



**: 20x :30-second Spots on NH PBS Kids Channel**

Twenty :30-second underwriting spots to air Monday through Sunday 6 a.m. - 8 p.m. on NHPBS Kids. Donor will pick dates in which to air the flight. NHPBS will produce the :30-second underwriting spot free of charge with a script (following FCC and PBS guidelines) and graphics provided by the client at least three weeks in advance of the scheduled flight start date. (One edit will be allowed to the underwriting spot before a charge will occur). Net Rate: \$1,000 Expiration Date: Q4 2022 - Q4 2023 Restrictions: Client submitted script and graphics must meet FCC/PBS guidelines. For questions: email kate@adclub.org

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



**: 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're 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 2022 - Q4 2023 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 \$10,000 air time on WBZ-TV. Amounts are net. Schedules will be negotiated with the stations based on available inventory, non-live sports. Spots can be 15s, 30s or 60s. Pricing subject to market conditions. Commercials must meet broadcast standards. Spots must air between January 1, 2023 and December 31, 2023 and not during any political windows. Subject to station inventory availability and rates. Email kate@adclub.org with questions.

**Starting Bid: \$ 4,000.00**  
**Value: \$ 10,000.00**



**: Air Time on WBZ-TV**

Package includes \$10,000 air time on WBZ-TV. Amounts are net. Schedules will be negotiated with the stations based on available inventory, non-live sports. Spots can be 15s, 30s or 60s. Pricing subject to market conditions. Commercials must meet broadcast standards. Spots must air between January 1, 2023 and December 31, 2023 and not during any political windows. Subject to station inventory availability and rates. Email kate@adclub.org with questions.

**Starting Bid: \$ 4,000.00**  
**Value: \$ 10,000.00**



**: Air Time on WSBK-TV**

Package includes \$10,000 air time on WSBK-TV. Amounts are net. Schedules will be negotiated with the stations based on available inventory, non-live sports. Spots can be, 15s, 30s or 60s. Pricing subject to market conditions. Commercials must meet broadcast standards. Spots must air January 1, 2023 - December 31, 2023 and not during any political windows. Subject to station inventory availability and rates For questions: email kate@adclub.org

**Starting Bid: \$ 3,000.00**  
**Value: \$ 10,000.00**

**: 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, TWG, USA, VH2, WETV Net Value: \$100,000 Estimated number of commercials: 6700 Can be used Q1 2023 - Q3 2023 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: 10/4/2023 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 2022 by 3/31/23 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 2023. 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 2023. 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 1, 2023 and September 30, 2023. 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



**: 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 (lmonesanto@bostonmagazine.com /617-785-3974). Must be used within the Year 2022-2023 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 Forbes' June/July 2023 Self Made Women Issue**

Full page 4 Color ad in our June/July 20223 Issue / Theme: Self Made Women Issue. (please note 2023 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:\$ 12,500.00  
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 2023, Q2 2023 All advertising creative must be approved by SA. Email kate@adclub.org with questions.

Starting Bid: \$ 6,000.00  
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 2022 Restrictions: Must be used in 2022. Please email kate@adclub.org with any questions.

Starting Bid:\$ 12,000.00  
Value: \$ 91,025.00

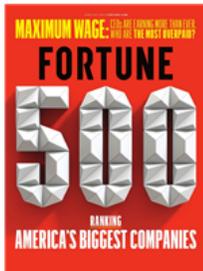


**: FP4C National Ad in GOLF DIGEST**

FP4C National Page in a GOLF DIGEST Issue in 2023. 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 2023 - Q4 2023 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 '23 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: \$ 12,000.00





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: \$77,818 Net Rate: \$66,145 Rate Base: 2022 issues: 1.2mm Choice between the following issues: December 2022 / February 2023 / March 2023 Email kate@adclub.org for space, material, and ad close dates.

Starting Bid: \$ 3,000.00

Value: \$ 66,145.00

: 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 2023 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 Sunday Boston Globe Magazine

One FP4C ad in the Sunday Boston Globe Magazine, reaching nearly 1 million readers. 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 2023 year by June 30, 2023. Restrictions: - New Advertisers only (defined as not having run print or digital with us 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 National Ad in Fortune Magazine

P4CB (full page 4color bleed) National Ad in Fortune Magazine. Circulation Rate: 651,479 Timing: To run in first half of 2023 (Q1 2023 or Q2 2023 by 6/30/23) Restrictions: - Package available to new advertisers only, or existing advertiser with pre-approval by Lindsey Kintner. - For existing clients, media must be incremental any planned or existing media buys. - Ad will run in a mutually agreed upon issue, dependent upon availability. - Creative must be approved by Fortune. - Adjacency not guaranteed. Email kate@adclub.org with any questions.

Starting Bid: \$ 10,000.00

Value: \$ 75,000.00

: Full Page Print Ad in Harvard Business Review

Full page, 4-color print ad Harvard Business Review in choice of ONE of the following issues: -March/April 2023 issue (materials due 1/17/2023 & on sale 2/21/2023) - May/June 2023 issue (materials due 3/13/2023 & on sale 4/18/2023) 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: \$57,750 Net Value: \$49,023 Circulation Rate: 343,853 Rate Base: 210,000 Can Run: March/April 2023 Issue or May/June 2023 Issue Restrictions: Restrictions: Ad materials must be provided to Harvard Business Review by Tuesday, January 17, 2023 for March/April issue or Monday, March 13, 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: \$ 49,023.00

: One Page in a Men's Health Bookazine

One page in a Men's Health Bookazine issue for 2023. Estimated distribution 120,000. Distributed nationally and sold over the course of 3 months. Gross Value: \$15,000 Net Value: \$12,750 Timing: Must run in one of two Men's Health Bookazines slotted in 2023 CY - Men's Health 30-Minute Workouts (on-sale 7/18/23), materials due by 5/23/23 - Men's Health Big Muscle (on-sale



8/29/23), materials due by 6/14/23 Restrictions: Restrictions: We will not be able to guarantee positioning. Page Ad Specs: Live: 6.5" x 10" Trim: 7" x 10.5" Bleed: 7.25" x 10.75" No charge for bleed DETAILS: On-sale for 3 months Average distribution of 120,000 Cover price: \$13.99 Men's Health is for active, successful, professional men who want greater control over their physical, mental and emotional lives. We give men the tools they need to make their lives better through in-depth reporting covering everything from fashion and grooming to health and nutrition as well as cutting edge gear, the latest entertainment, timely features and more. Email [kate@adclub.org](mailto:kate@adclub.org) with any questions.

Starting Bid: \$ 2,000.00  
Value: \$ 12,750.00



**: 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 2022 issuance) or potentially for an existing advertiser with pre-approval of Katie Bruno. Must be used within the Year 2023 issuance, and cannot be used in the August Best of Philly issue. Email [kate@adclub.org](mailto: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 HH: 87K Net Value: \$45,000 Circ. Rate: 425,000 Rate Base // 2.2MM Circulation Timing: Winner's choice Nov 2022, Dec 2022, Jan 2023 or Feb 2023 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](mailto:kate@adclub.org) with questions.

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



**: Yankee Magazine & NewEngland.com - Integrated Package**

Package includes: - Yankee Magazine: One half page 4-color ad, (300K net circ.) - Three New England Now Newsletters - 580x580 display ad placement (50K+ Audience) - Six New England Today Newsletter - Native Text Ads (150K+ Audience) - 400,000 impressions on NewEngland.com (monthly uniques 1M) including 300x250 and 728x90 display ads. Gross Value: \$27,120 Net Value: \$15,756 For use: Q1 2023, Q2 2023, Q3 2023 (must be used by 9/30/2023) Restrictions: Yankee reserves the right to reject print or digital ad for a particular issue. Limited to new prospects for Yankee Publishing, or any brand that has not run in Yankee in the last 12 months. Yankee Publishing Inc., publisher of Yankee Magazine, is a New Hampshire-based media company focused on sharing the New England experience. Through its TV show, magazine, website, e-newsletters, social channels and events, Yankee is the ultimate New England storyteller, bringing an emotional engagement to an audience across the country and the world. Media Kit link: <https://newengland.com/mediakit> Media Kit link: <https://newengland.com/mediakit> For question, email [kate@adclub.org](mailto:kate@adclub.org)

Starting Bid: \$ 2,000.00  
Value: \$ 15,756.00

CATEGORY: 03 :: Newspaper



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

The Wall Street Journal: ¼ PG4C in Business & Tech Section which runs Tues-Thurs. Net Rate: \$81,053 National Circulation is 697,493 paid for print Timing: Timing: Q1 2023 - Q2 2023 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 2022 - Q4 2023. 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 2023. 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: \$ 9,250.00  
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. Restrictions: - Copy / Creative must be supplied by Advertiser/Agency - All copy is subject to review and approval prior to publication - Please allow 7 days for creative approval - No ads promoting liquor, guns, tobacco, sex or sexually suggestive images, no advocacy ads, no ads that are heavily text-oriented that approximate the look of stories - Space must be reserved at least seven days prior to run date and date pre-approved - Note: if creative copy is not approved for front of paper, advertiser may substitute for equal value within paper - Ad must run during first half of the 2023 year by June 30, 2023 - Dates are subject to availability New Advertisers only (defined as not having run print or digital with us 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

**: 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 through Saturday Section: Main News or section of choice Daily Readership: 705,063 - Paid opt-in audience Media Available: Q1 2023 through Q3 2023 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 = \$242,600 Monday - Friday average circulation = 530,000 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 2023, by 12/31/23. For questions: email kate@adclub.org

Starting Bid: \$ 25,000.00  
Value: \$ 243,400.00



**: Print Ad in the Boston Business Journal 2023 Book of Lists**

FP4C ad in the BBJ's 2023 Book of Lists (publishes Dec. 2022). 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 Advertising Package from Masthead Maine – 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 Main Newspapers: - Kennebec Journal & Morning Sentinel (Augusta/Waterville) - The Times Record (Brunswick) Schedule to be determined based on availability. Timing: Can be used now through 12/31/2023 Restrictions: For a new advertiser (defined as a company that has not run with any Masthead Maine 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: \$ 1,500.00  
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 2023 and Q2 2023 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: \$ 10,000.00  
Value: \$ 81,053.00

CATEGORY: 04 :: Out of Home



**: Boston Street Furniture from JCDecaux**

JCDecaux Boston street furniture includes over 800 backlit advertising panels in the best locations, offering entire market coverage or targeted programs in Boston's key neighborhoods. JCDecaux's street furniture is strategically located downtown, on busy main streets, in and around tourist attractions, near all local sports venues, historical sites, shopping boutiques, and businesses. 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. Restrictions: - Valid in 2023 only/campaign must run entirely in 2023 - 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 2022'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



**: 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, 2023 to use this unit. Restrictions: Space only. The winner needs to supply artwork. Subject to space availability. Please contact kate@adclub.org for full list of locations.

