

CATEGORY: 01 :: TV

**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 15's, 30's or 60's. Pricing subject to market conditions. Commercials must meet broadcast standards. Spots must air between January 1, 2022 and December 31, 2022 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, 15's, 30's or 60's. Pricing subject to market conditions. Commercials must meet broadcast standards. Spots must air January 1, 2022 - December 31, 2022 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 Atlantic Broadband**

Cross Channel spots are :30 commercials aired across 69 programmers. They speak directly to subscribers throughout Atlantic Broadband cable systems. 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, NBSC, NECN, NESN, NFLN, NGC, Nick, NSBO, NSPH, Outdoor Channel, OWN, Oxygen, PAR, SECN, SUN, SYFY, TBSC, TLC, TNT, TOON, Travel Channel, TRU, TV1, TVL, TWC, USA, VH2, WETV Net Value: \$100,000 Estimated number of commercials: 6700 Can be used Q4 2021 - Q3 2022 Program Length (if applicable): 6 weeks Email kate@adclub.org with questions.

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

Value: **\$ 100,000.00**

Effectv Media Boston TV Package (Formerly Comcast Spotlight)

A schedule valued at \$10,000 (net) to air on Effectv's Interconnect in the Boston DMA. Media will be negotiated based on mutually agreeable schedule subject to availability. Spot length can be :30's or :60's. Restrictions: Commercials must meet broadcast standards. New advertisers will receive valuation at current



rates. Current advertisers will receive valuation based on client-negotiated rates. Expiration Date: December 29, 2022. Email kate@adclub.org with questions.

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



NESN TV Package

Two :30 second spots to air in-game Red Sox or Bruins 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: March 31, 2022 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 12/31/22. 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 2022. 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 2022. 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

\$5,000 Television Package on WMUR-TV/MeTV NH. Schedule to air between January 1, 2022 and June 30, 2022. Gross Rate: \$5,000 Net Rate: \$4,250 Restrictions: - Must be used as incremental dollars only or for new business to WMUR-TV. - - Production and/or web advertising is not included in this amount. - All rates will be determined by the station sales management with consideration given to supply and demand. - WMUR-TV reserves the right to decline selling certain time periods or certain weeks based on a variety of factors. - Air time cannot be used by or for political advertising, either candidate, party or political action committee. - Also, it cannot be used for products that appear in the Hearst Television Guidelines as restricted products. For questions: email kate@adclub.org

Starting Bid:\$ 1,250.00

Value: \$ 4,250.00

CATEGORY: 02 :: Magazine

**Northeast Regional P4CB in GOLF Magazine**

Northeastern Regional FP4CB (Full Page 4-color bleed) ad in Golf Magazine, with position flex. Gross Open Rate: \$38,000 Net Rate \$32,300 Regional Rate Base: 317,000 Donor will need issue date and positioning flexibility, and six pages of separation when executing this regional ad page. For use during 2022 calendar year and creative pending GOLF approval. For questions: email kate@adclub.org

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

Boston Magazine Integrated Package

PRINT COMPONENT: 1 FP4CB (Full Page Four Color Ad Bleed) ad in Boston Magazine Rate Base: 65,000 Valued at \$23,860 ONLINE COMPONENT: 100,000 Lifestyle impressions on Bostonmagazine.com - To run during same month the winning bidder runs their print ad - Ad sizes include: 300x600, 728x90, 300x250 - Valued at \$1,800 Please note magazine deadlines are 1 month prior to the desired issue date. Restrictions: Strictly for new advertiser (defined as a company that has not run in Boston magazine for Year 2021) or potentially for an existing advertiser with pre-approval of Lynne Montesanto (lmontesanto@bostonmagazine.com /617-785-3974). Must be used within the Year 2021-2022 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 2022 Issue

Full page 4 Color ad in our June/July 2022 Issue / Theme: The Inclusive Capitalism Issue. Our 1x open rate for full page four color ad is: \$50,000 (net). Circ Rate: 500,000. With a wide editorial lens and iconic status in the lexicon of American media, Forbes is not just a business magazine and website, but a media brand that documents and promotes innovation across a broad range of platforms and industries. 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 2.5 Million more readers than the closest competitor for an average audience readership of 5.7 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 2021 / US edition The ad will run on a RHP opposite edit. Net Value: \$45,000 Guaranteed Impressions: 300,000 Can run in Q1 2022, Q2 2022 All advertising creative must be approved by SA. Email kate@adclub.org with questions.

Starting Bid: \$ 6,000.00

Value: \$ 45,000.00



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 2022 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 tom@adclub.org and kate@adclub.org

Starting Bid: \$ 10,000.00

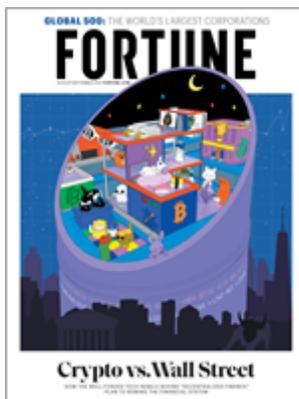
Value: \$ 67,085.00



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 Total Sunday Impressions: 768K 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 Date: Ad must run during the first half of the 2022 year by June 30, 2022. 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: 834,752
 Restrictions: - Package available to new advertisers only, or existing advertiser with pre-approval of 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 - To run in first half of 2022 (Q1 2022 or Q2 2022 by 6/30/22). Email kate@adclub.org with any questions.

Starting Bid:\$ 10,000.00
 Value: \$ 85,000.00



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:
 - January/February issue (materials due 11/16/21 & on sale 12/22/2021) - March/A April issue (materials due 1/20/22 & on sale 2/23/2022) 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: \$54,400 Net Value: \$46,240 Circulation Rate: 340,191 / Rate Base: 210,000 Can Run: Q1 2022 Restrictions: Ad materials must be provided to Harvard Business Review by Monday, November 16th for Jan/Feb issue, or Wednesday, January 20th for March/April 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: \$ 46,240.00



Northeast Regional P4CB in Sports Illustrated

Northeastern Regional - 40% of SI's total circulation. A FP4CB (Full Page 4-color bleed) ad in Sports Illustrated Magazine. Includes the following states: Maine, New York, Pennsylvania, New Hampshire, Vermont, Rhode Island, Massachusetts, Ohio, Kentucky, Virginia, North Carolina, South Carolina, Tennessee, Georgia, Alabama, Mississippi. Gross Open Rate: \$58,823 Net Rate: \$50,000 Rate Base: 2021 issues: 1.7mm 2022 issues: 1.2mm Choice between the following issues: Fall 2021 / Winter 2021 / Feb 2022 Email kate@adclub.org for space, material, and ad close dates.

Starting Bid: \$ 5,000.00
 Value: \$ 50,000.00

P4CB Real Simple National Page



FP4CB (Full Page 4-color bleed) National ad in Real Simple Magazine. Net Value: \$259,700 Total Circ: 1,975,000 The page cannot be for an existing advertiser (i.e., no incremental) and is subject to approval by Real Simple. The ad cannot replace existing, negotiated or in-planning space; space cannot count towards any discount grids. - We cannot accept ads with coupons. - Client should be New England or New York based. - Ad will run between December 2021 & May 2022 at the discretion of Real Simple. - No issue dates or positioning guarantees. Email kate@adclub.org with any questions.

Starting Bid: \$ 15,000.00
Value: \$ 259,700.00



Philadelphia Magazine Print Ad

PRINT COMPONENT: 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 2021 issuance) or potentially for an existing advertiser with pre-approval of Eileen Adelsberger. Must be used within the Year 2022 issuance, and cannot be used in the August Best of Philly issue. Email tom@adclub.org & kate@adclub.org with questions, or to seek approval from publisher.

Starting Bid: \$ 4,000.00
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 HHI: 87K Net Value: \$45,000 Circ. Rate: 425,000 Rate Base // 2.2MM Circulation Timing: Winner's choice Nov 2021, Dec 2021, Jan 2022 or Feb 2022 issues. Restrictions: No tobacco, energy drinks, energy products, coffee, hydration products allowed. Demo: <https://www.redbullmediahouse.com/network/the-red-bulletin-us> Email kate@adclub.org with questions.

Starting Bid: \$ 5,000.00
Value: \$ 45,000.00

Yankee Magazine & Newengland.com - Integrated Package

Digital & Print Package Includes: - Yankee Magazine: One half page 4-color ad, (248K net circ) – One Full Page Weekends with Yankee Digital Magazine* -online and thru newsletter (100K+ opt ins) - One Facebook Paid Partnership Post (150K+ Followers), One Yankee Paid Partnership Story on Instagram (99K+ Followers) - 400,000 impressions on NewEngland.com (monthly uniques 1M)



including 300x250 and 728x90 display ads. Gross Value: \$21,020 Net Value: \$15,106 For use: Q4 2021, Q1 2022, Q2 2022 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. *can be swapped for a New England Traveler e-newsletter (reach: approx. 60K opt-in subscribers). 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> For question, email kate@adclub.org

Starting Bid: \$ 2,250.00

Value: \$ 15,106.00

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: \$81,053.19 (national) National Circulation is 810,058 paid for print Timing: Timing: Q1 2022 - Q2 2022 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: \$ 15,000.00
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 2021 - Q4 2022. 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 2022. 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 The Sunday or Daily



Boston Globe

Be seen by placing your ad on the front page of the Sunday or Daily Boston Globe. This high impact color ad is a 6x2.5 Strip. Rate: \$30,000 Impressions: 768k 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 2022 year by June 30, 2022 - 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. The Boston Globe is a 26-time Pulitzer Prize winning news source featuring premium national and local content daily. With the largest newsroom in the region, The Boston Globe provides more news, analysis and information about community events, sports and entertainment than any other local news source. All Ads are subject to Boston Globe Advertising Acceptability Guidelines. Email kate@adclub.com with questions

Starting Bid: **\$ 6,000.00**

Value: **\$ 30,000.00**



Hartford Business Journal Print & Digital Package

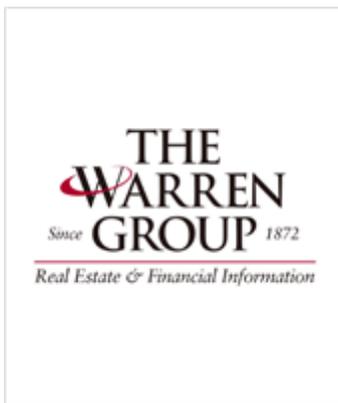
\$5,000 combined print and digital package in Central Connecticut's business news leader. Package can include full color print advertising in our B2B publication and/or digital banner advertising on our web site hartfordbusiness.com, our e-newsletters; HBJ Daily, HBJ Morning Blend, and Healthcare e-news. Open rates will be used in determining total program value. Hartford: Readership of 32,000 Estimated web impressions for 5k: 140,000 e-Newsletter rates vary and ad positions are not PCM based Digital ad sizes (please submit as JPG, GIF or PNG): - Leaderboard: 728 x 90 - Rectangle: 300 x 250 - Half page: 300 x 600 Advertising must run from 11/1/2021 through 8/31/2022. Schedule based on available inventory. Must be a new advertiser, or applied as incremental dollars for any existing client. Hartford Business Journal is a division of New England Business Media LLC, which also owns and operates Worcester Business Journal and MaineBiz. Email tom@adclub.org & kate@adclub.org with questions.

Starting Bid: **\$ 750.00**

Value: **\$ 5,000.00**

Integrated Package from The Registry Review

The Registry Review the only newspaper dedicated solely to coverage of the real estate and finance industries of New Hampshire. The Warren Group's newspapers include real estate and finance professionals, service providers and



members of adjacent industries. Package includes four 1/2 page black-and-white ads in The Registry Review. One month takeover of advertising on the website; all other advertisers will be blacked out for the duration of your run. Ad sizes are 728x90 (leaderboard) or 300x250. Valid for use Q4 2021 - Q3 2022. Net value: \$5,000 Print Circ: 500 Timing: Q4 2021 - Q3 2022 Program Length: 1 Month Vertical: Finance & Local Digital Positioning: Homepage & all section pages sizes: 728x90, 300x250 Restrictions: Not applicable in months including special section publication, including, but not limited to: Fast 50, Top Lenders and Top Loan Originators. This cannot be applied to a current contract, must be incremental. Content must be approved by The Warren Group. Email kate@adclub.org with any questions.

