you will have the opportunity to air across Roku's Run of Network which includes Roku's Audience Network (Top 100 Channels) and The Roku Channel. Top 100 Publisher list is curated on a monthly basis and can be provided prior to campaign launch. Net Value: \$5,000 Can run: Q1 2024 - Q4 2024 Program Length: Media will air across a 1-month time period in 2024. (Media will run within the same calendar month). Restrictions: Roku reserves the right of refusal if client doesn't meet our ad guidelines: Ad Guidelines: <https://docs.roku.com/published/advertisingguidelines/en/us> Data Guidelines: <https://docs.roku.com/published/dataguidelines/en/us> Caveat: IO will be required Email kate@adclub.org with questions

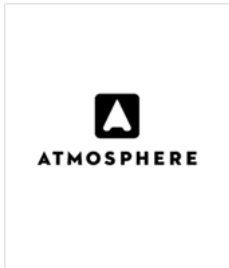
Starting Bid: \$ 1,250.00
Value: \$ 5,000.00



Spotify Leaderboard Package (Available to a 501c3 Only)

728x90 Leaderboard running across Spotify's Desktop App and Web Browser during Q1 2024. Estimated number of impressions: 1,428,571 Targeting: DMA targeting (pending avails). Impressions calculated using standard RC + DMA premium (\$4.15 l ~1.2MMimps). Includes positioning on: Homepage, Section Homepage, Run of a specific Section Sizes / Formats are: 728x90 Restrictions: * For use Q1, 2024 only. * Package is only available to a 501c3 organization. * Spotify reserves the right to approve the final winner of the auction and their creative from a legal and B2B/PR standpoint. Email kate@adclub.org with questions

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



Targeted National or Local CTV Campaign on Atmosphere

Targeted National or Local CTV Campaign on Atmosphere Net Value: \$50,000 CPM: \$15 Guaranteed Impressions: 3,300,000 Media can run: Q4 2023, Q1 2024, Q2 2024 Program Length (if applicable): Flight variable based on advertiser campaign Does package include targeting? Yes Targeting Layers Available: Contextual, Demo, Geo, Targeting Using 3rd Party Data Restrictions: Redeem by 2Q 2024 Demo Reel/Video Link: <https://www.youtube.com/watch?v=cjMYPxO8pJ0> Email kate@adclub.org with questions.

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



Undertone Branded CTV Custom Unit Build - 250,000 Impressions

Utilize Undertone's industry leading Branded CTV spots that features full-screen CTV ads (100% on the big screen) that reveal the advertiser's branded canvas or overlay with the ability to add light animation or auto-rotating carousel features. These can be 15 or 30 second spots with the custom skin surrounding the video spot with supportive branding. This can also feature a QR code for user interaction and additional traffic to your website. This includes a custom design consult and execution from Undertone's in-house creative team, PXL Studios. Demo, age, and geo-targeting accepted. Net Value: \$10,000 CPM: \$20 Guaranteed Impressions: 250,000 Timing: Q1 2024, Q2 2024 or Q3 2024 Program Length: Recommended 2-4 week flight but flexible Positioning: Behavioral Targeted ROS (customized to client's audience) Targeting: Demo, age, and geo-targeting (state or DMA) included Sizes/Formats: Branded CTV Restrictions: These impressions can be run anytime before the end of 2024 with the exception of Q4 (October-December) in a 2-4 week flight. Creative Examples: Clover Farms - <https://admin.sparkflow.net/d/?d=eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJpZCI6I0Y1NjcsImZvcn1hdCI6ImJlE3IjQ.eEJUms0kGouAvCngeAwBOullkBgZifnlltrkLV0k8k&nodevices=1&zoom=1&device=Full-screen> Hallmark Channel - <https://admin.sparkflow.net/d/?d=eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJpZCI6ODgyODMsimZvcn1hdCI6ImJlE3IjQ.fS8embf6jCcg5GCVCybRcCHUBDeU2LJA15UHb9JQw&nodevices=1&zoom=1&device=Full-screen> Email kate@adclub.org with questions.