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



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

1 digital slot on Lamar's digital bulletin inventory for a 4-week Flight in the Boston market. Average Impressions: 181,610 per week 726,441 per 4 weeks In Massachusetts all spot lengths are 10 seconds - MA DOT regulation. One year until September 30, 2023 to use this unit. Restrictions: Space only. The winner needs to supply artwork. Subject to space availability. Please contact kate@adclub.org for full list of locations.

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



**: 1 Digital Bulletin in Boston for 4-Week Flight from Lamar (Package #3)**

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, 2023 to use this unit. Restrictions: Space only. The winner needs to supply artwork. Subject to space availability. Please contact kate@adclub.org for full list of locations.

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



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

One 14' x 48' static bulletin in Providence, 4-week flight. Value: \$7,500. Lamar will also cover production costs, valued at \$1500. Total Value of board plus production: \$9,000 Average Impressions: 620,031 per week 2,480,125 per 4 weeks Valid for one year until September 30, 2023 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 2023. Can start on any available date in Q1 2023. Media could potentially run into Q2 as long as the start date of the 4-week period is in Q1. Email [kate@adclub.org](mailto: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 total of 25 recycling kiosk units for four weeks with a campaign start date of any available Monday in 2023. Kiosks are street level, positioned directly at crosswalks for maximized exposure. The displays feature three-sided wraps and are maintained daily. - Total media value for 2021 auction 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](mailto:kate@adclub.org) with any questions

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

**: 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 2023, or November 2023 (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](mailto:kate@adclub.org) with questions.

**Starting Bid: \$ 2,000.00**  
**Value: \$ 14,225.00**

**: 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: \$12,500 CPM: 10.60 Guaranteed Weekly Impressions: 587,985 Timeframe: Can be used Q4 2022 - Q4 2023 by 12/31/2023 Program Length: 2 week (14 day) program. Restrictions: Client and copy are subject to approval Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

**Starting Bid: \$ 3,125.00**  
**Value: \$ 12,500.00**

**: 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 2023, Q2 2023 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](mailto:kate@adclub.org) with questions

**Starting Bid: \$ 1,500.00**  
**Value: \$ 6,000.00**

**: Branded Cities' Times Square Midtown Mosaic**

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 9 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: 6,552,851 Can be used Q1 2023 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 • 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](http://brandedcities.com/wp-assets/photosheets/ny/ny_midtownmosaic_ps.pdf) Spec Sheet: [http://brandedcities.com/wp-assets/specsheets/ny/ny\\_midtownmosaic\\_spec.pdf](http://brandedcities.com/wp-assets/specsheets/ny/ny_midtownmosaic_spec.pdf) Demo Reel: <https://vimeo.com/654985076> Email [kate@adclub.org](mailto:kate@adclub.org) with questions

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

**: Chelsea Market Feed from Pearl**

NYC's Chelsea Market Feed is a unique media network that provides savvy consumers and tenants of Chelsea Market with fresh, relevant and inspiring content. It will consist of 10 strategically placed screens inside Chelsea Market in NYC. Includes a Mix of portrait and landscape displays. - Display: 46", 55" & 75" commercial grade HD screens. - Location: 16th St between 9th Ave and 10th Ave Ads can be static or full motion - all digital. (1) :15s ad on a 4.5 min loop. Estimate Impressions over four weeks: 2,461,368 Pearl has 10 screens total within the Chelsea Market Ad Specs: Portrait: 1080x 1920 Landscape: 1920 x 1080 Array: 3240 x 1920 Restrictions: Creative must be approved prior by Chelsea Market. Ad may not run congruent with another Ad donation. Must be separate flights. Media will run in: Q1-Q3 2023 Additional Info: <http://pearlmedia.com/portfolio/chelsea-market-feed/> Please email [kate@adclub.org](mailto:kate@adclub.org) with questions.

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

**: 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: \$44,279 Estimated Impressions: 2,830,875 Program Length: 4-week period between 10/1/2022 - 6/30/2023 Timing: Q4 2022, Q1 2023, Q2 2023 (by 6/30/23) (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](mailto:kate@adclub.org) with questions

Starting Bid: \$ 12,000.00  
Value: \$ 44,279.00

**: Digital OOH Network along Atlantic City Boardwalk from All Points Media**

Over 25 million visitors came to the Atlantic City Boardwalk in 2021 and visitation is up for 2022! All Points Media offers the largest continuous digital signage network that spans 1.7 miles of the busiest stretch of the iconic Atlantic City Boardwalk. Visitors come from all over the world but primary states of visitation are along the northeast coast spanning from Washington, DC to Massachusetts. Details: Gross Value: \$22,425 Net Value: \$19,500 Impressions: 19,181,576 CPM: \$0.70 Qty (8) :15-Second Spots x 98 Screens = 784 plays per hour 4-Week Display (can run between Q4 2022 - Q4 2023) Network Details - 49 Poles with Double-Sided Screens - 98 Total Faces - Full Motion with Sound - :15-Second spot plays on all 98 screens at the same time - a 1.7 mile ad! - High Impression Branding Opportunity! Website: <http://allpointscs.com/apm-digital-powered-impactive/AC/> Demo Reel or Video Link: <http://allpointscs.com/apm-digital-powered-impactive/>



Live Boardwalk Feed: <http://allpointsc.com/boardwalk-live-feed/> Email [kate@adclub.org](mailto:kate@adclub.org) with questions

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

**: 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: \$14.08 Guaranteed Impressions: \$97,632 A18+ weekly impressions Media can run during: Q1 2023 Program Length: 4-wks, on aspace available basis Restrictions: RSA reserves the right for creative pre-approval Email [kate@adclub.org](mailto: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 2023 - Q4 2023 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](mailto: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 2022, Q1 2023, Q2 2023, Q3 2023 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](mailto:kate@adclub.org) with any questions.

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

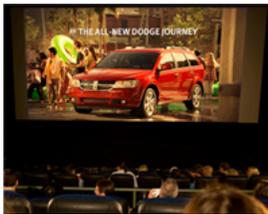
**: Gas Station TV: \$25k Video Package**

Package includes \$25k net of digital video airtime on GSTV, a National video network that reaches over 104MM+ consumers each month across 28,000 fuel stations. True video impressions in a unique 1:1 environment where you have an uninterrupted 4-5 minutes with a consumer while they are fueling up their vehicle. Can run :15 or :30 creative at a 100% viewable screen with guaranteed 100% video completion as 1x impression = 1x fuel transaction. Net Value: \$25,000 CPM: CPM will vary on :15's vs. :30's Guaranteed Impressions: 1,000,000 (for :15 creative) (If winner prefers to run :30's or apply targeting, impressions would vary) Spots can be :15s or :30s Spots must air 1/1/2023 - 6/30/23 within a minimum 4-week timeframe Program Length: 4 Week Flight Targeting: DMA & Zip Code. Additional behavioral targeting available via Distillery. Restrictions: - Schedules will be negotiated based on available inventory. - Spots can be 15's or 30's. Commercials must meet broadcast standards. - Selection of stations are subject to station inventory availability. - Opportunity only available to an advertiser who has not run on the GSTV network during the Q4'2019-Q1'2023 time frame Demo Reel or Video Link: <https://gstv.com/about-gstv-2020> Email [kate@adclub.org](mailto:kate@adclub.org) with questions

Starting Bid: \$ 6,250.00  
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, 2023 and December 31, 2023. 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 1/1/23 thru 12/31/23 Email kate@adclub.org with questions

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



**: 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 2022 - Q4 2023 by 12/31/2023 Program Length: 4 weeks Size: 1920 x 1080 Restrictions: Based upon space availability Email kate@adclub.org with questions.

Starting Bid: \$ 1,500.00  
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 2022 - Q4 2023 by 12/31/2023 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 2022 - Q4 2023, by 12/31/2023 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 2022 - Q4 2023 by 12/31/2023 Restrictions: Dependent upon space availability Email kate@adclub.org with questions

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



**: Pointe Orlando - Full Digital Network Domination From Liquid Outdoor**

Digital Kiosk Network & ORL9000 within Pointe Orlando Lifestyle Center. Includes 12 Digital Kiosk Faces & 1 Digital Wallscape. 15 second spot, 90 second loop. Full Motion. Net Value: \$35,000 CPM: \$7.30 Guaranteed Impressions: 688,976 Specs: 1920 x 1080 Timing: One 4-week period Can be used Q4 2022 - Q4 2023 by 12/31/2023 Restrictions: Must be family-friendly advertiser. Based on availability Email kate@adclub.org with questions.