Starting Bid: \$ 400.00

Value: \$ 5,000.00



Integrated Print & Digital Package from Banker & Tradesman

Banker & Tradesman Print & Online/Content Package. Winner has the choice between: Option A: Print & digital Two 1/2 page, full color ads in Banker & Tradesman and a one-month digital sponsored content package that includes one day per week for four weeks (4 total insertions) of sponsored content that appears on the newspaper's homepage, as well as one day each week with sponsored content on the B&T Daily E-newsletter. Sponsored content may be swapped for 300x250 advertising space. Valid for use Q4 2021 - Q3 2022. Option B: Digital Only A one-month digital sponsored content package that includes three days per week for four weeks (12 total insertions) of sponsored content that appears newspaper's homepage, as well as three days a week with sponsored content on the B&T Daily E-newsletter. Sponsored content portion may be swapped for 300x250 advertising space. Valid for use Q4 2021 - Q3 2022. Net Value: \$6,000 Print circulation: 2,000 Opt-in daily emails: 7,000 Digital Positioning: Homepage and section pages Digital Targeting: Demographic Digital ad sizes: 728x90, 300x250, native ad content Restrictions: This cannot be applied to a current contract, must be incremental. Content must be approved by The Warren Group. Banker & Tradesman is a 150-year-old newspaper dedicated to coverage of Massachusetts' real estate and finance industries. The Warren Group's newspapers include real estate and finance professionals, service providers and members of adjacent industries. Email kate@adclub.org with any questions.

Starting Bid: \$ 1,000.00

Value: \$ 6,000.00

Mainebiz Print & Digital Package

\$5,000 combined print and digital package in Maine's statewide source for business news and information. Package can include full color print advertising in our bi-weekly B2B publication and/or digital banner advertising on our web site mainebiz.biz. Mainebiz: Readership of 35,000 Estimated web impressions for 5k: 140,000 e-



Newsletter rates vary and ad positions are not PCM based Digital ad sizes (please submit as JPG, GIF or PNG): Leaderboard: 728 x 90 Rectangle: 300 x 250 Half page: 300 x 600 Advertising schedule must run from 11/1/2021 through 8/31/2022. Open rates will be used in determining total program value. Must be a new advertiser, or applied as incremental dollars for any existing client. Schedule based on available inventory. Mainebiz is a division of New England Business Media LLC, which also owns and operates Hartford Business Journal and Worcester Business Journal. Email tom@adclub.org & kate@adclub.org with questions.

Starting Bid: **\$ 750.00**

Value: **\$ 5,000.00**



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 2022 through Q3 2022 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

One full page ad, (full flex date Mon - Friday) in USA TODAY. Winner can choose to run as two half page 4c ads instead. Full page ad net cost = \$242,600 Monday – Friday average circulation = 530,000 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 2022, by 12/31/22. For questions: email kate@adclub.org

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

Value: **\$ 242,600.00**

Print Ad in the Boston Business Journal 2022 Book of Lists

FP4C ad in the BBJ's 2022 Book of Lists (publishes Dec. 2021). Book of Lists ad value is \$12,100 which is a 10 percent premium



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

Starting Bid: \$ 2,000.00

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 Maine Newspapers: Kennebec Journal & Morning Sentinel (Augusta/Waterville) - The Times Record (Brunswick). Schedule to be determined based on availability. Timing: Can be used now through end of 2021 by 12/31/2022 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

Starting Bid: \$ 1,500.00

Value: \$ 10,000.00



The New York Times Magazine or Newspaper Full Page

Choice of 1 FP4C ad in the NYT Sunday Magazine -or- 1 FP4C ad in The New York Times Newspaper Sunday Edition. Net Value: \$167,644 Guaranteed Impressions: 861,267 (Sunday Circ) Timing: Must be used Q4 2021 Restrictions: Must be used in 2021. Winner must select one option/cannot run both. Please email kate@adclub.org with any questions.

Starting Bid: \$ 16,000.00

Value: \$ 167,644.00

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 882,808 paid for print. Timing: Q1 2022 and Q2 2022 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



Worcester Business Journal Print & Digital Package

\$5,000 combined print and digital package in Central Massachusetts leading source for business news and information. Package can include full color print advertising in our bi-weekly B2B publication and/or digital banner advertising on our web site wbjournal.com, our e-newsletters; WBJ Daily, Manufacturing e-news weekly and Health Care e-news weekly. Advertising can run from 11/1/2021 through 8/31/2022. Print Readership: 28,000 Estimated web impressions for 5k: 140,000 e-Newsletter rates vary and ad positions are not PCM based Digital ad sizes: (please submit as JPG, GIF or PNG) Leaderboard: 728 x 90 Rectangle: 300 x 250 Half page: 300 x 600 Open rates will be used in determining total program value. Must be a new advertiser, or applied as incremental dollars for existing clients. Schedule based on available inventory. Worcester Business Journal is a division of New England Business Media LLC, which also owns and operates Hartford Business Journal and MaineBiz. For questions email tom@adclub.org & kate@adclub.org

Starting Bid: \$ 1,000.00

Value: \$ 5,000.00

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 brand new 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 2022 only. - Production costs not included. - Cannot be won by the previous year's auction winner. - Existing clients from 2019 - 2021: winning media must be incremental spend to the most recent media buy. - Media purchased via the auction cannot be used to replace any past, existing, or planned campaigns.

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, 2022 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, 2022 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, 2022 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 2022. Can start on any available date in Q1 2022. Media could potentially run into Q2 as long as the start date of the 4-week period is in Q1. Email kate@adclub.org with any questions.

Starting Bid: \$ 6,000.00

Value: \$ 40,000.00



2-Month Boston Digital OOH Campaign from Soofa

2 Months of digital inventory on our hyper-local Soofa signs around the Boston area. Each advertiser's campaign will show for 3 hours per day for the duration period at the locations outlined below. Net Value: \$6,900 Can run: Q4 2021, Q1 2022 Program Length: 2 Months Media Type: Digital Hours/Day: 3 Estimated Impressions: 452k Value: \$6,900 Sizes / Formats: 2160x2160 Locations: 6 Greater Boston - Van Ness St 435 (Fenway) Greater Boston - Commonwealth Ave 530 (Fenway) Greater Boston - Jersey St at Boylston St (Fenway) Greater Boston - Boylston St and Kilmarnock St (Fenway) Greater Boston - Kendall St 300 (Kendall Square) Greater Boston - Faneuil Hall (Quincy Market) Restrictions: This package cannot support advertising content including political campaigns, cannabis, alcohol, nudity, or otherwise inappropriate content. Advertising campaign creative will be approved by an internal Soofa employee before posting. Email kate@adclub.org with questions.

Starting Bid: \$ 1,725.00

Value: \$ 6,900.00



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 2022. 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 with any questions

Starting Bid: \$ 6,000.00

Value: \$ 25,000.00



3-Month Greater Boston Digital OOH Campaign from Soofa

3 Months of digital inventory on our hyper-local Soofa signs around the greater Boston area. This campaign can support 1 advertiser for the entire 3 months, or split up into monthly increments. Each advertiser's campaign will show for 2 hours per day for the duration period. There are a total of 25 Soofa signs included in this package in hyperlocal neighborhoods in Everett, Somerville, Brookline, Malden, Revere, Medford, Watertown, Chelsea, and Winthrop. Net Value: \$22,200 CPM: 17.42 Estimated Impressions: 1,274,340 Can run: Q4 2021, Q1 2022 Targeting: Demographic and geo, based on Geopath auditing. Sizes / Formats: 2160x2160 Restrictions: This package cannot support advertising content including political campaigns, cannabis, alcohol, nudity, or otherwise inappropriate content. Advertising campaign creative will be approved by an internal Soofa employee before posting. Email kate@adclub.org with questions.

Starting Bid: \$ 5,550.00

Value: \$ 22,200.00



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 2022, or November 2022 (Black Friday and Thanksgiving excluded). Restrictions: Please note that this would include print/production of vinyl wraps as part of the campaign. All creative must be approved by Pedicab Outdoor. Creative Deadlines are 30 days prior to flight. Cannot be split between other months and campaign must run consecutive days. Email kate@adclub.org with questions.

Starting Bid: \$ 2,500.00

Value: \$ 14,225.00



Atlantic City Boardwalk Digital Billboards from All Points Media

We are an out of home media company with offices in Philadelphia and Atlantic City. We have the largest digital signage network on the east coast and its located on the Atlantic City Boardwalk. This powerful media reaches 30 million people from Memorial Weekend through Labor Day, 70% of those are all consumers within the D.C., Philadelphia and New Jersey area. The ability to reach this demographic area is unsurpassed by any other media. Atlantic City Boardwalk - 1.5 miles along the Atlantic City between Tropicana & the new Hard Rock Hotel - 49 Structures .. 98digital faces - Full motion with Sound - Average dwell time on the boardwalk is 90 minutes - Creative – Production included - WIFI and digital ad retargeting available - Live Audience Data available Gross Value: \$17,250 Net Value: \$15,000 CPM: \$1.76 Guaranteed Impressions: 8,000,000 Media can run: Q4 2021 - Q4 2022 Program Length: 4 week rate. - 4 spots per hour - continuous run 24/7 Spot Length: 15 second spots are standard, but can run 30 second spots, which would cut number of spots per hour to 2. Multiple creatives - Yes Full Sound LAD analytics included Website: <http://allpointscsco.com/apm-digital-powered-impactivate/AC/> Demo Reel or Video Link: <http://allpointscsco.com/apm-digital-powered-impactivate/> Live Boardwalk Feed: <http://allpointscsco.com/boardwalk-live-feed/> Email kate@adclub.org with questions

Starting Bid: \$ 2,500.00

Value: \$ 15,000.00



Atlantic Terminal Downtown Brooklyn - Digital OOH Network from Pearl Media

Atlantic Terminal is located in the heart of downtown Brooklyn, New York City's third largest central business district. The venue is surrounded by a dense concentration of office, residential, retail and event spaces. Since the rezoning of Downtown Brooklyn in 2004, the area has been undergoing a transformation, with \$9 billion of private investment, \$300 million in public improvements and NYU's \$500 million renovation of the NYU Tandon School of Engineering. Atlantic Terminal itself is undergoing a dramatic transformation. The venue will undergo roughly \$50 million in renovations and tenant fit-outs over the next few years. Net Value: \$15,000 CPM: \$4.74 Estimated Impressions: 3,167,788 (Geopath audited) Program Length: One (1) digital ad spot for four (4) weeks Can be used: Q4 2021 - Q3 2022 Restrictions: Must be a first time advertiser on the digital network. Please email tom@adclub.org & kate@adclub.org with questions.

Starting Bid: \$ 3,750.00

Value: \$ 15,000.00

Boston Convention & Exhibition Center Digital Entrance Display from Liquid

Two (2) digital spectaculars at the entrance of Boston Convention & Exhibition Center. 10



second spot, 60 second loop. Static video. The massive Digital Tower Spectacular features full motion animation on a scale to match the personality and character of the iconic city. This spectacular unit reads to two directions of traffic on Summer Street in Boston's Seaport District. Standing more than 80' tall, the unit creates a striking presence in the skyline, adjacent to BCEC, the largest convention center in New England. The display features two high resolution panels, as well as an LED Tower composed of louvered LED strips. Truly the most dominant presence in all of Boston. Net Value: \$12,500 CPM: 10.60 Guaranteed Weekly Impressions: 587,985 Timeframe: Can be used Q4 2021 - Q4 2022 by 12/31/2022 Program Length: 2 week (14 day) program. Restrictions: Client and copy are subject to approval Email kate@adclub.org with questions.