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

CATEGORY: 11 :: Services



"Humanity Planning" Media & Analytics Outcomes Workshop for Brands from A&G

A series of 'Humanity Planning' media & analytics outcomes workshops for brands. Join the senior media and analytics leadership of Allen & Gerritsen for a 3 week, custom process focused around 'Humanity Planning', the A&G approach to media and analytics that will uncover the emotional connection that your audiences have with media, to enhance your paid media performance approach. This proprietary series of sessions will then identify and help prioritize your paid/owned and earned roadmap for your brand's future, laying out the path to get there. Comprises - A 1-hour Discovery session to understand your brand and sector as well as any pain points or areas of interest around your audience that you wish to uncover - A 2-hour Outcomes Workshop to understand and frame your marketing plan for the next 3 years - A 2-hour Readout and prioritization session covering your audience active media diet, passion points, brand decisioning influencers and motivations to purchase. - Also Includes 3 days of additional agency time to prepare, design and interpret the findings. Attendees from Allen & Gerritsen can be designed according to your needs, but could include our specialists in Website/UX, Media, Analytics, Strategy or Creative. All materials and assets can be retained by the buyer. Timing: 4 weeks notice required, and then within all reasonable notice can be redeemed at buyer's discretion until the end of 2024. Restrictions: Open to brands or clients only, not to media or marketing agencies. Email kate@adclub.org with questions

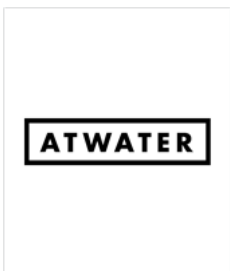
Starting Bid: \$ 200.00
Value: \$ 20,000.00



\$30K in Production Services toward Steer Video Production Project

Steer Films is offering its video production package to the winner of this auction item. This is an opportunity to bring high-quality video production storytelling capabilities to a high-profile corporate community initiative / partnership, heart warming testimonial or communicating your brand "Why". This package is valued at 30K and includes the following: Pre-production - Concept development - Script development - Project Management - Logistics Producing - Talent sourcing if applicable Production: - Full film crew - Full Production gear rental Post-production: - Full edit - 2 rounds of edits - Color grade - Sound mix - Final export Final Deliverables: - 1x - 1:00min - 1:30min Spirit Film - 1x - :30 cutdown Must be used between - Q2 2024- Q4 2024 Video Length: 1:00 min - 1:30 min Size: 1920 x 1080 Demo Reel: <https://vimeo.com/392537171> Restrictions: This offering is restricted to one full day of interview setup video production and 1 full day of b-roll production. Email kate@adclub.org with questions

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



3D Product Rendering from Atwater Studios

Bring your product to life. We are an award winning CGI and animation studio. We will work closely with your organization to produce one fully rendered 3D product model and will deliver up to five final standalone product images. Net Value: \$10,400 Can be used: Q1 2024 - Q3 2024 <http://atwaterstudios.com/> Restrictions: - Final renders will be displayed on an empty or single surface background. - The final renders will be comprised of external visible components only. - Final renders will be static images. - Total project production limited to a maximum of 130 hours. Additional hours will be billed separately. - Project will start within 2 weeks of receiving an initial brief and will take no more than 3 months to complete. - Revisions will be limited to 3 rounds. - Project must be initiated before the end of Q3 2024 Email kate@adclub.org with questions

Starting Bid: \$ 1,500.00
Value: \$ 10,400.00



: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. Net Value: \$36,300 Restrictions: The animation must be completed between Q2 to Q4 2024. 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, 2024. Demo Reel/Video Link: <https://vimeo.com/269246011> Email kate@adclub.org with questions