Starting Bid: \$ 8,000.00  
Value: \$ 35,000.00



**: 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 2022 - Q4 2023 by 12/31/2023 Size: 1920 x 1080 Email kate@adclub.org with questions.

Starting Bid: \$ 2,000.00  
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 2022 through Q1 2023 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](mailto: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 2022, Q1 2023, Q2 2023  
Restrictions: -Cannot be used toward political/issues advertising -Can only be used in the 1st 2 weeks of the month, in a non political window. Email kate@adclub.org with questions.

Starting Bid: \$ 250.00

Value: \$ 1,500.00



**: 101.7 The Bull :30 Second Spot Schedule**

101.7 The Bull :30 second spot schedule. 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:\$ 1,000.00

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 2022 - Q4 2023 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 2022 - Q4 2023  
<https://vimeo.com/337759311> Email kate@adclub.org with questions.

Starting Bid: \$ 900.00

Value: \$ 4,590.00



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

32x 15-second OR 30-second announcements on 99.5 CRB Classical Radio Boston. To air Mon-Fri 6a-8p and Sat/Sun 8a-8p. Digital assets with display ad on [wgbr.org](http://wgbr.org) plus streaming pre-roll messages on 99.5 CRB live stream and 300 x 250 display ad in one GBH opt-in e-newsletter for a total of 150,000 digital impressions. The CRB offer cannot be combined with other offers and current sponsors/clients cannot spend less than the prior year or less than any pending contracts. Restrictions: Current sponsors of CRB cannot reduce their annual support by using this offer. Winner must follow FCC Guidelines for radio copy. Expiration Date: Radio spots must be used by June 30, 2023. Email tom@adclub.org and kate@adclub.org with questions.

Starting Bid:\$ 1,250.00

Value: \$ 5,000.00



**: BIG 103 Media Package**

(25) :60 or :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: \$ 1,750.00

Value: \$ 10,000.00

**: Classical 95.9 :60 Spot Schedule**



Choice between: 40 (:60s) commercials OR 55 (:30s) per month, for 9 months in 2023. Net Value: \$8,640 Can be used Q1 2023, Q2 2023, Q4 2023 Restrictions: - Excludes Q3, 2023 entirely. - Spots must be used monthly. Cannot use all 40 spots in two weeks or less. Email kate@adclub.org with questions.

Starting Bid: \$ 750.00  
Value: \$ 8,640.00



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

16x 15-second announcements on 89.7 GBH Boston Public Radio. To air Mon-Fri 6a-8p and Sat/Sun 8a-8p. Digital assets with display ad on wgbh.org plus streaming pre-roll messages on 89.7 GBH live stream and 300 x 250 display ad in one WGBH opt-in e-newsletter for a total of 150,000 digital impressions. The WGBH offer cannot be combined with other offers and current sponsors/clients cannot spend less than the prior year or less than any pending contracts. Restrictions: Current sponsors of GBH cannot reduce their annual support by using this offer. Winner must follow FCC Guidelines for radio copy. Expiration Date: Radio spots must be used by June 30, 2023. Email tom@adclub.org and 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) :60 or :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 WBMX. Valid 1 year from date of purchase. Email kate@adclub.org with questions

Starting Bid: \$ 2,000.00  
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, 2023 Net Value: \$5,000 Spot Length: :15, :30, :60-second commercials; Can be used: November 9, 2022 - June 30, 2023 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 (Adult Hits) WNHV Concord-Lakes Region, NH - 93.3 The Wolf (Country) WNNH Concord-Lakes Region, NH - 99.1 The Bone (Active Rock) WFNQ Manchester-Concord, NH - 106.3 Frank FM (Adult Hits) WTPL Manchester-Concord, NH - 107.7 The Pulse of New Hampshire (News Talk) WBYY Portsmouth-Dover-Rochester, NH - 98.7 Frank FM (Adult Hits) WTSN Portsmouth-Dover-Rochester, NH - 1270/98.1 The Pulse of NH (News Talk) WXLN Lebanon-Hanover-White River Junction, NH-VT - 95.3/107.1 The Wolf (Country) MAINE: WFNK Portland, ME - 107.5 Frank-FM (Classic Hits) WTHH 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) WBVA 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/ff 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/ff inventory is sold-out/eg. May, Political) Email kate@adclub.org with questions

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

**: WBUR Package 1: Choice of Radio Announcements or Impressions on WBUR.org**

Support The Ad Club and show your commitment to independent journalism and public media all in one package. Your winning bid will put you on one of Boston's top 5 stations including drive time. CHOOSE BETWEEN: 20 Announcements M-SU 5A-8P on WBUR. OR 250,000 impressions with a 300x250 ROS display ad on WBUR.org (recognized as the "best radio website in America" with the Edward R. Murrow award). Restrictions: This offer is for new clients only who have not been on WBUR in prior years or are not in current conversations within the past 12 months about becoming a WBUR underwriter. WBUR Packages cannot be combined. All inventory must be used by 6/30/23 within a 30-day period. Email kate@adclub.org with questions

Starting Bid:\$ 1,750.00  
Value: \$ 5,000.00

**: WBUR Package 2: Choice of Radio Announcements or Impressions on WBUR.org**

Support The Ad Club and show your commitment to independent journalism and public media all in one package. Your winning bid will put you on one of Boston's top 5 stations including drive time. CHOOSE BETWEEN: 20 Announcements M-SU 5A-8P on WBUR. OR 250,000 impressions with a 300x250 ROS display ad on WBUR.org (recognized as the "best radio website in America" with the Edward R. Murrow award). Restrictions: This offer is for new clients only who have not been on WBUR in prior years or are not in current conversations within the past 12 months about becoming a WBUR underwriter. WBUR Packages cannot be combined. All inventory must be used by 6/30/23 within a 30-day period. Email kate@adclub.org with questions

Starting Bid:\$ 1,750.00  
Value: \$ 5,000.00

**: 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:\$ 1,250.00  
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/ff



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) :60, :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: \$ 2,500.00  
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/ff inventory is sold-out/eg. May, Political) Email kate@adclub.org with questions

Starting Bid: \$ 800.00  
Value: \$ 8,000.00

**: WMJX/MAGIC 106.7 Commercial Schedule**

(20) :30 second commercials. (10x M-Sun 6am-12mid and 10x M-Sat 6am-10pm). Restrictions: Cannot be used for market avails. This package cannot replace an existing or pending media buy on WMJX. Schedules will be valid most weeks in Q1 - Q3 2023, subject to availability. Some black-out weeks may apply if the station is sold out. 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/ff inventory is sold-out/eg. May, Political) Email kate@adclub.org with questions

Starting Bid:\$ 1,000.00  
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**

Description: :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



**: Bustle Digital: Display & Email Sponsorship Package**

As the fastest growing publisher in modern media, BDG works with creators to uncover issues and stories that matter through the lens of authenticity, inclusivity, and conversation. An audience-first, personalized approach allows us to speak to the many or the few, united by a boundless curiosity about the changing world and our place in it. Take advantage of Bustle Digital Group's premium portfolio of lifestyle websites\* and extensive reach of 160MM monthly uniques. \$7500 in display media and \$7500 in editorial email sponsorships. Inventory includes all brands within the BDG Network (Bustle, Romper, Elite Daily, TZR, NYLON, Inverse, Input, Mic) Net Value: \$15,000 Estimated Impressions: 400,000 Media will run in: Q1 2023 Sizes / Formats: 970x250, 728x90, 300x250, 300x600 Restrictions: Does not include custom/RM ad units, 3rd party data targeting, or geo-targeting. Email kate@adclub.org with questions.

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

**: 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 2023 - Q4 2023 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

**: 1MM Display Impressions from Martini Media**

1MM impressions to run across display for Q1 2023 - Q2 2023 with a value of \$12,000 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 2023 - Q2 2023 Positioning: 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: 728x90, 300x250, 160x600 and 300x600 Restrictions: Cannot guarantee site sections. Valid for new advertisers only or 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: \$ 2,500.00  
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: \$25,000 CPM: \$10 Guaranteed Impressions: 2,500,000 Vertical: Youth Media Can Run: Q2 - Q4 2023 Positioning: Run of Site Sizes: 728x90, 300x250, 320x50 Restrictions: No targeting. Banner media only. Email kate@adclub.org with questions.

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

**: 5x SheKnows First Impression Takeovers**

SheKnows will offer (5) First Impression Takeovers: 100% SOV of the first page of entry based on where the





user first lands on SheKnows, 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 2023 - Q3 2023 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: - HPTO 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. - HPTO and first impressions are on the same day and work cohesively together. - There are (5) dates in the package offered. Restrictions: Can be used any time between Q1 2023 - Q3 2023. Dates are first come, first serve. Email kate@adclub.org with questions

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



**: AOL Module Package from Yahoo, Inc. (available for 501c3 org only)**

AOL Module Package included 2 placements (to run the same ad) on the AOL Homepage for a 501c3 organization. Estimated Impressions: 1.3 total estimated impressions Flight length: 7 days (Sun-Sat) to be run consecutively in Q4 2022 Timing: Must be used Q4 2022 (Oct-Dec) by 12/31/22 Exact dates must be approved before IO signature. Property: AOL.com (desktop and mobile web) Ad Specs: Title - 46 max characters (spaces included) Description - 80 max characters (spaces included) CTA - 10 max characters (spaces included) Image: 300x74 - should be bright/text free (will have dark overlay & title on top) Restrictions: Winning organization must meet the following criteria: - Registered 501C3 - Non-profit website must have a privacy policy - Non-profit cause must be nonviolent, non-partisan, and non-religious Email kate@adclub.org with questions or for specs.