Starting Bid: \$ 3,125.00

Value: \$ 12,500.00



Brookfield Place NYC - Digital OOH Network from Pearl Media

An iconic location in Lower Manhattan, Brookfield Place New York (BFPL) is a 14-acre, 5-building complex home to modern office space populated by some of the world's most innovative top Fortune 100 companies and 35,000 employees. BFPL is visited by 580,000 people weekly who come to enjoy a curated mix of dining, world class shopping and cultural events. Pearl Media has created an innovative brand platform including a 22 screen digital signage network, event sponsorships and experiential activation zones. Brands looking to engage this elusive demographic will find themselves at home with Brookfield Place. One (1) digital ad spot for four (4) weeks. This spot is one (1) of six (6) total ad spots. Each spot is 15 seconds. The total loop is two (2) minutes on the screens around BFPL (16 total screens) and four (4) minutes for the screens inside Hudson Eats (6 total screens). Net Value: \$55,000 CPM: \$5.27 Estimated Impressions: 10,428,068 (Geopath audited) Program Length: One (1) digital ad spot for four (4) weeks Can be used: Q4 2021 - Q3 2022 More Info: <https://pearlmedia.com/portfolio/brookfield-place/> Restrictions: Must be a first time advertiser on the digital network. Brookfield Place reserves the right to approve brand and creative. Demographic/Target Advertisers: Brookfield Place delivers a highly educated professional demographic with an average HHI of \$175k. Past/example advertisers include American Express, Dropbox, Facebook, Madewell, Amazon, IBM, United & Chanel. Restrictions: We cannot accept credit card brands or products on this network. Winning Bidder is subject to approval by Anthony Petrillo. Email kate@adclub.org to request advance approval. Please email tom@adclub.org & kate@adclub.org with questions.

Starting Bid: \$ 10,000.00

Value: \$ 55,000.00

Digital Billboard Spectacular from New Tradition

This digital spectacular is located on the corner



of the trendy Moxy Hotel in Boston's popular Theater District, steps from the world-famous Boston Common. This two-sided corner spectacular offers multiple vantage points at the intersection of Tremont & Stuart Streets, targeting both pedestrian and vehicular traffic heading towards the endless entertainment Boston has to offer, including The Wilbur, Boch Center, Fenway Park, Chinatown, Boston Common, art galleries, theaters, fine dining, and nightlife destinations. Net Value: \$44,279 Estimated Impressions: 1,985,164 Timing: Q4 2021, Q1 2022, Q2 2022 (by 6/30/22) Program Length: 4-Weeks Restrictions: - Content is subject to final approval prior to posting. - Restricted categories include: content featuring alcohol, illicit/recreational drugs, weapons, violence, nudity. Email kate@adclub.org with questions

Starting Bid: \$ 10,000.00
Value: \$ 44,279.00



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 2022 - Q4 2022 Restrictions: Unable to run ads for Tobacco, Cannabis, Political, adult entertainment, gambling among some others. Placement: This can run across our digital taxi and rideshare network in the markets listed above. Targeting: Yes geo-targeting available / can geotarget ads to run in certain zip codes/neighborhoods, etc. Size: 560x160 Email kate@adclub.org with questions.

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



Gas Station TV: \$25k Video Package

This Package includes \$25,000 net of digital video airtime on GSTV. 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: \$25 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 Timing: Q4 2021 - Q1 2022 by March 30, 2022 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 2021 year and can have no working business with GSTV Demo Reel or Video Link: <https://gstv.com/about-gstv-2020> Email kate@adclub.org with questions

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



Guerrilla Mobile Billboards

Two (2) Guerrilla Billboards mobile billboard trucks, eight (8) consecutive hours, and five (5) consecutive days each, between January 1, 2022 and December 31, 2022. 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 1/1/22 thru 12/31/22 Email kate@adclub.org with questions

Starting Bid: \$ 1,750.00

Value: \$ 9,500.00



Lightbox In-Market Digital Video+Audio

Lightbox large-format digital video with audio screens engage targeted audiences while they're on the path to purchase in shopping and lifestyle destinations across the country. The platform is highly engaging, with 80% notice rate and 69% of viewers taking action after seeing advertising on the screens. Advertisers benefit from brand safe, fraud-free and 100% viewable impressions. Package value is \$30k. Gross Value: \$34,500 Net Value: 30,000 CPM: \$6 Impressions: Varies based on which venues are included in the requested plan. Program Length :15 second spot 10x per hour for one entire month. Can Run: Q1, Q2 or Q3 2022 Targeting Capabilities: Geo-targeting, audience targeting, day-part. Targeting Layers: Behavioral, Demographic, Geo Sizes: 1080w x 1920h Demo Reel:

<https://app.customshow.com/slideshow/hjofj1>

Restrictions: High demand times of the year include Q4, Moms Dads and Grads and Back to School - restrictions might apply during these times and space is based on availability. Email kate@adclub.org with questions.

Starting Bid: \$ 5,000.00

Value: \$ 30,000.00



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

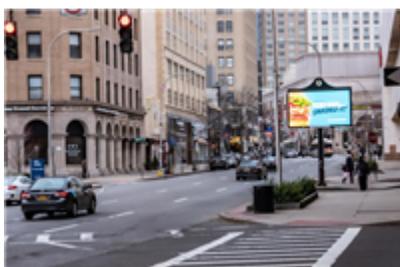
4 digital kiosk faces at Flower Hill in Del Mar, CA. 10 Sec spot / 60 sec loop / 6 ads. Gross Value: \$10,240 Net Value: \$6,400 Weekly 18+ impressions: 605,945 Media can run during: Q4 2021 - Q4 2022 by 12/31/2022 Program Length: 4 weeks Size: 1920 x 1080 Restrictions: Based upon space availability Email kate@adclub.org with questions.

Starting Bid: \$ 1,600.00

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 2021 - Q4 2022 by 12/31/2022 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 2021 - Q4 2022, by 12/31/2022 Program Length: 4 weeks Size: 1920 x 1080 Restrictions: Based upon space availability Email kate@adclub.org with questions

Starting Bid: \$ 600.00

Value: \$ 2,600.00

Liquid's Indiana Digital Network - 6 Digital Kiosks

6 Digital Kiosk faces in the Indianapolis DMA located at The Yard at Fisher's District. 10 sec spot/60 second loop/6 ads. Gross Value: \$6,240 Net Value: \$3,900 CPM: \$13.60 Guaranteed Impressions: 71,568 Timing: Can be used Q4 2021 0 Q4 2022 by 12/31/2022 Restrictions: Dependent upon space availability Email kate@adclub.org with questions

Starting Bid: \$ 650.00

Value: \$ 3,900.00

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

15 Digital Kiosk faces across Liquid's Digital Network consisting of CityPlace Doral, Pembroke Gardens, and Mary Brickell Village - 10 Sec spot / 60 sec loop / 6 ads Net Value: \$22,5000 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 2021 - Q4 2022 by 12/31/2022 Restrictions: Dependent upon space availability Email kate@adclub.org with questions

Starting Bid: \$ 4,500.00

Value: \$ 22,500.00

Liquid's Westchester County, NY White Plains Digital Network - 5 Digital Jr. Posters

Downtown White Plains, NY, 5 Digital Junior Posters, 8 sec spot/64 sec loop The White Plains Digital Outdoor Network consists of 10 high-profile, high-impact displays located in premium locations throughout the downtown area. White Plains serves as the county seat and commercial hub of Westchester County, NY an affluent suburb of New York City of approximately 1 million people. Located in this area are some of the wealthiest communities in the United States including Scarsdale, Bedford,

Chappaqua, Rye and Greenwich, CT. With a thriving business community, Westchester is home to many major corporations including Pepsico, Heineken, IBM, Mastercard and has a highly-educated population and work-force. Additionally, the city has a thriving nightlife and restaurant scene, and has an abundance of shopping destinations, hotels, theaters, sporting events and educational institutions. White Plains is a major transportation hub for Metro North, which serves commuters into NYC, and the Westchester County Airport. This digital network provides advertisers with a huge reach and impactful presence in this high profile community. Gross Value: \$8,800 Net Value: \$5,500 CPM: \$9.10 Estimated Impressions: 150,850 Specs: 288h x 512w Format: .jpeg Timing: One 4-week period Can be used Q4 2021 - Q4 2022 by 12/31/2022 Restrictions: Based on availability Email kate@adclub.org with questions.

Starting Bid:\$ 1,375.00

Value: \$ 5,500.00



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 2021 - Q4 2022 by 12/31/2022 Size: 1920 x 1080 Email kate@adclub.org with questions.

Starting Bid:\$ 2,250.00

Value: \$ 9,000.00

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 2021, Q1 2022, Q2 2022 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 tom@adclub.org & 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 tom@adclub and kate@adclub.org with questions

Starting Bid:\$ 1,250.00

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 2021 - Q4 2022 Demo: <https://vimeo.com/555260614> Donated by Nantucket Public Radio. Email kate@adclub.org with questions.

Starting Bid: \$ 500.00

Value: \$ 2,000.00

**96.1 WSRS Spot Schedule**

\$5,000 on WSRS 30x :30 second spots to air Monday-Sunday 6a-12mid. Valid one year from date of purchase (expires 10/15/2022). Must be used by a new advertiser, defined as someone who has not run with us in the last 13 months. Some restrictions apply based upon demand on inventory. Excludes the month of May. Email Kate@adclub.org with questions.

Starting Bid: \$ 600.00

Value: \$ 5,000.00

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 2021 - Q4 2022 Demo: <https://vimeo.com/337759311> Email kate@adclub.org with questions.

Starting Bid: \$ 1,000.00
Value: \$ 4,590.00

97.7 WKAF Radio :30 Spot Schedule

Description: WKAF :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 tom@adclub.org & kate@adclub.org with questions.

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



99.5 WCRB Classical Radio Boston: Multi-platform Program (incl. "Live Read") from GBH

32x 15-second OR 30-second announcements on 99.5 WCRB Classical Radio Boston. Will air Mon-Fri 6a-8p and Sat/Sun 8a-8p Plus digital assets as 300 x 250 display ad with 100% share of voice on wgbh.org, plus streaming pre-roll messages on 99.5 WCRB live stream plus 300x250 display ad in one WGBH opt-in e-newsletter for a total of 150,000 digital impressions. Announcements on WCRB can be live-read. The WCRB offer cannot be combined with other offers and current sponsors/clients cannot spend less than the prior year or less than any pending contracts. Restrictions: Current sponsors of WCRB cannot reduce their annual support by using this offer. Winner must follow FCC Guidelines for radio copy. Expiration Date: Radio spots must be used by June 30, 2022. Email tom@adclub.org and kate@adclub.org with questions.

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



BIG 103 Media Package (Formerly AMP 103.3)

(25) :60 or :30 second commercials to air Monday through Sunday, 5am-1am. Best Times Available on WBGB BIG 103 Media Package (formerly AMP 103.3). Restrictions: Cannot be used for market avails. This package cannot replace an existing or pending media buy on WODS. Valid 1 year from date of purchase. Email kate@adclub.org with questions

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



Classical 95.9 :60 Spot Schedule



Choice between: 40 (:60s) commercials OR 55 (:30s) per month, for 9 months in 2022. Net Value: \$8,640 Can be used Q1 2022, Q2 2022, Q4 2022 Restrictions: - Excludes Q3, 2022 entirely. - Spots must be used monthly. Cannot use all 40 spots in two weeks or less. Email tom@adclub.org and kate@adclub.org with questions.

