

# TH MEDIA

Connecting our Community

WWW.WCINET.COM

## DIGITAL ADVERTISING

<b>Search Engine Marketing</b>	<b>Budget Based</b>
Immediately generate presence on page 1 of major search engines with Google and Bing text ads.	
<b>Discovery Ads</b>	<b>Budget Based</b>
Target users in the Google Discovery Feed on Mobile, in Gmail and on YouTube.	
<b>Display Advertising - Custom Audience</b>	<b>\$6.25 - \$8.00/CPM</b>
Target consumers who are actively searching keywords pertaining to you, your business/services.	
<b>Display Advertising - Site Remarketing</b>	<b>\$6.25 - \$8.00/CPM</b>
Reach people who have previously visited your site and show them relevant ads across the web.	
<b>Display Advertising - Mobile Geofencing</b>	<b>\$6.25 - \$8.00/CPM</b>
Reach people on their mobile device within small geographic locations.	
<b>Social Media Advertising</b>	<b>\$6.25 - \$8.00/CPM or Budget Based</b>
Ads on social networking sites such as Facebook, Instagram, Pinterest, SnapChat, Twitter and LinkedIn.	
<b>Extras</b>	<b>\$0</b>
Add targeting to any Digital Advertising product at no additional cost.	
Options include: Age, Gender, Income, Parental Status, Language, Location, Operating System, Device Models and Carriers.	

## VIDEO ADVERTISING

<b>In-Stream Video Ads (YouTube)</b>	<b>\$0.32/CPV</b>
A TV-Style ad runs before, during or after another video. Viewers see 5 seconds of your promoted video and then have the option to continue watching or skip. (View counts at 30 seconds or completed video if shorter.)	
<b>OTT/Connected TV</b>	<b>\$80/CPM</b>
Video Ads on streaming media services such as Roku, Apple TV, Sling and much more.	
<b>Facebook &amp; Instagram Video Ads</b>	<b>\$0.32/CPV</b>
Your video appears in the news feed of Facebook or Instagram. (View counts at 15 seconds or completed video if shorter).	
<b>Twitter Video Ads</b>	<b>\$0.22/CPV</b>
Your video appears as pre-roll in front of select Publishers content on Twitter. (View counts at 3 seconds).	
<b>TikTok Video Ads</b>	<b>\$0.22/CPV</b>
Your video appears as pre-roll in front of select Publishers content on TikTok	

## DIGITAL AUDIO

<b>Spotify</b>	<b>\$42/CPM</b>
Audio or video ad plus companion banner ad (includes audio creative if needed)	
<b>Pandora/iHeart*</b>	<b>\$42/CPM</b>
Audio ad plus companion banner ad (includes audio creative if needed) <u>*20k Impressions minimum.</u>	
<b>Pandora/iHeart - Remarketing*</b>	<b>\$42/CPM</b>
Audio ad plus display remarketing - Half impressions are digital audio and half are display. <u>*20k Impressions minimum.</u>	