Starting Bid: \$ 5,000.00  
Value: \$ 49,000.00



**: Banner Advertising on Nasdaq.com**

Online offering consists of: 666,667 impressions running on the "Market Activity" and "News + Insights" sections on Nasdaq.com. Ad units / Formats included are: 728x90 and 300x250. Client must provide banner ad creative files. Net Value: \$20,000 CPM: \$30 Guaranteed Impressions: 666,667 Media Can Run: From Q4 2023 to end of Q2 2023 Sizes / Formats included: 728x90 or 300x250 display banner ad Restrictions: Must be used for new clients only. Auction package cannot be used in place of any planned or existing buys with Nasdaq.com. Client must provide banner ad creative files. 8-week flight must be used by 30 June 2023. Nasdaq.com helps connect business, capital and ideas by providing leaders, investors and innovators the data and information they need to rewrite tomorrow in order to advance in today's global economy. Email kate@adclub.org with questions

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

**: BBC.com Targeted Banner Campaign**

The following BBC.com media plan is comprised of ROS placements that come with audience targeting using our first party data as well as contextual targeting. The winning bidder will get to determine the type of audience and content they want to target for their campaign on BBC.com. We have also included a BBC.com business section takeover on our news app and ROS placements on BBC.com. Net Value: \$40,000 Guaranteed Impressions: 1.1MM (dependent on ad sizes run) eCPM: \$36 Media Can Run: Q1 2023 (Jan 2023 – April 2023) - 3 months Positioning: - Run of a specific Section (The Business Section of BBC.com) - Behavioral Targeted ROS (customized to client's audience) Targeting: Behavioral, Contextual, Demographic, Geo Sizes / Formats: 300x250, 300x600, 970x250 Email kate@adclub.org with questions.

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



**: Boston.com Takeover (Sliding Billboard and Big Ad)**

Boston.com is the region's largest media website reaching the most affluent demographic in New England. Millions of users come to our sites each month to consume news and we can target all of our users to the specific needs of your business. Adults who use Boston.com have an average age of 43 (4 years younger than the market average), are more likely to be men, have above average incomes, and are more likely to have a postgraduate degree. The Sliding Billboard expands when readers first go to boston.com, pushing down news content to deliver your message. After 10 seconds, the ad collapses into a pencil leave behind.



Estimated Impressions: 1.85MM / One full day takeover  
 Sizes: Desktop: 970x250 (100k) / Pencil: 970x90 (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: Must be used by Q1 of 2023 (Jan-Mar). Restrictions: - New Advertisers only (defined as not having run print or digital with us 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: \$ 5,500.00  
 Value: \$ 22,200.00

**: 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: Must be used by Q1 of 2023 (Jan-Mar). Restrictions: - New Advertisers only (defined as not having run print or digital with us 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: \$ 3,250.00  
 Value: \$ 13,600.00

**: 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 2023, Q2 2023 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/en-us/enterprise/ad-policy> Email kate@adclub.org with questions.

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

**: Digital Inventory from Paramount: CBS News Digital Display**

\$5,000 value of CBS News Digital Display. Surround the most trusted source in news across CBSNews.com. Net Value: \$5,000 Estimated Impressions: 625k CPM: \$8 Timing: Q1 2023, Q2 2023 Positioning: ROS Display across CBS News Digital Targeting: P2+ Sizes/Formats: 728x90, 300x250, 300x600, Pre-roll Email kate@adclub.org with questions

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

**: Digital Inventory from Paramount: CBS Sports Digital Display**

\$5,000 value of CBS Sports Digital Display. Surround the greatest sports moments and reach the most passionate fans during a major sports window across CBS Sports Digital. Net Value: \$5,000 Estimated Impressions: 625k CPM: \$8 Timing: Q1 2023, Q2 2023 Positioning: ROS Display across CBS News Digital Targeting: P2+ Sizes/Formats: 728x90, 300x250, 300x600, Pre-roll Email kate@adclub.org with questions

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

**: Digital Inventory from Paramount: EyeQ Kids & Family: Big Kids Video**

\$25,000 value of EyeQ Kids & Family: Big Kids Video. EyeQ Kids & Family: Big Kids is the best way to reach kids 6-11 in the most premium kid friendly content, including Spongebob, Transformers, and so much more! Net Value: \$25,000 Estimated Impressions: 1.33MM video impressions CPM: \$18.75 Timing: Q1 2023, Q2



2023 Targeting: P2+ Spot Length: :15s and :30s  
 Sizes/Formats: Restrictions: EyeQ Kids & Family ad creative must be COPPA and CARU compliant and subject to S&P approval Email kate@adclub.org with questions.

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

**: Digital Package from Fastcompany.com**

We are offering 500,000 ROS banner ad impressions. Impressions must run within Jan-April of 2023 by one advertiser. Gross Value: \$76,470 Net Value: \$65,000 CPM: \$130 Guaranteed Impressions: \$500,000 Can be used Q1 2023 by April 30, 2023 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 2023 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: \$ 7,000.00  
 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 2023 by April 30, 2023 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 2023 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: \$ 9,000.00  
 Value: \$ 65,000.00

**: Digital Video Package from Tremor Video/Unruly**

Run of network digital video impressions (in-stream and out-stream w/ no dispersion goals between the two). Net Value: \$5,000 Estimated Impressions: Approximately 345K Timing: Can be used Q1 and Q2 2023. Positioning: Run of Network Sizes: All sizes accepted File Specs / Sizes: - Aspect Ratio: 16:9 - Dimensions: 1280x720 preferred (HD) - File Type: MP4 with H.264 codec preferred (MOV files accepted) - File Size: Under 50MB preferred - Frame Rate: 23.976 FPS or 29.97 FPS - Video Bitrate: 800 – 1,024 kbps or higher - CTV Bitrate: Include multiple files at different bitrates, (ranging from 1,000 – 5,000 kbps (additional bitrate versions also OK) - Audio Bitrate: 128kbps / 44kHz (64k – 128k @ 44.1kHz or higher) Restrictions: No additional targeting included. Email kate@adclub.org with questions.

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

**: Display Media from Twitch.tv**

ROS Display media (728x90 & 300x250) running on Twitch.tv Restrictions: Must run in Q1-Q3, 2023 Net Value: \$10,000 CPM: \$10 Guaranteed Impressions: 1,000,000 Media can run: Q1 2023 - Q3 2023

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



**GEAR PATROL**



**dstillery**

tech consumers throughout the buying process. Value is towards standard media across Ziff Davis Tech. 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 2022 - Q2 2023 Must be used by June 30, 2023 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 Gear Patrol**

ROS Display offering across Gear Patrol during Q1 2023. 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 2023 Program Length: Total impressions to be delivered across Q1'23 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: \$ 6,250.00**  
**Value: \$ 25,000.00**

**: Dotdash Meredith Finance - 100% SOV Custom Series Editorial Sponsorship**

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 Custom Series package allows the advertiser to curate a selection of articles around a specific theme from one of our sites and sponsor the content at 100% SOV. 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**

**: Dstillery Cross-Platform Audiences Data Package**

Includes \$8,000 in value for Dstillery data impressions to run across The Trade Desk only. Net Value: \$8,000 in data costs Tactics: - Custom AI Audiences (Pixel Based) - Find prospects that act like a clients current customers - Behavioral Audiences or custom built (Non Pixel Based) - Includes our in-house segments built based on contextually relevant consumption patterns. Our approach: Starting with the seed set of sites and apps where we build act a like models to be able to reach a similar audience that visits these seed set sites. We re-rank and re-score these cookies every 24 hours to be sure that they are always a fit with the audience group Quality of inventory sources: With six awarded patents related to protective measures in ad fraud, Dstillery leads the industry in inventory hygiene and rigor around the sound treatment of actionable data. Analyzing 50+ billion data points daily, true data informs accurate models that provide real results when activated across qualified media inventory. Fraud guarantee: First to market with 7 patents to detect bot fraud and fraudulent sites Dstillery Differentiators: Clean Data - We ensure our audiences are 99% human-verified. This unmatched rate of cleanliness ensures our models are not polluted by fraud, and therefore, perform better. Holistic data - We understand what people are doing online, in the real world, at what time, across ad supported & non ad-supported sites. This 360-degree view enriches our models greatly, particularly in comparison to models solely informed by bid stream data Customized at the atomic level: Our Custom A.I. Models are not an index of Pre-Built segments, but rather, Custom Audiences built from scratch at the individual/user level Re-scored daily: Every day, the model is finely tuned and re-adjusted, a rate of frequency far greater than the industry norm of 30/60/90 days Restrictions: Must run within Q4 2022 - Q2 2023 before 6/30/23 Must be spent within 3 months from date of activation Can only be active on The Trade Desk To be activated by One (1) brand - or on one TTD seat Can run any of our audiences (Custom AI, custom built or pre-built) \$8k total value in data Email kate@adclub.org with questions.