Starting Bid: \$ 1,000.00

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 (formerly WGBH) Boston Public Radio. To air Mon-Fri 6a-8p and Sat/Sun 8a-8p. Plus digital assets as 300 x 250 display ad with 100% share of voice on wgbh.org plus streaming pre-roll messages on 89.7 WGBH live stream plus 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, 2022. 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 tom@adclub.org & kate@adclub.org with questions

Starting Bid: \$ 1,250.00

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 tom@adclub.org & 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 WWBX. Valid 1 year from date of purchase. Email kate@adclub.org with questions

Starting Bid: \$ 2,500.00
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 April 30, 2022 Net Value: \$5,000 Spot Length: :15, :30, :60-second commercials Can be used: Q4 2021 – April 30, 2022 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: WJYY Concord-Lakes Region, NH; 105.5/107.3 JYY (CHR) WLNH Concord-Lakes Region, NH; 98.3 Frank FM (Classic Hits) WNHW Concord-Lakes Region, NH; 93.3 The Wolf (Country) WFNQ Manchester-Concord, NH; 106.3/99.1 Frank FM (Classic Hits) WTPL Manchester-Concord, NH; 107.7 The Pulse (News Talk) WBYY Portsmouth-Dover-Rochester, NH; 98.7 Frank FM (Classic Hits) WTSN Portsmouth-Dover-Rochester, NH; 1270/98.1 (News Talk) WXLF Lebanon-Hanover-White River Junction, NH-VT; 95.3/107.1 The Wolf (Country) MAINE: WFNK Portland, ME; Frank 107.5 (Classic Hits) WTHT Portland, ME; 99.9/99.3 The Wolf (Country) WHXR Portland, ME; 106.3 The Bone (Album Oriented Rock) WBQX Mid Coast, ME; Frank 106.9 (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. Valid for first time advertisers to the station only. Schedules will be valid for air through August 2022. Black-out weeks based upon sell-out/if inventory is sold-out/eg. May, Political) Email tom@adclub.org or kate@adclub.org with questions

Starting Bid: \$ 725.00
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. Valid for first time advertisers of the station only. Schedules will be valid for air through August 2022. Black-out weeks based upon sell-out/if inventory is sold-out/eg. May,



Political) Email tom@adclub.org or
kate@adclub.org with questions

Starting Bid: \$ 1,500.00

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 6/30/22 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 6/30/22 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 tom@adclub.org & kate@adclub.org with questions



Starting Bid: \$ 1,275.00
Value: \$ 5,100.00



WBZ-FM "The Sports Hub" Radio Package

Description: 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. Email tom@adclub.org and kate@adclub.org with questions.

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



WBZ-FM "The Sports Hub" Radio Package

Description: 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. Email tom@adclub.org and kate@adclub.org with questions.

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



WEEI Radio & Digital Integrated Package

Package includes Radio, Digital Radio & Digital Display: RADIO: Choice of 25 (:60), 35 (:30), or 50 (:15) Commercials M-F 6am-7pm on WEEI-FM. Airs over the course of one week. Exact week to be determined based on available inventory. DIGITAL AUDIO: Matching 25 (:60), 35 (:30), or 50 (:15) Commercials M-F 6am-7pm on the WEEI.com audio stream (Internet Radio) with 300x250 Companion Display Ad. Airs during the same week as the on-air schedule. DIGITAL DISPLAY: 300x250 and 728x90 display ads to rotate on the WEEI.com website. The WEEI Digital Production Team can provide all creative work for Banner Ads. Ads rotate on site the same week as the on-air schedule. Restrictions: Cannot be used for market avails. This package cannot replace an existing or pending media buy on WEEI. Valid 1 year from date of purchase. Email kate@adclub.org with questions.

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

WKLB Country 102.5 Spot Schedule



x20 spots (can be :15s or :30s), 6a-12m to run M-Sun 6-12m. Valid for first time advertisers of the station only. Schedules will be valid for air through August 2022. Black-out weeks based upon sell-out/if inventory is sold-out/eg. May, Political) Email tom@adclub.org or kate@adclub.org with questions

Starting Bid: \$ 800.00

Value: \$ 8,000.00



WMJX/MAGIC 106.7 Commercial Schedule

20 x :30 second commercials. (10x M-Sun 6am-12mid and 10x M-Sat 6am-10pm). 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 2021, subject to availability. Some black-out weeks may apply if station is sold out. Email kate@adclub.org with questions

Starting Bid:\$ 2,000.00

Value: \$ 8,000.00



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 tom@adclub.org & kate@adclub.org with questions.

Starting Bid:\$ 1,000.00

Value: \$ 5,000.00



WROR 105.7 Spot Schedule

x20 spots (can be :15s or :30s), 6a-12m to run M-Sun 6-12m. Valid for first time advertisers to the station only. Schedules will be valid for air through August 2022. Black-out weeks based upon sell-out/if inventory is sold-out/eg. May, Political) Email tom@adclub.org or 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 tom@adclub.org & kate@adclub.org with questions.

Starting Bid:\$ 1,250.00

Value: \$ 5,100.00



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 2022 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**

**\$15K Net on Match Group Portfolio**

Match Group Portfolio includes the following properties: Match, OkCupid, Plenty of Fish, and Match Affinity. Net Value: \$15,000 CPM: \$6.00 Estimated Impressions: 2,500,000 Impressions are: Estimated Media can run: Q1 2022, Q2 2022 Inventory can run on: This package includes Run of Match Portfolio (ROS). Targeting capabilities: Age, gender, and geo based on inventory availability. Sizes / Formats: 728x90, 160x600, 300x250, 300x600, 320x50 Restrictions: Brand and Creative approval are required. For questions, email kate@adclub.org

Starting Bid: **\$ 3,250.00**

Value: **\$ 15,000.00**

**\$50K Digital Media Package from Meredith**

Meredith Digital run of network standard display media running during CY 2022. Net Value: \$50,000 CPM: \$8.34 Guaranteed Impressions: 6,000,000 Media Can Run: Q1 2022 - Q4 2022 by 12/31/22 Program Length: Timing & program length is at Meredith's discretion - (Meredith is happy to discuss the winning bidder's desired timing, but cannot make any guarantees on timing, and is based on availability). Sections: Run of Network across all of Meredith Digital's portfolio of 40+ brands Targeting: No targeting offered as part of this package Sizes: 728x90, 160x600, 300x250 // Mobile ad banners may be needed Verticals used to summarize our content include: - Food - Family - Home - Fashion/Beauty - Health - Travel - Entertainment - Parenting Restrictions: -

Banners Only (no video, no native) -Exclusive of Apples News -Banners must be supplied - Campaign will run at Meredith's discretion over the course of CY 2022 -Cannot run as part of a current media partnership/campaign Email kate@adclub.org with questions

Starting Bid: \$ 12,000.00

Value: \$ 50,000.00



(2) SheKnows National Homepage Takeovers

SheKnows will offer (2) Homepage Takeovers: Your Brand can be the EXCLUSIVE advertiser within a premium environment on key dates of importance through the SheKnows Homepage Takeover + First Arrival Unit Package. Homepage Takeover Package provides a high impact opportunity, capitalizing on the first impression a consumer sees when engaging with SheKnows content. Features: 100% SOV per day across the Homepage for (2) dates Dates: TBD - Choice of two dates during Q1 2022 - Q3 2022 Estimated total impressions: 600,000 CPM: flat fee Targeting capabilities offered: None Custom Masthead 1x1, 970x250, 728x90, 320x50 Vertical: Parenting/Moms Home Page Take Over is national and targeted to be the first impression a user sees. Details: - HPTO is national and cannot be targeted, the first impressions are targeted to be the first impression a user sees, but is also national and can't be targeted beyond that. - HPTO and first impressions are on the same day and work cohesively together. There are (2) dates in the package offered. Restrictions: Can be used any time between Q1 2022 - Q3 2022. Dates are first come, first serve. Email kate@adclub.org with questions

Starting Bid: \$ 5,000.00

Value: \$ 25,000.00



1.1 MM Impressions from Slate.com

Slate engages the curious mind by offering unique perspectives on Business, Culture, News, Politics, Technology and more. Reaching 30MM+ loyal readers and listeners a month, Slate attracts a young, affluent and well-educated crowd eager for a fresh take beyond the headline. Gross Value: \$28,750 Net Value: \$25,000 CPM: \$21.40 Impressions: 1,168,092 (guaranteed) Package Includes: \$25K Media Plan / 1.1 MM Run of Site Impressions / Timing: Q1 2022 - Q4 2022 / Program Length: 30 Days / Sizes: 970x250, 300x250, 728x90. Slate reserves the final rights of advertiser approval. Package includes positioning on: Run of a specific Section, Arts, Life & Culture Content, Executive News Content Package can include targeting, depending on winning client's preferences. If winning client chooses to use Slate's targeting capabilities, rates may vary or may impact number of impressions. Targeting Layers Include: Behavioral, Demographic, Geo Restrictions: Winner must be in alignment with Slate's brand. Must be 30 consecutive days. We can apply targeting at no extra cost, pending availability. *Final targeting parameters to be approved by Slate pending avails. Typical advertisers include: Luxury products, Financial Services, Consumer Electronics, Small Business Advertisers, and anybody who would want to advertise to an HENRY(High Earning, Not Rich Yet) consumer. Donated by: The Slate Group. <https://slategroup.box.com/s/kxbxwwmbmchilhckhkfcm87a9usc8cbi> Email kate@adclub.org with questions.

Starting Bid: \$ 3,500.00

Value: \$ 25,000.00

2,500,000 RON Impressions from Complex

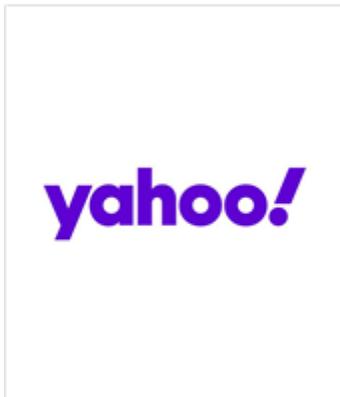


Networks

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 2022 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**

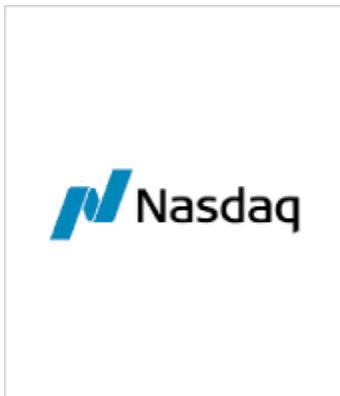


AOL.com Make a Difference module from Yahoo (available for 501c3 Organization Only)

Media space on the AOL.com homepage to raise awareness of a nonprofit charity of your choice. Yahoo builds out this custom unit for the non-profit based on copy assets and image provided. Estimated Impressions: 700-900K per day for a total of 1.4-1.8M impressions Media will run for 2 days in Q1 2022 Flight length: 2 days Property: AOL.com (desktop and mobile web) Restrictions: Organization must meet the below criteria: -Registered 501C3 -Non-profit's website must have a privacy policy -Non-profit cause must be nonviolent, non-partisan and non-religious Email kate@adclub.org with questions or for specs.

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

Value: **\$ 80,000.00**



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 2021 to end of Q2 2022 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 2021. 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: **\$ 5,000.00**

Value: **\$ 20,000.00**

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 42 (5 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: 2.6MM 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 2022 (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: \$ 7,500.00

Value: \$ 30,420.00



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

Adults who use Globe.com have an average age of 45 (2 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. 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: 1MM 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 2022 (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: \$ 3,000.00

Value: \$ 12,130.00



CBS Interactive Reach Rotation

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 2021 - Q4 2021, must be used by 12/31/21 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



Custom Video Ad Journey Package from ViralGains

As the leader in intelligent ad journey orchestration, ViralGains enables marketers to create interactive ad journeys that measure and respond to customer sentiment in real time. With this package, use ViralGains' voice of customer technology to drive purchase intent, boost brand sentiment, or nurture consideration. This fully-customizable ad journey includes guaranteed :15 and/or :30 second video views; one custom in-video ad journey featuring up to two Engagement Experiences* (see demo reel below); and hand-off of 1st Party audiences of engaged video viewers for you to activate across your digital portfolio. Brands that have orchestrated this type of ad strategy have proven to boost brand trust by 2.3x, double website visits, and reduce wasted ad impressions by 59%. Join 100 of the Fortune 500 in putting the voice of the customer at the center of your advertising. *Engagement Experience options include: Likert (5-Star); Multiple Choice; Product Preference Survey; Geo Locator; Custom Image CTA Net Value: \$15,000 CPM: \$30 Estimated Impressions: 500,000 Timing: Q4 2021 - Q2 2022 Program Length: 30 Days Max Sizes: 728x720p or larger. Positioning: Behavioral Targeted ROS (customized to client's audience) Targeting: Behavioral, Contextual, Demographic, Geo, Retargeting, Other. ViralGains refines targeting to real-time signals including brand favorability, interest or intent, product preference, and ad viewership based on your KPIs. Restrictions: Available to a first time client only. Demo Reel: <https://odc.vgview.com/v/bDz.g.-> Email kate@adclub.org with questions.