Starting Bid: \$ 5,000.00
Value: \$ 36,300.00



Animated Promotional Video from Bare Tree Media

Animated promotional video: A 5-10 second motion graphics video, released as an MP4, and formatted for social media. Add movement and effects to a single frame promotional design, or create a story based promotional video with multiple frames. Must be used within 120 days from close of Media Auction on 9/29/23, by 1/31/2024. Bare Tree Media is a Boston based digital creative studio helping brands and agencies reach and engage consumers through branded mobile messaging solutions and AR experiences. The company's expertise is in the design and placement of digital content within iMessage, Google, GIPHY, Tenor, Snapchat, TikTok, Twitter, Facebook, and Instagram. Clients include ABC TV, Disney, DreamWorks, Duracell, Life is Good, L'Oreal, Mars-Wrigley, MuscleTech, NBC Universal, New England Patriots, SnapOn Tools, The Game Show Network, Warner Bros and other great brands. More info at www.baretreemedia.com Demo link: <https://www.baretreemedia.com/portfolio/promotional-videos/> Email kate@adclub.org with questions.

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



Branded Apple iMessage Page & Animated Mobile Messaging Stickers from Bare Tree Media

This Ad Club Media Auction Package is valued at \$24K and Includes: Creative services for 12 custom designed animated messaging stickers to run for three months on iMessage. The iMessage experience will be featured for 90 days. Must be redeemed within 12- days from close of the auction on 9/23/23 so by 1/31/24. Bare Tree Media is a Boston based digital creative studio helping brands and agencies reach and engage consumers through branded mobile messaging solutions and AR experiences. The company's expertise is in the design and placement of digital content within iMessage, Google, GIPHY, Tenor, Snapchat, TikTok, Twitter, Facebook, and Instagram. Clients include ABC TV, Disney, DreamWorks, Duracell, Life is Good, L'Oreal, Mars-Wrigley, MuscleTech, NBC Universal, New England Patriots, SnapOn Tools, The Game Show Network, Warner Bros and other great brands. More info at www.baretreemedia.com Email kate@adclub.org with questions.

Starting Bid: \$ 2,000.00
Value: \$ 24,000.00



Branded Giphy Page and 12 Animated/Branded GIFs from Bare Tree Media

This Ad Club Media Auction Package is valued at \$20K and Includes: Creative services for 12 custom designed animated GIFs to run for three months on Giphy. The Giphy experience will be featured for 90 days. Must be redeemed within 120 from close of the auction on 9/29/23, so by 1/31/24. Bare Tree Media is a Boston based digital creative studio helping brands and agencies reach and engage consumers through branded mobile messaging solutions and AR experiences. The company's expertise is in the design and placement of digital content within iMessage, Google, GIPHY, Tenor, Snapchat, TikTok, Twitter, Facebook, and Instagram. Clients include ABC TV, Disney, DreamWorks, Duracell, Life is Good, L'Oreal, Mars-Wrigley, MuscleTech, NBC Universal, New England Patriots, SnapOn Tools, The Game Show Network, Warner Bros and other great brands. More info at www.baretreemedia.com Email kate@adclub.org with questions.

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



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 2023 - Q2 2024 by 6/3/24 Email kate@adclub.org with questions.

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



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, 2024 and must be used by 6/30/24. Email kate@adclub.org with questions.

Starting Bid: \$ 750.00
Value: \$ 4,500.00



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. Note: The studio does not include lighting and grip gear. This package is valid through Q2, 2024 and must be used by 6/30/24. Email kate@adclub.org with questions.

Starting Bid: \$ 250.00
Value: \$ 1,500.00



Post Production Services from ELEMENT

Includes up to 3 Days of Offline Editorial and up to 8 Hours of Color Correction in DaVinci Resolve. Does not include any Audio fees: Music, VO, Record or Mix. Package must be used on 1 project and cannot be broken up against several projects. Usage Must be scheduled at least 2 weeks in advance. This does not include incidental costs. Deal expires 1 year from date of purchase or by 10/6/2024 Email kate@adclub.org with questions

Starting Bid: \$ 1,500.00
Value: \$ 7,500.00



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 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 Can be redeemed Q4 2023 - Q2 2024 by 6/30/24 Good for 1 year past awarding and is based on studio availability. Email kate@adclub.org with questions

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