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

**: 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, Health, Parenting/Moms, Sports, Technology, Travel Can be used Q4 2022 - Q4 2023 Program Length: One full quarter Please email Kate@adclub.org with questions

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

**: 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 2022 - Q2 2023 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: \$ 5,000.00  
Value: \$ 30,000.00

**: NPR.org Digital Display**

400,000 impressions, ROS display, 300x250 on NPR.Org Restrictions: Creative subject to review by NPR Net Value: \$4,000 CPM: \$10 Estimated Impressions: 400,000 RON Timing: Q4 2022, Q1 2023, Q2 2023, Q3 2023, Q4 2023 Program Length: One month or more Targeting: Not Included Size: 300x250 Email kate@adclub.org with questions

Starting Bid: \$ 1,000.00  
Value: \$ 4,000.00

**: Paramount Digital Display: CBS Interactive**

Ad networks package will include: CBS Interactive Rotation 728x90 CBS Interactive Rotation 160x600 CBS Interactive Rotation 300x250 The CBS Interactive Rotation offers marketers reach across CBS Interactive's premium brands in safe and trusted environments and alongside content that audiences crave most. This opportunity offers marketers massive reach and guaranteed delivery across the CBSi Display including CBS News, CBS Sports Network, and CBS Media Ventures. Net Value: \$12,500 Estimated impressions: 1.5MM Positioning: Run of Specific Section Sizes / Formats: 728x90, 160x600, 300x250 Targeting: Any added targeting can be US Only Media can run Q1 2023 - Q4 2023, must be used by 12/31/23 Program Length: Flighting is TBD based on client's needs & avails on CBS sites Restrictions: - CBS.com does not have display units and CBSNews.com only has specific units available. - CBS Interactive reserves the right to review creative and refuse creative that is inappropriate or interferes with the user experience on the site. Email kate@adclub.org with questions

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

**: 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, 1/1/23 - 6/30/23. 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 Media on Crackle.com**

Your banner ad will run next to Crackle's premium desktop video content. Crackle Plus is the #1 independent ad-supported streaming service with high profile originals, TV series, movies and licensed titles (from all major studios). Crackle is 100% free and





available on 30+ devices. Net Value: \$10,000 CPM: \$10  
 Guaranteed Impressions: 1,000,000 Media Can Run: Q1  
 2023 - Q2 2023 Program Length: 6 Months Sizes /  
 Formats included: 300x250 Restrictions: Crackle  
 desktop companion banner only  
<https://vimeo.com/434086410/f6cfb96046> Email  
 kate@adclub.org with questions

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



**: ROS Display Package from What to Expect**

What to Expect is the world's best-known, most trusted pregnancy and parenting brand, helping every parent know what to expect, every step of the way. Building on the bestselling What to Expect book series by Heidi Murkoff, What to Expect Digital reaches over 15 million parents and parents-to-be each month with its popular website and top-rated apps for Android, iOS, and Amazon Echo. Value is towards standard media across What to Expect. Standard display media will be finalized based on timing of campaign and inventory available. Final media mix will be at What to Expect's discretion. Media must run by June 30th, 2023 Net Value: \$25,000 Guaranteed Impressions: 1.5MM Media Can Run Q1 2023 - Q2 2023 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 6/30/23 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 2022, Q1 2023 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 Leaderboard on Morningstar.com**

500,000 Run of Site Leaderboards (728x90) on Morningstar.com. A Leaderboard is a 728x90 sized digital banner that traditional resides at the top of the page. (See image for reference of Leaderboard ad unit bordered in red). Restrictions: Inventory delivery during campaign flight is subject to availability of inventory during requested flight dates. Vertical: Finance Sizes / Formats: 728x90 Standard Display Available time frame: Q1 2023 - Q2 2023 Expiration Date: June 30, 2023 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: \$ 8,000.00  
 Value: \$ 35,000.00



**: Standard Display Media on Everyday Health**

Everyday Health is one of the largest consumer health & wellness websites. With 80 million monthly unique users, a registered community of 165 million, 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 2023, Q2 2023 Media must run by June 30th, 2023 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](http://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, 2023 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](mailto:kate@adclub.org) with questions

**Starting Bid: \$ 5,000.00**  
**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 2023 - Q4 2023 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](http://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](mailto:kate@adclub.org)



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

**: The Guardian US - Progressive Influential Package**

The Guardian US (73M) is a 200-year-old purpose-driven organization that explores and explains the most critical issues facing humanity by shining a light on those who are making the world a better place, inspiring hope and encouraging reader action. It is 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 a progressive-minded, affluent, influential and highly unduplicated audience who appreciates our unique outsider perspective. The Progressive 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 Home Page Takeover Net Value: \$50,000 CPM: \$16.00 on rotational media Guaranteed Impressions: 3,117,118 Can Run: Q1 2023 - Q2 2023 Program Length: 6 months or shorter depending on the partner need Targeting: Behavioral, Contextual and/or audience targeting, Keyword Sizes: 728x90, 300x250, 300x600, 970x250 and 320x50 Vertical: Automotive, Finance, Health, Local, Parenting/Moms, Sports, Technology, Travel, Other Includes positioning on: Homepage, Section Homepage, Run of a specific Section, Behavioral Targeted ROS (customized to client's audience) Restrictions: No video or custom units Email [kate@adclub.org](mailto:kate@adclub.org) with questions

**Starting Bid: \$ 13,000.00**  
**Value: \$ 50,000.00**

**: Vox Media RON Rotational Media Package**

Vox Media is a prestigious modern media company that believes in the power of going deeper to connect with global, passionate, curious audiences. Our portfolio features the most relevant and respected editorial properties across the biggest consumer categories, including: Vox, New York Magazine, The Verge, The Cut, Eater, Vulture, The Strategist, Polygon, SB Nation, Intelligencer, Curbed, Grub Street, Recode, Thrillist, Popsugar, The Dodo, NowThis, and Seeker. Off-platform, the Vox Media Podcast Network is one of the largest collections of popular podcasts spanning technology, news, pop culture, emerging trends, and more. Vox Media Studios is the award-winning nonfiction production and distribution studio for multiple TV and streaming partners. Net Value: \$35,000 CPM: \$12 Guaranteed Impressions: 2,916,666 Timing: Q1 2023 - Q3 2023 Inventory provided is run-of-network, and can run on any of the sections of the Vox Media sites. It provides the best of the Vox Media portfolio! Sizes: RON standard display sizes (728x90, 300x250, and 300x600) Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

**Starting Bid: \$ 8,000.00**  
**Value: \$ 35,000.00**

**: Zero Party Data Collection + Customized Video**





**and/or Display + Distribution Package from  
ViralGains**

As cookies begin to crumble, 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. 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. Net Value: \$25,000 CPM: \$25 Estimated Impressions: 1,041,666 Timing: Q4 2022 - Q1 2023 Program Length: 30 Days Max Sizes: 728x720p or larger. Format: Agnostic: Video/Display, CTV, Mobile, Tablet, Desktop, Game Console Positioning: Behavioral Targeted ROS (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 client only. Demo: <https://odc.vgview.com/v/bOX.g.-.19> Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

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

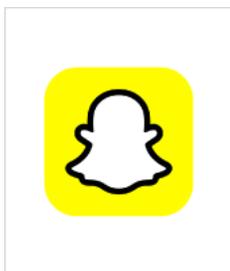
CATEGORY: 07 :: Mobile



**: \$5k Media Credit on Reddit**

Package includes \$5K of media on Reddit in the form of promoted posts (image/text/video/carousel). Find your people where they find community. Net Value: \$5,000 CPM: TBD Guaranteed Impressions: TBD Can be used: Q4 2022 or Q1 2023 Positioning: Homepage, Section Homepage, Run of a specific Section, Behavioral Targeted ROS (customized to client's audience) Targeting: Interest / Community Targeting Specs: <https://redditinc.force.com/helpcenter/s/article/Reddit-Ad-Unit-Specifications> Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

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



**: \$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 2023, 1/1/23 - 3/15/23 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 Snapchaters have \$4.4 trillion in global spending power and 347 million people use Snapchat every day. - On Snapchat, people are empowered to be happy, open-minded, and connected. Snapchaters want to buy into businesses they can support, promote, and stand behind. - Snapchat reaches 75% of millennials and Gen Z. - On average, Snapchaters spend over 30 minutes on Snapchat every day. Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

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



**: AccuWeather Winter Wonderland: Weather-Triggered Dynamic Messaging by Location**

AccuWeather will weather trigger ads against winter weather in 4Q'22 - 1Q'23 Net Value: \$26,000 Impressions: Varies based on desired placements Estimated Impressions: 3,200,000 Media can run during: Q4 2022 - Q1 2023 Targeting: Yes, weather-triggered dynamic messaging by location Targeting available: Behavioral, Demographic, Geo Sizes: 728x90, 160x600, 300x250, 300x600, Pre-roll Email [kate@adclub.org](mailto:kate@adclub.org) with questions

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



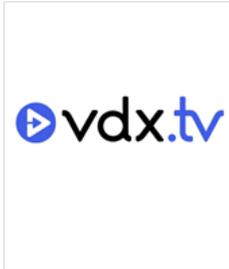
**: Activision Blizzard Media Rewarded Video Package**

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 2022 - Q1 2023 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 - AlphaBetty 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](mailto:kate@adclub.org) with any questions.