Starting Bid: \$ 3,750.00

Value: \$ 15,000.00



Digital Package from Fastcompany.com

We are offering 500,000 ROS banner ad impressions. Impressions must run within Jan-April of 2022 by one advertiser. Availability of inventory must be confirmed at time of request. Digital ad sizes can be 728x90, 300x600, 300x250 and mobile ad sizes 320x50, 320x250. Restrictions: All creative is subject to final approval by Inc. This is a deal open to new advertisers only, it is not available to current advertisers and cannot be redeemed to fulfill a planned schedule. Gross Value: \$76,470 Net Value: \$65,000 CPM: \$130 Guaranteed Impressions: \$500,000 Can be used Q1 2022

by April 30, 2022 Inventory is Run of site Does not Including Targeting Sizes: 728x90, 300x250, 970x250, 300x600 Mobile ad sizes: 320x50, 320x250 Restrictions: Impressions must run within Jan-April of 2022 by one advertiser. Availability of inventory must be confirmed at time of request. Digital ad sizes can be 728x90, 300x600, 300x250 AND 970X250 and mobile ad sizes 320x50, 320x250. Restrictions: All creative is subject to final approval by Inc. This is a deal open to new advertisers only, it is not available to current advertisers and cannot be redeemed to fulfill a planned schedule. Email kate@adclub.org with questions

Starting Bid: \$ 8,000.00
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. Impressions must run within Jan- April of 2021 by one advertiser. Availability of inventory must be confirmed at time of request. Digital ad sizes can be 728x90, 300x600, 300x250 and mobile ad sizes 320x50, 320x250. Restrictions: All creative is subject to final approval by Inc. This is a deal open to new advertisers only, it is not available to current advertisers and cannot be redeemed to fulfill a planned schedule. Gross Value: \$76,470 Net Value: \$65,000 Guaranteed Impressions: 500,000 Digital: \$130 Timing: Must be used Q1 2022 Sizes: 728x90, 300x250, 970x250, 300x600 Mobile ad sizes: 320x50, 320x250 Restrictions: - This package is open to new advertisers only. - Not available to current advertisers. - Cannot be redeemed to fulfill a planned schedule. Email tom@adclub.org & kate@adclub.org with questions

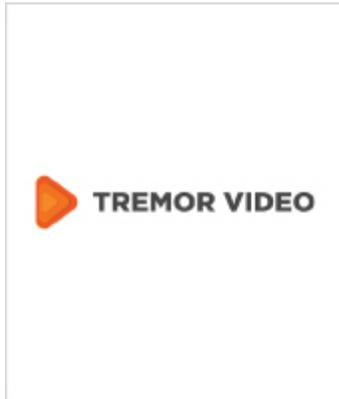
Starting Bid: \$ 9,000.00
Value: \$ 65,000.00



Digital Package from The Commercial Record

The Commercial Record is a 140-year-old digital newspaper dedicated to coverage of Connecticut's real estate and finance industries. The Warren Group's newspapers include real estate and finance professionals, service providers and members of adjacent industries. One month takeover of advertising on the website and daily e-news alert; all other advertisers will be blacked out for the duration of your run. Ad sizes are 728x90 (leaderboard) or 300x250. Valid for use Q4 2021 - Q3 2022. Net Value: \$5,000 Estimated Impressions: Opt-in daily email delivery: 1.1K Can be used: Q4 2021 - Q3 2022 Program Length: 1 Month Vertical: Finance Positioning: Homepage, Section Homepage Sizes: 728x90, 300x250 Restrictions: Not applicable in months including special section publication, including, but not limited to: Fast 50, Top Lenders, Top Loan Originators and CR's Best. This cannot be applied to a current contract, must be incremental. Content must be approved by The Warren Group. Email kate@adclub.org with any questions.

Starting Bid: \$ 400.00
Value: \$ 5,000.00



Digital Video Package from Tremor Video

Run of network digital video impressions (in-stream and out-stream w/ no dispersion goals between the two). Estimated Impressions: Approximately 345K Can be used Q1 and Q2 2022 Positioning: Run of Network Sizes: All sizes accepted Restrictions: No additional targeting. 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) Email kate@adclub.org with questions.

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

Value: **\$ 5,000.00**



Discovery Run-of-Network Display Media

Inventory: 1.67 million RON impressions across 300x250, 728x90, and 320x50. Impressions will serve throughout Discovery sites where inventory is available. Timing: Q1 2022 only (1/1/2022 - 3/31/22) CPM: \$6 Net Impressions are estimated. Properties Include: HGTV, ID, Animal Planet, DIY Network Food Network, TLC, OWN, Cooking Channel Discovery Channel, Travel Channel, Science, Motor Trend Network Restrictions: - Pre-emptible - Media cannot promote or drive to networks/sites deemed competitive to Discovery Creative cannot feature obscenity, nudity, violence, controversial topics, or matters that could be offensive to the Discovery audience. Email kate@adclub.org with questions.

Starting Bid: **\$ 1,750.00**

Value: **\$ 10,000.00**



Display & Email Banners from Group Nine Media (Thrillist, NowThis, The Dodo, Seeker, POPSUGAR)

\$5k in display and \$5k in email banners from Group Nine Media. Inventory includes all five G9 Brands including Thrillist, NowThis, The Dodo, Seeker and POPSUGAR. All impressions will run across all Group Nine networks. Net Value: \$10,000 CPM: \$12 Estimated Impressions: 833,333 Sizes: 728x90 Media will run: Q1 2021, Q2 2022 Positioning: Run of Lifestyle Sizes: 728x90 Email kate@adclub.org with questions.

Starting Bid: **\$ 2,250.00**

Value: **\$ 10,000.00**

Display Media from Twitch.tv

ROS Display media (728x90 & 300x250) running on Twitch.tv Restrictions: Must run in Q1-Q3, 2022 Net Value: \$10,000 CPM: \$10 Guaranteed Impressions: 1,000,000 Media can run: Q1 2022 - Q3 2022

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

Value: **\$ 10,000.00**



Display Package - Ziff Davis Tech ROS

Ziff Davis Tech, the #1 property in the technology category, is the only provider that directly connects advertisers with in-market tech buyers, in context, as they actively seek buying advice, product information and expert opinions. Data driven analysis and independent, in-depth tech reviews attract an audience of affluent and educated tech buyers who are uniquely influenced by our experts in their purchase decisions. Specializing in consumer tech, business tech, and mobile, Ziff Davis Tech represents 150+ premium sites with 4,500 editorial voices and publishes around 1MM articles per year, giving advertisers touch-points with tech consumers throughout the buying process. Value is towards standard media across Ziff Davis Tech. Media mix of standard display 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 2021 - Q2 2022 Must be used by June 30, 2022 Restrictions * - Ziff Davis Tech will not pay any ad serving or verification fees - Sponsorships are excluded - Media will not be held to Viewability metrics

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

Value: **\$ 25,000.00**

Display Package from Gear Patrol

ROS Display offering across Gear Patrol during Q4 2021 through Q1 2022. 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 2022 - Q2 2022 Program Length: Total impressions to be delivered across Q122-Q222. 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 Finance - Cookieless Targeting Package

Dotdash Finance connects Financial brands with people at the right time. Across 14 premium brands (including our flagship finance sites, Investopedia & The Balance), our content is





designed to empower readers with answers to questions around every life stage, drawing organic traffic and creating environments that connect brands with people when they are ready to make money decisions. 90% of our users come to us via search looking for an answer to a specific question. This allows us to reach the right users without cookies, by aligning brands with right content. Net Value: \$40,000 CPM: \$80 Guaranteed Impressions: 500k Flight: 1 Month, Q1 - Q2 2022 Media/Sizes: 728x90, 160x600, 300x250, 300x600, 320x50 Targeting: Cookieless Targeting - Segments Include: - Active Traders - Users in Market for Credit Cards - Banking, or Insurance Product (Dotdash Cookieless Targeting) Restrictions: Available to new advertisers only. Email kate@adclub.org with questions.

Starting Bid: \$ 10,000.00

Value: \$ 40,000.00



Dstillery Cross-Platform Audiences

Includes 3MM impressions. Can run: Desktop or Mobile Standard Display | Retargeting, Dstillery Custom AI Audiences, Dstillery Behavioral Audiences. To run before June 30, 2022 - standard display impressions only. Gross Value: \$17,647 Net Value: \$15,000 CPM: \$5 Impressions: 3,000,000, Guaranteed Media can run in: Q4 2021 - Q2 2022 by 6/30/22 Restrictions: Must run before June 30, 2022. Standard display impressions only Sizes / Formats: Desktop or Mobile Standard Display / 728x90, 160x600, 300x250 Targeting Capabilities: This is a prospecting package - will drive qualified leads based on users who act like those on your website. Layers Include: Look-a-like, Re-targeting Dstillery Tactics: - Retargeting - Custom AI Audiences (Pixel Based) - Find prospects that act like a client's current customers - Behavioral Audiences (Non Pixel Based) - Includes our in-house segments built based on contextually relevant consumption patterns. Our approach: Starting with the seed set of sites and apps where we build act a like models to be able to reach a similar audience that visits these seed set sites. We re-rank and re-score these cookies every 24 hours to be sure that they are always a fit with the audience group Quality of inventory sources: With six awarded patents related to protective measures in ad fraud, 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 Strengths: - Incremental Audiences: Identifying untapped consumers for your clients Cross - Screen Intelligence: Any audience that we have you can access on any screen, we will optimize towards best performing device(s) - Quality Data: We take this very seriously with two fraud patents; we have some of the most brand safe inventory in the industry (higher percentages than site direct) Actionable Insights: We are sitting on a ton of data that we publish from both online and offline experiences. We also have a self log in Insights Portal for partners to observe the online and location behaviors of their

brand's pixel audiences. Best used for mid to lower funnel KPI's, those who are optimizing towards a CPA, CPSV, ROAS, ROI. Email tom@adclub.org and kate@adclub.org with questions.

Starting Bid: \$ 4,000.00

Value: \$ 15,000.00



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 2021 - Q4 2022 Program Length: One full quarter Please email Kate@adclub.org with questions

Starting Bid: \$ 7,000.00

Value: \$ 30,000.00



GumGum Contextually Targeted In-Screen and In-Image Impressions

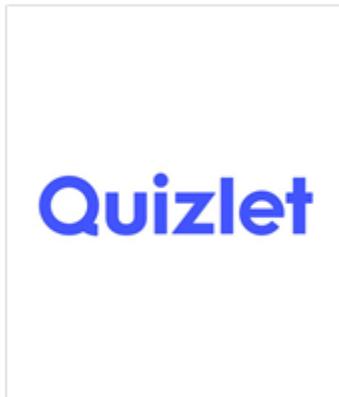
The backbone of GumGum is our proprietary image recognition + semantic & contextual analysis ('Verity'). This ensures all of our placements are highly visible, brand safe, and contextually relevant. GumGum is offering impressions to run two of our most popular ad-units for this package: 1) In-Screen: 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: \$25,000 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 2021 - Q4 2022 Program Length: One full quarter Please email Kate@adclub.org with questions

Starting Bid: \$ 5,750.00

Value: \$ 25,000.00

Her Campus Native Content Creation + Social Amplification

Content Creation & Social Amplification Package Net Value: \$50,000 Flight Dates: 6 weeks TBD 2021/2022 Impressions: 2,000,000



Includes: - 2x Native Articles Estimated % SOV: 100% - 4x Paid Social Ad Creatives (Pinterest, Snapchat, Facebook or Instagram) Ad Dimensions: Custom Native Article Roadblocks + Run of Her Campus Media Network Ad Dimension: 970x250, 970x90, 728x90, 300x600, 300x250, 320x50 Estimated % SOV: 100% of Native; 15% Email tom@adclub.org & kate@adclub.org with questions.