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

**: Desktop & Mobile Impressions on ABC6.com (Providence)**

90,000 monthly impressions for three months on ABC6.com. Total Impressions: 270,000 Value: \$3,000 Desktop 300x250: 28k impressions Desktop 468x60: 28k impressions Desktop 300x159: 25k impressions



Mobile 320x50: 9k impressions Good for use any three months in 2023 For questions: email kate@adclub.org

Starting Bid: \$ 450.00  
Value: \$ 3,000.00

**: Display & Mobile Package from VDX.tv**

VDX.tv is offering 2MM impressions to run across display and mobile for Q4 2021 - Q2 2022. These impressions can be served with standard banners including the following ad sizes: 728x90, 300x600, 300x250 or 160x600 units. Advertisers can leverage our proprietary data and over 50,000 interest-based audience segments to reach their target audience and accomplish campaign goals. Media will run in: Q4 2022 - Q2 2023. Length: TBD- Depending on partner's campaign & delivery goals (Minimum of at least 4 weeks) Estimated number of impressions: 2,000,000 CPM: \$5 Includes Positioning On: - Behavioral Targeted ROS (customized to client's audience) - VDX.tv has 2,500+ premium and mid-tier passion sites that we will execute digital media across - We accept blacklists, negative keyword/content targeting parameters. Furthermore, we are 100% page level contextualized so we understand the full content of every page within our network. We can overlay IAS for brand safety/viewability. We have preferred partnerships with IAS and MOAT to ensure viewability and brand safety. Additionally, we have a proprietary Page Guard Brand Safety product that ensures the brand safety of all our partners. This includes: -Strict policies in place to ensure that only high-quality sites are selected for the VDX.tv network - Domain Verification: Specific domains are assigned to each site in VDX.tv's network all inventory is subject to real-time domain validation -Real time, integrated Page Level Contextualization ensures ads are only served on safe content VDX.tv is a global advertising technology company that is transforming the way brands connect with relevant audiences in today's converging video landscape. By creating video-driven experiences that integrate a brand's TV and digital messages and empower marketers to captivate viewers, compel action, and convert awareness into response, VDX.tv connects the dots between people, devices and households to deliver a more consistent, relevant, and meaningful brand experience across all screens. As a certified minority business enterprise, we understand that diverse perspectives generate the most creative and effective solutions for reaching diverse audiences. VDX.tv is a division of Exponential Interactive, Inc. Learn more at www.vdx.tv For questions, email kate@adclub.org

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

**: 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 2022 - Q4 2023 by 12/31/23 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 Impressions from Kargo**

Kargo will contribute 300x250 mobile banners equating to \$5,000 and 625,000 Impressions. Kargo is the leader in mobile brand advertising. Through creativity, technology and innovation, Kargo empowers advertisers to break convention and build connections with consumers on the most important screen today – the phone. Kargo's high-end editorial alliance of world-class publisher partners, advertising automation tools and award-winning creative studio, allow brands and agencies the ability to reach 100% of smartphone users in the United States with memorable, measurable, and



unique mobile ad experiences. Net Value: \$5,000 CPM: \$8 Guaranteed Impressions: 625,000 Size: 300x250 Media can run: Q1 2023-Q4 2023 Targeting is not offered as part of this package. Restrictions: Placements will be run of Kargo premium publisher sites For questions, email kate@adclub.org

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



**: 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 10/1/2022 - 9/30/23 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

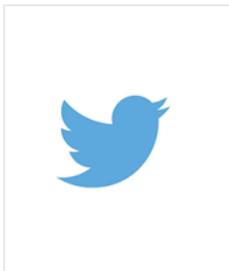
Starting Bid: \$ 3,250.00  
Value: \$ 15,000.00



**: 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 2022 through Q2 2023 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 Email kate@adclub.org with questions.

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



**: Promoted Tweets in Timeline from Twitter**

\$25k in promoted Tweets credit - images or (short form) video assets. Media can run during: Q1-Q2 2023 Package includes positioning on: Behavioral Targeted ROS (customized to client's audience) Layers of targeting available: behavioral, contextual, demographic, geo, look-a-like, re-targeting. Format: Promoted Tweet - Image or Video Restrictions: Only O&O timeline inventory, no pre-roll or custom units. Email tom@adclub.org & kate@adclub.org with questions.

Starting Bid: \$ 6,500.00  
Value: \$ 25,000.00



**: 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 2023, Q2 2023 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

THE WALL STREET JOURNAL.  
BARRON'S GROUP

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 2023 - Q2 2023 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: \$ 9,250.00

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 2022 - Q2 2023 - Must run by end of Q2 2023 - 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

**: 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 2022 - Q2 2023 - Must run by end of Q2 2023 - 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 2023, Q2 2023 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

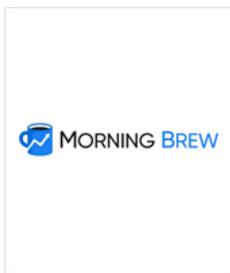
Starting Bid: \$ 2,500.00  
Value: \$ 10,000.00



**: 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 2023 - Q4 2023 or subject to availability Q4 2022 Email kate@adclub.org with questions.

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



**: Morning Brew Emerging Tech Brew & Sidekick Package**

Morning Brew Emerging Tech Brew & Sidekick Package includes 3x Newsletter sends during Q4 2022 broken down into the following placements/dates: - 3x Tertiary placements in Emerging Tech Brew (11/21, 11/23, 12/28) - 3x Tertiary placements in Sidekick (10/13, 11/22, 12/22) Net Value: \$34,500 Est. Impressions: 2,181,347 Vertical: Finance, Technology Section: Newsletter Sends Program Length: 6 days (sends) / 3x in each Franchise. Can be used: Q4 2022 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: \$ 34,500.00



**: 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 2023 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 2022). - Ad must run during first half of the 2023 year by June 30, 2023. 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 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, three top-rated podcasts: "Skimm This," "9 to 5ish with theSkimm" and "Pop Cultured with theSkimm," theSkimm mobile app, virtual course series SkimmU, and Skimm Studios which creates innovative in-house video and audio content. 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 proud to support get-out-the-vote efforts with Skimm Your Ballot, which has spurred 1 million voting-related actions across the last three election cycles, and it's #ShowUsYourLeave movement, creating transparency and change for Paid Family Leave in the U.S. Net Value: \$55,000 Estimate Impressions (Email Opens): 3,500,000 Timing: Can be used Q1 or Q2 2023 Program Length: Skimm 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's 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's 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



**: CMX Display from CVS Health**

CMX is the CVS Media Exchange. This donation package includes programmatic display ads targeting our Extracare data and placements on CVS.com. Total Net Value: \$150,000 CPM: \$12.16 Total Estimated Impressions: 12,333,333 Timing: Q4 2022 only Program Length: Normally, we run CMX campaigns for 10-12 weeks CMX NETWORK DISPLAY PROGRAMMATIC: Site: CVS Media Exchange / Audience: Total ExtraCare Net Value: \$90,000 CPM: \$10 Estimated Impressions: 9,000,000 Sizes: 160x600, 300x250, 300x600, 728x90, 320x50, 300x50 CVS.COM DISPLAY: Site: CVS.com ROS / Audience: Total ExtraCare Net Value: \$60,000 CPM: \$18 Estimated Impressions: 3,333,333 Sizes: Onsite Fluid Ads - Leaderboard, Skyscraper, Anchor, Interrupter (Specs at request) Placement: Programmatic inventory will run on brand safe inventory bought via RTB on ads.txt placements Targeting Layers: ExtraCare 1st party data Programmatic portion will target all of our ExtraCare database, our 1st party data. The cvs.com portion will target all shoppers to our site Restrictions: 1. Only available for use Q4 2022 / Can only be used Q4 2022. 2. Donation will only be executable to a CVS vendor brand (with exception of brands that require a prescription, which we are not able to activate within CMX, currently) 3. All media will drive to a PDP within cvs.com 4. 8 week lead time needed to setup and launch 5. All ads will be co-branded with CVS Email kate@adclub.org with questions.

Starting Bid: \$ 12,000.00  
Value: \$ 150,000.00

**: CTV Package from StackAdapt**

CTV Package from StackAdapt, the #1 Programmatic DSP according to G2 Crowd StackAdapt is a self-serve advertising platform that specializes in multi-channel solutions including native, display, video, connected TV, and audio ads. StackAdapt's state-of-the-art programmatic platform is where some of the most progressive work in machine learning meets cutting-edge user experience. StackAdapt is designed around the three core pillars of programmatic—planning, executing, and analyzing. StackAdapt is ranked as the number one DSP on G2. For five consecutive years, StackAdapt has been recognized as a high performer and the highest-ranking DSP in customer satisfaction by G2, and also placed on the Top 100 Software Products list, and the Highest Satisfaction list for 2020, 2021 and 2022. StackAdapt has been named one of the 2022 Ad Age Best Places to Work. For this package, we're offering \$10,000 to run with StackAdapt's CTV offering. Refine your reach with audience data, and further engage them through CTV retargeting. Media can be run between Q4 2022 to Q3 2023. Net Value: \$10,000 CPM: \$25 Estimated Impressions: 400,000 Media can run anytime between: Q4 2022 and end of Q3 2023. Program Length: One month / 4 Weeks Positioning: Behavioral Targeted ROS (customized to client's audience) Targeting: Behavioral, Contextual, Demographic, Geo, Look-a-like, Re-targeting, ABM, ISP Size/Formats: 16:9 Aspect Ratio, :15sec or :30sec, MP4 or VAST tags (no VPAID) Restrictions: Package valid for CTV. OTT can be accommodated at purchaser's request. Demo: <https://www.youtube.com/watch?v=t7xpJpvk-l> Email kate@adclub.org with questions.

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

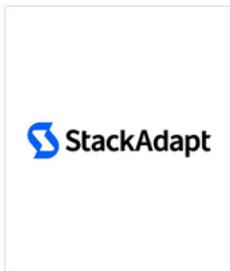
**: Custom Performance Targeted Display Package from Quantcast**

Efficiently drive new customers and gain granular audiences insights with our Custom Performance Targeting (Prospecting or Retargeting) Display Package. Leveraging our powerful live dataset, we build lookalike models from your site pixel or 1st party data to drive new customers, conversions, and sales. Quantcast owns and operates the worlds largest audience insights and measurement platform on the open internet. Fueled by live data drawn from our direct publisher relationship of 100+ million web and mobile destinations, Quantcast applies machine learning technology to help marketers and agencies grow their brands by better understanding and predicting consumer interactions in real-time. Net Value: \$15,000 CPM: \$4.30 Guaranteed Impressions: 5,116,279 Timing: Q4 2022 - Q1 2023 Program Length: 1-2 months Targeting: Geo Restrictions: Display only. Viewability is not guaranteed. Does not include ad serving fees. Must adhere to T&Cs and industry regulations. Email kate@adclub.org with questions.

Starting Bid: \$ 4,000.00  
Value: \$ 15,000.00

**: Goodway Group Programmatic Package**

Inventory can include a combination of the following tactics: - Connected TV/OTT - Online Video - Display/Mobile - In Stream Native - Audio Targeting can





include: - Behavioral - Retargeting - Including video event retargeting (retarget users who have watched 50%+ of your connected CTV or online video ad) - Geographic - Contextual - Site-white list - Look-alike  
Gross Value: \$10,000 Net Value: \$7,500 CPM Value/Estimated Impressions per tactic based on the \$7,500 Net budget: - Display, Mobile, Native: \$5/1,500,000 - CTV/OTT: \$25/300,000 - Online Video: \$20/375,000 - Audio: \$20/375,000 Flight dates: Q4 2022 or 1H 2023 Program length: 4 weeks Sizes/Formats: 300x250, 728x90, 160x600, 300x600, 320x50, :15, :30 Restrictions: Program to run over 4 weeks and a maximum of 3 tactics email kate@adclub.org with questions

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

**: 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 1.9 billion people worldwide, including 250+ 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 2023 by 12/31/2023 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

**: Programmatic Package from Zeta Global**

Proprietary Data Audiences to Generate Strong Omni-Channel Results Zeta Data Cloud is one of world's largest owned, deterministic data sets – collected from proprietary opt-in information and enriched in real time by a range of offline and online signals, including up-to-the minute identity and intent data. Zeta DSP leverages Zeta Data Cloud audiences and enriched first-party audiences to deliver ads in the right place, at the right time, at an efficient cost. Our identity-based approach to understanding people, driven by their behaviors and signals, online and offline, is key to achieving overarching budget and goals. With unique Data Cloud audiences and DSP bidder data under one umbrella, we have the ability to measure lift and optimize in real time towards individual users who are most likely to engage with or buy your brand, ensuring that none of your advertising dollars are wasted. ZDSP is a full Predictive Marketing Platform designed to go beyond 1:1 marketing by learning to predict what marketing actions to take with a particular person at a particular moment in time. Zeta's Moment Scoring™ leverages artificial intelligence (AI) to study patterns in audiences, environments, and messages. It then applies those learnings in real time, at the impression level, to deliver optimal moments of influence at scale. With the integration of Data Cloud and DSP's Predictive Marketing Platform, marketers can execute coordinated, relevant marketing tactics across paid, email, and direct mail channels. These omni-channel campaigns drive a consistent user experience and stronger ROI. Net Value: \$10,000 CPM: \$5 Estimated Impressions: 2,000,000 Timing: Q4 2022 - Q4 2023 Program Length: 1 Month Flight Positioning: Behavioral Targeted ROS (customized to client's audience) Targeting: Yes, leveraging Zeta's Data Cloud proprietary audiences) Layers: Behavioral, Contextual, Demographic, Geo, Look-a-like, Re-targeting Sizes: 728x90, 160x600, 300x250, 300x600 Restrictions: \$10k net @\$5 CPM to deliver 2,000,000 desktop and mobile impressions to drive traffic to landing page, CPA Goal. If interested, we can include OLV at a \$12 CPM to provide omni-channel lift metrics. Time frame: Q4 2022-Q4 2023 (1 Month Flight); Format: OLV, Standard display and mobile; Model: Prospecting and retargeting; Geo Targeting: US. Email Kate@adclub.org with questions.

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

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 2023 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: \$ 3,000.00  
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 2023 - Q4 2023 Targeting: Not Available Restrictions: Must run in 2023 Email kate@adclub.org with questions.

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



**: Amazon Audio Ads (Amazon Music)**

Amazon Audio Ads \$25,000 campaign. Amazon audio ads is Amazon Advertising's newest offering, helping brands connect with audiences during the screen-free moments at home, work, or out and about wherever they're listening to Amazon Music's free ad-supported programming. Businesses can buy audio ads whether or not they sell products on Amazon. Music is one of the top customer interactions on Alexa. Amazon audio ads help you drive brand awareness among this growing audience by playing on Amazon. Net Value: \$25,000 CPM: \$13 (includes/Amazon 1P targeting) Guaranteed Impressions: 1,923,077 Media can run during: Q1 2023 - Q2 2023 (Not available Q4 2023) Program Length: 7-30 days Targeting: Includes Amazon 1P targeting (lifestyle & in-market). REPORTING: Amazon reporting includes impressions, average impression frequency, cumulative campaign reach, audio start, audio complete, effective cost per audio complete (eCPAC), and more. AD FORMAT: Audio ads can be between 10 and 30 seconds and are played periodically during breaks between songs, bringing your brand message to listeners even if they are not watching their screens. Audio final file requirements: Length: 10 - 30 seconds. Any duration between is acceptable. Companion image final file requirements (for screened devices): 1024x1024px. URL: the ad will need a URL to click through. Ads must comply with Amazon Creative Specs: [https://advertising.amazon.com/en-us/resources/ad-specs/audio-ads?ref\\_a20m\\_us\\_spcs\\_spcs\\_aa](https://advertising.amazon.com/en-us/resources/ad-specs/audio-ads?ref_a20m_us_spcs_spcs_aa) Must meet acceptance policies for prohibited products and services list: [https://advertising.amazon.com/resources/ad-policy/creative-acceptance?ref\\_a20m\\_us\\_spcs\\_aa\\_spcs\\_cap#prohibitedproductsandservices](https://advertising.amazon.com/resources/ad-policy/creative-acceptance?ref_a20m_us_spcs_aa_spcs_cap#prohibitedproductsandservices)

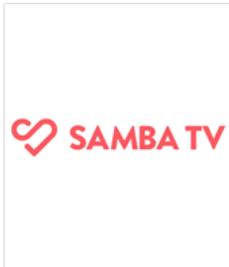
Restrictions: Available to new Amazon Audio Ads advertisers only. Advertiser must supply their own audio ads which are subject to Amazon Approval. For questions: email kate@adclub.org

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



**: DAX Streaming Audio Package**

DAX is a global market leader in digital audio advertising. Through its exclusive access to premium publishers across Pureplay, Broadcast Streaming, Podcasts, Audio Articles, and Gaming, DAX gives brands and agencies access to 108MM monthly unique listeners, most of whom are not being reached anywhere else. This intro package includes Nielsen demo targeted digital audio impressions across select formats and exclusive publishers. The package will include 10% bonus banner impressions along with creative services and proprietary attribution as added value. The package is set up to run 4 weeks, however, flight length, audio spot length, and format exclusions are flexible. DAX will handle all campaign set up and tracking to show you impression delivery weekly which will include overall delivery as well as insights into various data points like day of week/time of day the ads were served, M/F skew across an adult audience, average age of listeners, etc. post campaign. Through these valuable insights, DAX can make optimizations and recommendations for future campaigns to show brands how they can leverage the audio space and DAX's capabilities. Net Value: \$10,000 CPM: \$4 Guaranteed Impressions: 2,500,000 Audio + 250,000 bonus banner Targeting: Package includes demo targeting through Nielsen Spot lengths can be :15 or :30 audio Banner Size: 300x250 Timing: Q1 2023 - Q3 2023 Program Length: 4 Weeks (Flexible- brands can condense or extend media out) Restrictions: Package is available to brands/agency who have not activated



through DAX in the last 2 years. Email [kate@adclub.org](mailto: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 2023 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 2023. Restrictions: - Media is expected to run in January 2023 - 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 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](mailto: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 in 2022 by 3/31/23 Email [kate@adclub.org](mailto: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 2Q21 we reached 55M active households (160M Streamers). Our users are incredibly engaged, streaming 17.4 billion hours in Q2 alone. 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 2023 - Q4 2023 Program Length: Media will air across a 1-month time period in 2023. (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](mailto:kate@adclub.org) with questions