Starting Bid: \$ 12,500.00

Value: \$ 50,000.00

IAB Standard Media from Quizlet

Quizlet is the world's largest learning platform and community. - Quizlet offers AI driven learning modes so students can use what works for them, keeping them motivated and disciplined throughout their study journey. - There are over 450 million sets on thousands of topics, all free to use. - More than 80 million people use Quizlet every month. - Quizlet is among the most visited websites in the US. 90% of Quizlet users are Gen Z and Millennials and 63% are over 18 years old. They are diverse knowledge seekers both in areas of study and their personal backgrounds. They actively seek academic and personal improvements. This package includes IAB standard media and a custom, native in-line unit which we can target using our unique 1P data. While not included in this standard media package, we highly recommend adding on custom Quizlet content and promotion and we can work together to develop the best program. Net Value: \$25,000 CPM: \$5 Guaranteed Impressions: 5,000,000 Program Length: 1 Month Sizes: 300x250, 300x600, 320x50, Native In-Line Unit Can be used Q1 or Q2 2022 Includes positioning on: - Run of a specific Section - Behavioral Targeted ROS (customized to client's audience) - All site sections available across desktop, web and app Targeting Layers available: Behavioral, Contextual, Demographic, Geo Targeting also available by Quizlet Segment or by Subject Matter. Some examples include: Custom Quizlet Segment: - Young Professional - Small Business - IT - Military - Medical Professionals - Parents - Teachers - College Bound - College - Grad Students Subject Matter: - Professional Certifications - Arts & Humanities - Business & Finance - And so much more Restrictions: - Quizlet does not target ads to users under 16. We avoid ads that would be inappropriate in a classroom setting including alcohol, tobacco, marijuana and gambling ads. - Availability of inventory must be confirmed at time of request. All creative is subject to final approval by Quizlet. This is a deal open to new advertisers only, it is not available to current advertisers and cannot be redeemed to fulfill a planned schedule. Please email tom@adclub.org & kate@adclub.org with questions.

Starting Bid: \$ 5,000.00

Value: \$ 25,000.00

Jebbit: Interactive Product Matches, Quizzes, Trivia and more!

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 2021 - Q2 2022 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 tom@adclub.org and kate@adclub.org with questions

Starting Bid: \$ 5,500.00

Value: \$ 30,000.00



Kiplinger.com Display Package

Kiplinger.com will put together a custom digital package for the winner which will include 500,000 contextually targeted impressions spread over a 2 month period in Q4 2021-Q3 2022. Net Value: \$20,000. Ad sizes may include: 970x250, 300x600, 300x250. Kiplinger.com reaches over 17 Million readers monthly. Our mission is to provide our affluent audience with trustworthy information and practical guidance on investing, saving, planning for retirement, paying for college, buying an automobile, home and other major purchases. Our readers are affluent and influential men and women who are actively involved in their personal-finance decisions, and we are guided by the expectation that they will act on what we write about and will benefit from doing so. Net Value: \$20,000 CPM: \$40 Guaranteed Impressions: 500,000 Timing: Q4 2021 - Q3 2022 Program Length: 2 Months Vertical: Finance Positioning: Run of a specific Section Targeting: Contextually targeted by channel to Investing, Retirement, Taxes, Personal Finance, Your Business, Wealth Creation Sizes: 300x250, 300x600, 970x250, In-banner Rich Media Restrictions: Must run over 2-month period Email kate@adclub.org with questions.

Starting Bid: \$ 5,000.00

Value: \$ 20,000.00

ROS Display Media on CNN/CNNBusiness

Run of Site display units on CNN & CNNBusiness (formerly CNNMoney) Gross Value: \$57,500 Net Value: \$50,000 What is the CPM: \$4.5 Guaranteed Impressions: 11,111,111 Inventory Vertical: Finance, Technology, Other Positioning On: Homepage, Section Homepage, Run of a specific Section CNN HP: US, World, Politics, Money, Opinion, Health, Entertainment, Tech, Style, Travel, Sports Sizes: 300x250, 300x600, 970x90, 970x66, 970x250



Restrictions: Must run Q1, 1/1/22 - 6/30/22. Inventory is subject to availability at the time of sale. Email tom@adclub.org & kate@adclub.org with questions

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

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, 2022 Net Value: \$25,000 Guaranteed Impressions: 1.5MM Media Can Run Q1 2022 - Q2 2022 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 6/30/22 Email kate@adclub.org with questions.

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

Run of Site Desktop Banners from Insider Inc.

Run of site desktop banners on Businessinsider.com Net Value: \$5,000 CPM: \$20 Guaranteed Impressions: \$250,000 Timing: Q4 2021 Program Length: 2 Weeks Targeting: Not Available Sizes: 728x90, 300x250, 300x600 Restrictions: Insider Inc. must review advertiser and creative before approving campaign. Media will run for only 2 weeks TBD. Demo: <https://www.youtube.com/user/businessinsider>

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

Run of Site Leaderboard on Morningstar.com

700,000 Run of Site Leaderboards (728x90) on Morningstar.com. A Leaderboard is a 728x90 sized digital banner that traditionally resides at the top of the page. (See image for reference of Leaderboard ad unit bordered in red). Restrictions: Inventory delivery during campaign flight is subject to availability of inventory during requested flight dates. Vertical: Finance Sizes / Formats: 728x90 Standard Display Available time frame: Q1 2022 - Q4 2022 Expiration Date: December 31, 2022 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

Seeking Alpha High-Impact Package (Desktop)

Winner will receive a high-impact digital advertising package on Seeking Alpha. The package includes two separate 24-hour takeover packages. Each takeover will occur on two key pages on Seeking Alpha: the U.S. home page and the U.S. first view page, as well as ownership of the Wall Street Breakfast Newsletter on takeover days. Home page and first view pages will include ownership of the 970x66 (expandable to 970x418) OR 970x250, 300x600, and 300x250 units for 24 hours each. Gross Value: \$58,823.53 Net Value: \$50,000 eCPM= \$16.89 Estimated total Impressions = 2,960,000MM Package includes section-targeted media. No additional targeting accepted. Sizes: Homepage: 970x250 top, 970x250 middle, 970x250 bottom, 300x250 mobile First View: 300x600, 300x250, 970x250/728x90, 160x600 Wall Street Breakfast Newsletter: Sponsorship Logo, Image, Title, Copy, Earnings Logo. Program Length: Two separate takeover packages, each runs for 24 hours. Restrictions: Package must run in Q4 2021 Restrictions: - Seeking Alpha adheres to IAB 3.0 Terms and Conditions. - All inventory is subject to availability and reserved upon receipt of signed paperwork. - We require standard assets 3-5 business days prior to launch. - Custom assets and custom sponsorships will require an additional lead time of 3-4 weeks minimum. - All rotational media will run across desktop and tablet web, unless otherwise noted. - Mobile, Podcasts, Newsletters, Fixed Placements, and Sponsorships are excluded from viewability requirement. About Seeking Alpha: We are an industry leader in mining the wisdom of the crowd for insights on every topic of interest to investors. Our editors curate content from a network of stock analysts, traders, economists, academics, financial advisors and industry experts — all who engage in our community. 15.2 million visitors come to us not only to consume content, but to contribute and to participate in the conversation. The depth and breadth of our content is unmatched, with 8,100+ tickers covered and 7,000 articles and earnings transcripts published every month, driving industry-leading engagement. Our content includes curated news, research, opinion and discussion from our editorial team of 56 in addition to 16,600 individual and corporate contributors: - Market News - Stock Ideas - Portfolio Management - Marketing forecasts - Investing strategies - Earnings reports, transcripts and filings Email kate@adclub.org with questions

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



Standard Display Media on Everyday Health

Everyday Health is one of the largest consumer health & wellness websites. With 55 million monthly unique users, a registered community of 161 million, and a social media reach of 30 million and growing, Everyday Health inspires millions of people to enable the best decisions for their health & wellness. Value is towards standard media across Everyday Health. Media mix of standard display or video will be finalized based on timing of campaign and inventory available. Final media mix will be at Everyday Health's discretion. Estimated Impressions: 1.25MM Can be used Q1 2022, Q2 2022 Media must run by June 30th, 2022 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: \$ 5,000.00
Value: \$ 25,000.00



Standard Display Media on Everyday Health

Everyday Health is one of the largest consumer health & wellness websites. With 55 million monthly unique users, a registered community of 161 million, and a social media reach of 30 million and growing, Everyday Health inspires millions of people to enable the best decisions for their health & wellness. Value is towards standard media across Everyday Health. Media mix of standard display or video will be finalized based on timing of campaign and inventory available. Final media mix will be at Everyday Health's discretion. Estimated Impressions: 1.25MM Can be used Q1 2022, Q2 2022 Media must run by June 30th, 2022 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: \$ 5,000.00
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 200 million monthly users around the world, and is followed by more than 18 million subscribers on YouTube and 45 million users on social platforms. IGN also publishes daily content on 28 platforms including TikTok, Twitter, Facebook, Instagram and Snapchat Discover. Established in 1996, IGN is headquartered in San Francisco, with offices in Los Angeles, New York, Sydney and London. IGN content is localized in 25 languages and 112 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. Net Value: \$25,000 Estimated Impressions: 2MM

(depending on ad mix, but estimate is based on ROS) Media must run by June 30th, 2022
 Restrictions: IGN will not pay any ad serving or verification fees. Sponsorships are excluded
 Media will not be held to viewability metrics
 Email kate@adclub.org with questions

Starting Bid: \$ 6,250.00

Value: \$ 25,000.00



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 HomePage Takeover Net Value: \$50,000 CPM: \$16.00 on rotational media Guaranteed Impressions: 3,117,118 Can Run: Q1 2022 - Q2 2022 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 tom@adclub.org & kate@adclub.org with questions

Starting Bid: \$ 12,500.00

Value: \$ 50,000.00



Vevo Cross Platform Video Package

We'll run :15s max high impact video across Vevo's mobile, desktop, and living room/CTV inventory within the first two months of the quarter. Net Value: \$2,500 CPM: \$27.50 Guaranteed Impressions: 90,909 Media can run Q4 2022 - Q4 2022 Sizes / Formats: Pre-roll Targeting: ROS, US targeting Restrictions: Media must run within the first two months of a quarter. Cross-platform (mobile, desktop, CTV) inventory. Inventory is ROS, so will run across all music genres, nationally. <https://digiday.com/sponsored/vevo-vevobca-the-video-star-will-never-die-music-videos->

come-home-to-tv/ Email kate@adclub.org and tom@adclub.org with questions

Starting Bid: **\$ 625.00**

Value: **\$ 2,500.00**



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. Across our portfolio of 13 editorial brands we reach 117MM monthly unique users across premium content and a myriad of interests. Through our authoritative house of brands, commitment to developing standout technology, and high-fidelity advertising, we are shaping the future of journalism and entertainment. You'll get access to the entire Vox Media portfolio through this robust run-of-network rotational media package of standard units (300x250, 728x90, and mobile 300x250). Your ads will run across our authoritative editorial networks (Vox, Recode, SB Nation, Eater, Polygon, The Verge, New York Magazine, The Cut, The Strategist, Grub Street, Curbed, Vulture and Intelligencer), ensuring that you reach an engaged audience in premium, brand safe environments. Net Value: \$25,000 CPM: \$10 Guaranteed Impressions: 2.5MM Timing: Q1 2022 - Q3 2022 Inventory provided is run-of-network, and can run on any of the sections of the Vox Media sites (Vox, Recode, SB Nation, Eater, Polygon, The Verge, New York Magazine, The Cut, The Strategist, Grub Street, Curbed, Vulture and Intelligencer). It provides the best of the Vox Media portfolio! Sizes: RON standard display sizes (728x90, 300x250, and 300x600) Email kate@adclub.org with questions.