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

**: Samba TV Incremental Reach Bundle: Media + Research**

Samba TV is uniquely positioned at the forefront of the TV revolution. The way people discover, watch, and engage with television has fundamentally changed, and we're connecting the dots to help better understand audience trends and viewership habits. Our 3M household research panel provides the broadest, most representative dataset in the industry, enabling us to provide deeper and more granular insights for our clients - and our 1P ACR data allows us to activate against those insights to optimize campaign performance in real-time. This bundle packages CTV, OLV and Display media targeted with Samba 1P ACR data to guarantee incremental reach for your brand, and utilizes Samba's innovative, proprietary Incremental Reach Dashboard to measure campaign effectiveness. \$40,000 total combined value -- MEDIA PACKAGE: 1,191,758 total impressions >> 807,143 targeted OTT impressions (750k OLV and 57,143 CTV) 384,615 targeted display impressions - Geo: National - Targeting tactics: Samba 1P ACR Data >> Unexposed to linear TV campaign - Flight: Q1 or Q2 2023 (3 month total flight) \$25,000 Media Value -- MEASUREMENT PACKAGE: Samba's Incremental Reach Dashboard is an always-on dashboard that helps you understand who the non-Linear viewers are and the cost to reach them across digital. This dashboard will allow you to: 1) Eliminate risk of duplicate audiences 2) know the cost of incremental audiences reached and 3) optimize for maximum reach -- to gain a truly holistic omniscience campaign view. \$15,000 Measurement Value -- FEASIBILITY: - Must have linear campaign running at the same time as the Samba digital campaign - Campaign goal must be incremental reach Net Value: \$40,000 CPM: \$20.97 eCPM Guaranteed Impressions: 1,191,758 impressions Timing: Q1 or Q2 2023 Program Length: 1 Quarter/3 Month Flight Targeting: Samba 1P ACR Targeting >> Reach Boost >> Targeting audiences who are unexposed to the TV campaign Geo: National Sizes/Formats: 728x90, 160x600, 300x250, OLV (640x360), CTV (1280x720) Feasibility: Must have TV

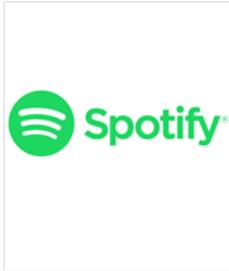
campaign in market at the same time Goal: Campaign goal must be incremental reach Email kate@adclub.org with questions

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

**: Spotify Leaderboard Package (Available to a 501c3 Only)**

728x90 Leaderboard running across Spotify's Desktop App and Web Browser during Q1 2023. Estimated number of impressions: 1,428,571 Targeting: DMA targeting (pending avails). Impressions calculated using standard RC + DMA premium (\$4.15 I ~1.2MM imps). Includes positioning on: Homepage, Section Homepage, Run of a specific Section Sizes / Formats are: 728x90 Restrictions: \* For use Q1, 2023 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



Undertone

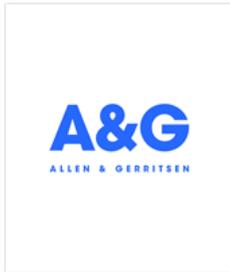
**: Undertone Branded CTV Custom Unit Build - 250,000 Impressions**

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, PIXL Studios. Demo, age, and geo-targeting accepted. Net Value: \$10,000 CPM: \$20 Guaranteed Impressions: 250,000 Timing: Q1 2023, Q2 2023 or Q3 2023 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 2023 with the exception of Q4 (October-December) in a 2-4 week flight. Creative Examples: Clover Farms - <https://admin.sparkflow.net/d/?d=eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJpZCI6OTY1NjcsImZvcmlhdCI6ImJlE3fQ.eEJUms0kGovAvCngeAwBOullkBgZjfnltrlkLV0k8k&nodevices=1&zoom=1&device=Full-screen>

Hallmark Channel - <https://admin.sparkflow.net/d/?d=eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJpZCI6ODgyODMsImZvcmlhdCI6ImJlE3fQ.qFS8embf6jCcg5GCVCybRcCHUBDeU2LJA15UHb9jOqw&nodevices=1&zoom=1&device=Full-screen>

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 2023. Restrictions: Open to brands or clients only, not to media or marketing agencies. Email [kate@adclub.org](mailto:kate@adclub.org) with questions

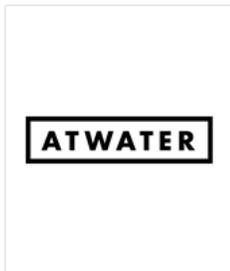
Starting Bid: \$ 2,500.00  
Value: \$ 20,000.00



**: \$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 Can be used: Q2 2022, Q3 2022, Q4 2022 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](mailto: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 2023 - Q3 2023 <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 2023 Email [kate@adclub.org](mailto:kate@adclub.org) with questions

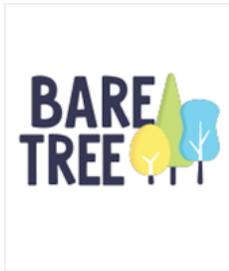
Starting Bid: \$ 1,750.00  
Value: \$ 10,400.00



**: Add Sound To Digital Display Ads with Adsonica**

Use Adsonica's technology to create display ad campaigns that use the power of sound to tell stories, sell products or distribute your sonic branding. Advanced analytics show audio performance metrics unique to us. Adsonica ads have sound permanently built into the image. There are no separate sound files to manage and no coding required. Our ads can run on any DSP (except Google AdWords), not just streaming platforms. Package includes full access to the AdsonicaStudio to create sonic ads from your creative assets, personal training, priority support and account services, and ad/ops assistance. Adsonica is a media performance improvement technology. The underlying media is not included in the package - this license will allow you to apply Adsonica technology in up to 10 million impressions with an unlimited number of creatives and audio assets during the redemption period. Net Value: \$10,000 Can be redeemed through

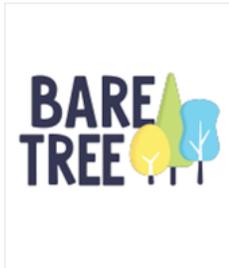
**Starting Bid: \$ 1,500.00**  
**Value: \$ 10,000.00**



**: Branded Apple iMessage Mobile Messaging Stickers & GIFs from Bare Tree Media**

This Ad Club Media Auction Package is valued at \$20K 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. Insertion order must be received by December 31, 2022 and will be fulfilled by March 31, 2023. 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](http://www.baretreemedia.com) Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

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



**: Branded Giphy Page and 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. Insertion order must be received by December 31, 2022 and will be fulfilled by March 31, 2023. 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](http://www.baretreemedia.com) Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

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



**: Finish Post Editorial: Color Correction Package**

One of the leading post production houses in Boston, Finish is equipped to color and conform your project to the next level. We are outfitted with Flame, Adobe, Cinema 4D, a Barco Projector w/ Cinema Surround Sound and DaVinci Resolve Linux for color correction. Package covers one day of color correction (a value of \$6,600). Restrictions: 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). Package is valid through Q2, 2023 and must be used by 6/30/23. Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

**Starting Bid: \$ 500.00**  
**Value: \$ 6,600.00**



**: Full Day of Studio Time at Soundtrack Boston**

Here at Soundtrack, we strive to provide and produce the best audio/sound design possible, to accompany all your visual and audio needs. Here's a chance to put the finishing touches on a project of your own in one of our 7 state-of -the-art recording studios, with some of the best engineers in the biz. You'll have up to 9 hours of local record and mix with surround mixing being included in this price (a value of \$4,500). Restrictions: 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, 2023 and must be used by 6/30/23. Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

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



**: Instagram or Facebook Branded AR Filter from Bare Tree Media**

This Ad Club Media Auction Package is valued at \$25K and Includes creative services for an Instagram Branded AR experience customized for your brand. Includes the design of the AR Filter and relevant creative services. The AR experience will be featured for 90 days. Insertion order must be placed by December 31, 2022 and will be fulfilled by March 31, 2023. 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



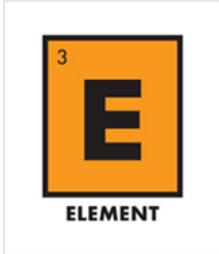
England Patriots, SnapOn Tools, The Game Show Network, Warner Bros and other great brands. More info at [www.baretreemedia.com](http://www.baretreemedia.com) Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

**Starting Bid: \$ 2,500.00**  
**Value: \$ 25,000.00**

**: Motion Studio Package from Soundtrack**

Our studio is located in the heart of Boston, Motion is a great location for any your studio needs. It has 3,800 sq ft of space with a 20 x 20 ft cyc stage, kitchenette, restrooms and ample power. Our package covers a one-day of rental (a value of \$1500) from 8am-6pm day. Note: The studio does not include lighting and grip gear. This package is valid through Q2, 2023 and must be used by 6/30/23. Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

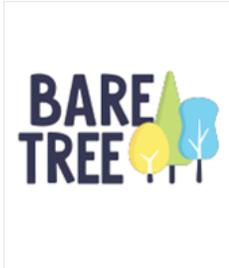
**Starting Bid: \$ 250.00**  
**Value: \$ 1,500.00**



**: 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 10/7/2023 Email [kate@adclub.org](mailto:kate@adclub.org) with questions

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



**: Snapchat Branded AR Lens from Bare Tree Media**

This Ad Club Media Auction Package is valued at \$25K and Includes creative services for a Snapchat Branded AR experience customized for your brand. Includes the design of the AR Lens and relevant creative services. The AR experience will be featured for 90 days. Insertion order must be placed by December 31, 2022 and will be fulfilled by March 31, 2023. 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](http://www.baretreemedia.com) Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

**Starting Bid: \$ 2,500.00**  
**Value: \$ 25,000.00**

**: TikTok AR Effect from Bare Tree Media**

This AdClub Media Auction Package is valued at \$25K and Includes creative services for a customized TikTok AR experience customized for your brand. Includes the design of the AR Filter and relevant creative services. Note, brand logos are not allowed to be featured in the AR experience given this is not part of a TikTok ad campaign buy. The AR experience will be featured for 90 days. Insertion order must be placed by December 31, 2022 and will be fulfilled by March 31, 2023. 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](http://www.baretreemedia.com) Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

**Starting Bid: \$ 2,500.00**  
**Value: \$ 25,000.00**