Starting Bid: **\$ 6,000.00**

Value: **\$ 25,000.00**

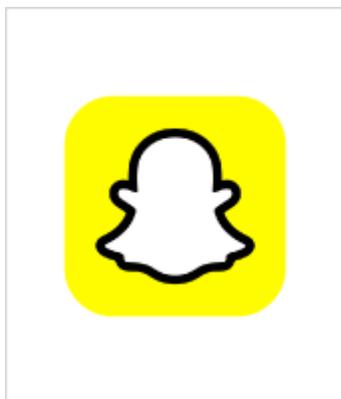
CATEGORY: 07 :: Mobile


\$20k The Weather Channel App from IBM Watson Advertising

The Weather Company is the world's largest private weather enterprise, helping people make informed decisions and take action in the face of weather. The company offers the most accurate, personalized and actionable weather data and insights to millions of consumers and thousands of businesses. The Weather Company provides up to 26 billion forecasts daily and powers weather data across all major mobile platforms globally. We are the #2 Largest Location Company (just behind Google) with 300 Million monthly consumers across the globe that share their location information. \$20,000 placements across IBM Watson Advertising's mobile app platform. Estimated impressions: 3,000,000 eCPM: \$10 Timing: Media must run in 1H 2022 Media units included in this package are: 300x250 and 320x50. Can run across all of Weather.com's Mobile App inventory and includes one layer of geo-targeting (national, state, DMA, or zip codes). For questions, email kate@adclub.org.

Starting Bid: **\$ 3,250.00**

Value: **\$ 20,000.00**


\$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 2022, 1/1/22 - 3/15/22 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. - On average, 293 million people use Snapchat every day. - Snapchat reaches 75% of millennials and Gen Z. - On average, Snapchatters spend over 30 minutes on Snapchat every day. Email kate@adclub.org with questions.

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

Value: **\$ 5,000.00**

AccuWeather Winter Wonderland: Weather-Triggered Dynamic Messaging by Location



AccuWeather will weather trigger ads against winter weather in 4Q'21 - 1Q'22 Net Value: \$26,000 Impressions: Varies based on desired placements Estimated Impressions: 3,200,000 Media can run during: Q4 2021 - Q1 2022 Targeting: Yes, weather-triggered dynamic messaging by location Targeting available: Behavioral, Demographic, Geo Sizes / Formats included in this package are: 728x90, 160x600, 300x250, 300x600, Pre-roll Email kate@adclub.org with questions

Starting Bid: \$ 6,000.00

Value: \$ 26,000.00

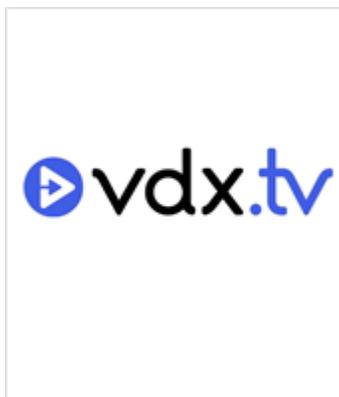


Desktop & Mobile Impressions on ABC6.com (Providence)

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 2022 For questions: email kate@adclub.org

Starting Bid: \$ 500.00

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 2021 - Q2 2022. Length: TBD-- Depending on partner's campaign and delivery goals Estimated number of impressions: 2,000,000 CPM: \$5 Includes Positioning On: Behavioral Targeted ROS (customized to clients 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 are 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. VDX.tv is a division of Exponential Interactive, Inc. Learn more at www.vdx.tv For questions, email kate@adclub.org

Starting Bid: \$ 2,500.00

Value: \$ 10,000.00



Fertility Banner Ads from Ovia Health

Ovia Health is an app-based platform with a mission to help make a happy, healthy family possible for everyone through our three apps: Ovia Fertility, Ovia Pregnancy and Ovia Parenting. Our package consists of \$10,000 worth (667k impressions) of Ovia Fertility ad banner space. This offering provides your brand the opportunity to raise awareness among opt-in users who are trying to conceive (83% of our Fertility audience) or general health trackers. Net Value: \$10,000 CPM: \$15 Audience Size: 2million+ active users (900k on just Ovia Fertility) Guaranteed Impressions: 667,000 Timing: Q4 2021 OR Q1 2022 Program Length: 1-3 Months Sizes: 300x250 Vertical: Health, Parenting/Moms Positioning: Behavioral Targeted ROS (customized to client's audience) Section: in-app across Ovia Fertility content, opt-in users who are TTC or tracking their health Restrictions: - Standard media banners and audience targeting only (no rich media or third-party ad trackers) - Ovia Health will not pay any ad serving, viewability or ad fraud measurement fees - Ovia holds the right to approve or deny advertiser Link or Demo Reel: <https://www.oviahealth.com/advertise> Email kate@adclub.org with questions

Starting Bid: \$ 2,500.00

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 20,000 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 CPCV Estimated Impressions: 20,000 Completed Video Views Program Length: 5 Day Challenge Media Can Run: Q4 2021 - Q4 2022 by 12/31/22 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: \$ 9,000.00

Value: \$ 40,000.00



GroundTruth Location Based Mobile Advertising Solution

GroundTruth is the leading location-based marketing and advertising technology company. Brands, agencies, small businesses, and non-profits trust their performance-driven solutions to help them reach consumers during moments of intent that generate important business outcomes. GroundTruth's suite of geo-contextual omni-channel products and services are available at scale through our self-serve advertising platform, managed services and industry reseller partnerships. GroundTruth's marketing platform is powered by a unique data set called "visitation data" accredited by the Media Rating Council (MRC). Our proprietary cleansing processes combine contextual mapping technology (Blueprints™), owned and operated properties, and third-party mobile location data, together yielding over 30 billion visits annually. This package includes 1,000,000 mobile, proximity impressions at an \$8.00 CPM, thus a \$8,000 value. GroundTruth will set up a radial geo-fence around specific business locations or points of interests to serve mobile users who cross those boundaries to be served your ad in real-time when they access apps within GroundTruth's network of over 100,000 mobile apps. Includes access to GroundTruth's creative services as well as a full recap report. Guaranteed Impressions: 1,000,000 CPM: \$8 Media can run: Q4, 2021 Q1 2022 or Q2 2022 Program Length: Timing is flexible, pending max avails Targeting: GEO - GroundTruth will set up a radial geo-fence around specific business locations or points of interests to serve mobile users who cross those boundaries to be served your ad in real-time when they access apps within GroundTruth's network of over 100,000 mobile apps. Sizes/Formats: Standard 320x50 & 300x250 (no rich media or video) Restrictions: Only Standard Banners 320x50 & 300x250 (no rich media or video) Email kate@adclub.org with questions.

Starting Bid: \$ 2,500.00

Value: \$ 8,000.00



Mobile + Desktop Display Campaign on AdTheorent's Machine Learning-Powered Predictive Platform

Activate across AdTheorent's Machine Learning-Powered Predictive Platform to drive real-world outcomes for your brand. Choose Predictive Targeting with Real-Time Signals or layer on geo intelligence for a predictive geo campaign across mobile and desktop display units. Contributed inventory is in the following vertical: Run of Platform Media with the highest predictive scores indicating likelihood of engagement. Media will run in: 2H 2021 or 1H 2022 Program Length: 1 month flight Estimated

Impressions: 2 million Predictive Geo-targeting also available Sizes / Formats: 320x50, 728x90 and 300x250 Restrictions: Does not include Rich Media, Video or 3rd party data targeting Email kate@adclub.org with questions

Starting Bid: \$ 2,500.00

Value: \$ 12,000.00



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 10/1/2021 - 9/30/22 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: \$ 3,500.00

Value: \$ 15,000.00



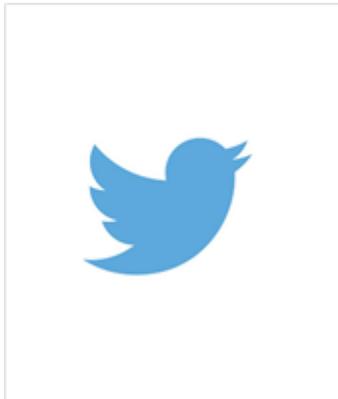
Ogury Multi-Format Video: In-App & Mobile Web

Deliver the ultimate in brand engagement performance with Multi-Format Video campaigns from Ogury. Achieve market leading Fully On-Screen Rate - the real way to measure video ad performance. Available for this donation as a Managed Service only (CPV). Visible & Engaging formats: Video Chooser: This unique delivery method precedes your full screen video ad. The user is shown up to three ad previews from brands across different IAB categories. They select their choice or skip choice to view the full-screen ad. Only the played video ad is billed for the impression. Full Screen Video: This full screen unit is designed for brand awareness. It has the maximum viewability available on mobile with 100% of the creative's pixels fully on screen, and is available horizontally or vertically. Thumbnail Video: This captivating, mobile-native format engages users in a new way that attracts attention, whilst respecting the user experience by not interrupting content consumption. The placement is a 180 x 180 unit, allowing a vertical 101x180 or horizontal 180x101 video. Your video campaign will benefit from Ogury's privacy-centric Personified targeting, with unmatched audience intelligence to provide relevant reach at scale. Your impressions serve across 100% OMID-compliant inventory from Ogury's direct integrations, ensuring transparency of viewability measurement, fraud protection and brand safety. Net Value: \$25,000 Cost per View: \$0.12 CPV Guaranteed Views: 208,333 Views Can be used: Q4 2021 Program Length: 25 Days Targeting: Ogury will work with advertising brands to customize targeting based on the specific campaign target & its goals. Targeting Layers: Ogury conducts Personified Targeting based on custom inputs for your campaign to reach highly relevant audiences across the mobile device. To do so, we leverage

our unique mobile journey data, validated and enriched with self-declared and self-targeting audience data, in addition to best-in-class context and semantic data. Personified targeting ensures 100% user privacy and is future-proof for an identifier-less world. You will also have access to Ogury Active Insights, a data modeling and visualization solution, which brings to life Ogury's unique, reliable personification data. This tool provides visual, actionable insights on audience interests, behavior and dynamics to inform and optimize advertising strategies, both before and after a campaign. Positioning: Behavioral Targeted ROS (customized to client's audience, though note that Ogury's Personified Targeting solution is fully ID-less and Cookie-less) Sizes/Format: MP4 or VAST Video size: 16:9 / 9:16 or 4:3 Recommended Video size: 1024 x 576 px / 576 x 1024 px Maximum Duration: 15s Restrictions: As a reminder - we strongly encourage donors to limit any restrictions on their donations, to ensure your donation appeals to as many potential buyers as possible. All buys are subject to feasibility checks. Demo/Link: <https://ogury.com/products/user-engagement/> Email kate@adclub.org with questions or Multi-Format Video ad unit spec sheet.

Starting Bid: \$ 6,250.00

Value: \$ 25,000.00



Promoted Tweets in Timeline from Twitter

\$25k in promoted Tweets credit - images or (short form) video assets. Media can run during: Q1-Q2 2022 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 2022, Q2 2022 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) Mobile Package consisting of: - Wall Street Journal Digital Network Run of App 300x250 (1-Month) - 300x250 rotation - 1.33MM impressions (approximately 5% SOV) Value: \$40K net Timing: One month flight available in Jan 2022-June 2022 Site is transparent, as are all sites within the WSJDN. We can accept 3rd party tracking and verification. If buyer would like to exclude specific sites, we can accept that. Tagging abilities: Accept DCM, IAS, MOAT, etc. monitoring tags (not blocking) WSJDN leads the way as the #1 mobile site in the business and finance category generating over 3.5 million smartphone app downloads, and growing. WSJDN users are 4x as affluent as the general mobile population. They are 88% male, 68% are ages 35-64, 81% have HHI \$100K+, 48% access WSDN daily and 85% access at least weekly, and 47% have taken action as a result of seeing ads. 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 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 2021 - Q2 2022 - Must run by end of Q2 2022 - 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

**Buzzfeed On-Site Media Credit**

BuzzFeed commands the third largest millennial audience on the internet. This is a great opportunity to leverage premium display inventory on BuzzFeed.com. Net Value: \$25,000 Guaranteed Impressions: 1,785,714 CPM: \$14 Timing: Q1 - Q2 2022 Package includes Run of site across BuzzFeed.com Targeting Capabilities Offered: First party contextual targeting Sizes / Formats included in this package are: 300x250, 728x90, 300x250, 600x400, 300x600 Restrictions: Flighting best practices for performance Email kate@adclub.org with questions

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

**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 Media will run Q1 2022 - Q4 2022 or subject to availability Q4 2021 Positioning: Behavioral Targeted ROS (customized to client's audience) Targeting: Financial Advisor or Investor Targeted, Behavioral Sizes: Pre-roll Email kate@adclub.org with questions.

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

**Kiplinger Native Newsletter Package**

Kiplinger will run the winner in 3 native positions in our daily Kiplinger Today newsletter. Net Value: \$5,000. Kiplinger emails go out to over 600,000 opt-in subscribers daily. Kiplinger Today helps subscribers profit and prosper with the best of Kiplinger's advice on investing, taxes, retirement, personal finance and much more. Email ads must be spread over 3 months (1/month) and can run from Q4 2021 - Q3 2022. Net Value: \$5,000 Estimated Impressions: 600,000 Timing: Q4 2021 - Q3 2022 Program Length: 3 months - 1 email/month Email kate@adclub.org with questions

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



Morning Brew - Marketing Brew "French Press" Sponsorship

"French Press" ad unit in Marketing Brew to run on 12/27 + 12/29. Package includes one piece of native content in each of the 12/27 and 12/29 Marketing Brew email sends. Marketing Brew's "French Press" unit is 25 words of native editorial with hyperlinked CTA. You can see an example (with an asterisk) running in the section on any given Marketing Brew send (<https://www.morningbrew.com/marketing/issues/latest>)
 Net Value: \$6,656 170,000 Subscribers Est. Impressions:TBD Vertical: Finance, Technology Can be used: Q4 2021: 12/27 + 12/29 dates Restrictions: - Must be a B2B brand - Should not be MarTech or Influencer Marketing company or platform to avoid competitive separation. Email kate@adclub.org with questions.

Starting Bid: \$ 1,500.00

Value: \$ 6,656.00



Nativo - Native Display Package

Nativo is an advertising technology platform enabling advertisers to automatically syndicate brand content directly into native placements across contextually relevant publisher sites, across multiple publications and across all devices. What makes Nativo unique is that the brand content lives within the publisher's editorial site. By providing this non-interruptive experience – advertisers achieve better results for their brand objectives: higher engagement rates and positive brand perception. Nativo also provides deep insights around engagement and content analytics around influence. Net Value: \$25,000 CPM: \$17 Guaranteed additional free Impressions: 1,4700,000 Media will run in: Q1 2022 Program Length: One month Includes positioning on: Run of a specific Section Targeting Capabilities: All placements are 100% contextually relevant at the site, section and page level. 100% Viewability Guaranteed, and Fraud Free Guarantee (verified by MOAT) Targeting Layers Available: Cookieless, Behavioral, Contextual, Geo Sizes / Formats: Native Display ad unit is dynamically rendered, consists of 1-3 preview images, 5-10 headlines for one custom in-feed ad unit. Email kate@adclub.org with questions.

Starting Bid: \$ 6,250.00

Value: \$ 25,000.00



STAT Native Newsletter Sponsorship Package

100% SOV of four issues of STAT's popular newsletters, reaching a total of 325,000+. Package includes one issue of Morning Rounds (STAT's flagship newsletter and your daily dose of news in health and medicine), two issues of Daily Recap (a roundup of STAT's top stories of the day), and one issue of Weekend Reads (STAT's picks for great weekend stories). Estimated Impressions: 325,000 Timing: Q1 or Q2 2022 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 2021). - Ad must run during first half of the 2022 year by June 30, 2022. 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 Daily Newsletter "Skimm Picks" Native Integration

theSkimm is a mission-driven digital media company giving millennial women the information they need to live their smartest lives. Our hero product is the Daily Skimm - a daily newsletter that breaks down the top news stories. We provide readers with easily digestible information that empowers them to live smarter. Every weekday, the Daily Skimm appears in 7 million inboxes nationwide. Of those 7MM subscribers, 70% say the Daily Skimm is the first thing they read in the morning, often before they even get out bed. Skimm Picks represents theSkimm's lifestyle content and houses our top recommendations across retail, pop culture, and beyond. Every day, Skimm'rs check this section to stay up to date on the newest products they need to know about and add to their shopping cart.

Sponsorship Elements: - Native integration within the Skimm Picks section of the Daily Skimm email Newsletter - Direct brand/product mention - Placement drives traffic to your brand's desired landing page (1-2 hyperlinks)

Note: - 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

Net Value: \$55,000 Estimate Impressions: 2,400,000 Timing: Can be used Q1 or Q2 2022 Program Length: theSkimm Picks placement runs for one (1) day. Restrictions: theSkimm must sign off on partner, dates, and final copy before inclusion in Skimm Picks. Email kate@adclub.org with questions.

Starting Bid: \$ 11,000.00

Value: \$ 55,000.00

CATEGORY: 09 :: Programmatic

**1 Million Social Display Brand Reveal Impressions RON from Undertone**

1 Million impressions of Undertone's proprietary Social Display Brand Reveal format, which include custom creative work from our Internal Creative Team, PIXL Studios. This mobile-only format uses a live social post as the base asset (organic or paid) and translate that asset into a high impact, in-line display format. The post can be static image based or video based and the likes, shares, and views from the social post are updated in real time. Net Value: \$20,000 CPM: \$20 Guaranteed Impressions: 1MM Timing: Q1 2022 or Q2 2022 Positioning: Behavioral Targeted ROS (customized to client's audience) Targeting Layers Available: Contextual, Demographic, Geo Sizes / Formats: In-banner Rich Media Restrictions: We cannot accept media from advertisers that have adult entertainment themes. Examples: https://admin.sparkflow.net/d/?d=eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJpZCI6IjcwNDQ1Iiwia2MiOiJmYyYbWF0IjoiMjI0Ln0.dpOiqKUGpcktn_e6-RvXii8ToIzU3vVWKRcK54mGw4w&zoom=1&device=Apple+iPhone+6+%2F+6+Plus+%2F+7 Email kate@adclub.org with questions.

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

Value: **\$ 20,000.00**

**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 Value: \$45,000 Display Programmatic | Total ExtraCare | \$20,000 | 2,000,000 impressions CVS.com Display | ROS | \$25,000 | 1,666,667 Net Value: \$45,000 CPM: \$12.27 Estimated Impressions: 3,666,667 Timing: Q1 2022 Program Length: Normally, we run CMX campaigns for 10 to 12 weeks Placement: Programmatic inventory will run on brand safe inventory bought via RTB on ads.txt placements Targeting: The programmatic portion will target all of our ExtraCare database, our 1st party data. The cvs.com portion will target all shoppers to our site Targeting Layers: ExtraCare 1st party data Sizes/Formats: 728x90, 300x250, 300x600. For cvs.com we run fluid ads. Specs at request Email kate@adclub.org with questions.

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

Value: **\$ 45,000.00**

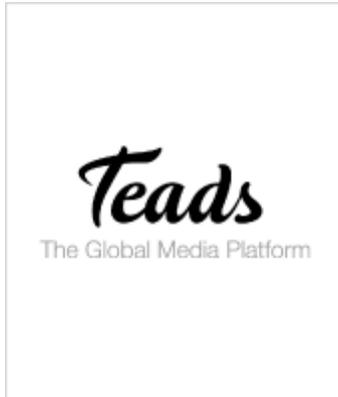
**Custom Performance Targeted Display Package from Quantcast**

Efficiently drive new customers and gain granular audiences insights with our Custom Performance Targeting (Prospecting or Prospecting and 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 world's 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. Gross Value: \$22,000 Net Value: \$15,000 CPM: \$4.30 Guaranteed Impressions: 5,116,279 Timing: Q4 2021 - Q1 2022 Program Length: 1-2 months

Targeting: Geo Restrictions: Display only. Viewability is not guaranteed, although we strive to reach at least 55%. Does not include ad serving fees. Must adhere to T&Cs and industry regulations. Email kate@adclub.org with questions.

Starting Bid: \$ 5,000.00

Value: \$ 15,000.00



Digital 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 240 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 Media can run: CY 2022 by 12/31/2022 Positioning: Behavioral Targeted ROS (customized to client's 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 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 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. 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



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 2021 or 1H 2022 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: \$ 1,750.00
Value: \$ 7,500.00



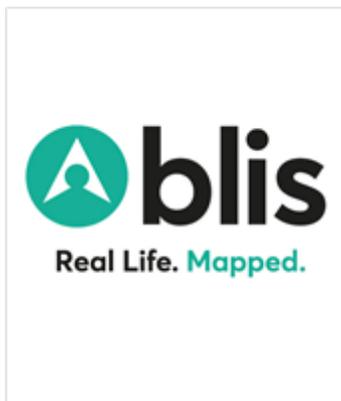
Programmatic Package from Zeta Global

Proprietary Data Audiences to Generate Strong Cross Device 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: 4,000,000 Timing: Q1 2022 - Q4 2022 Program Length: 1-2 Months Targeting Included: Behavioral Targeted ROS (customized to client's audience) Layers: Behavioral, Contextual, Demographic, Geo, Look-a-like, Retargeting Sizes: 728x90, 160x600, 300x250, 300x600 Restrictions: \$10k net @ \$5 CPM to deliver 4,000,000 desktop and mobile impressions to drive traffic to landing page; Time frame: Q2 2021-Q1 2022; Format: 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

Real-world Intelligence Programmatic Package from Blis

Blis is the leading privacy-first, location-powered programmatic advertising partner. We deliver accurate targeting at scale without reliance on personal data, helping the world's largest brands and media agencies drive key business outcomes through personalized and high-performing digital advertising. Blis uses real-world and online data, as well as behavior and



lifestyle indicators, to profile and understand audiences better than anyone else. Using our 370m opted-in global planning and measurement panel and taking an aggregated and anonymous approach to audience targeting, Blis reaches precise audiences at scale without reliance on personal data. 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, we deliver ads to 1/5th of the world's population. Gross Value: \$11,764 Net Value: \$10,000 CPM: \$8 Guaranteed Impressions: 1.25MM Timing: Can be used Q4 2021 or Q2 2022 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: Behavioral/Geo - Geo-targeting: real-time proximity targeting - Custom segments: based on historical locations - For example, a local bank can identify users who got to a competitors' bank within a 5-mile radius of their own branch location. 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 2022 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: **\$ 3,750.00**

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 2022 - Q4 2022 Targeting: Not Available Restrictions: Must run in 2022 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. Includes Amazon 1P targeting (lifestyle & in-market) and Amazon 1P Measurement & Reporting 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 Music's ad-supported tier, which is the default music service on Echo devices. 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 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

Net Value: \$25,000 CPM: \$15 (includes/Amazon 1P targeting) Guaranteed Impressions: 1,666,666 Media can run during: Q1 2022, Q2 2022 Program Length: 7-30 days Targeting Included: available? Amazon 1P In Market & Lifestyle targeting, Geo, Demo, Custom Audiences, Behavioral, Look-a-like, Re-targeting, Advertiser custom audiences. Restrictions: Available to new

Amazon Audio Ads advertisers only. Campaign must run 1H 2022. 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



Crackle & Popcornflix Premium Video Content

Your ad will run within Crackle & Popcornflix premium video content. Crackle Plus is a fast growing, ad-supported streaming TV platform with high profile original TV series, movies and licensed titles (from all major studios). Crackle & Popcornflix are free to use and available on 30+ devices. Reach a new audience of consumers who choose to stream content on their preferred device! Gross Value: \$11,500 Net Value: \$10,000 CPM: \$21.50 Guaranteed Impressions: 465,116 Media Can Run: Q1 2022 - Q2 2022 Program Length: 6 Months Sizes / Formats included: 1920x1080 Restrictions: Crackle & Popcornflix :15 video inventory only Demo Reel: <https://vimeo.com/434086410> Email kate@adclub.org with questions

Starting Bid: \$ 2,500.00

Value: \$ 10,000.00



FinStream TV Sponsorship Package

:10 to :30 pre-roll, run of site or section specific based on client request. finStream's Mission: To improve the lives of all people, especially women and minorities, by increasing financial literacy. Founded by veterans from the financial services, media and communications industries, finStream TV is uniquely positioned as your new personal financial resource, targeted to different generations and your specific needs. On finStream, you're going to meet top experts on "everything money"; from designing your personal financial plan, to paying down debt, to saving for a house, to funding college tuitions, to planning for retirement and everything in between. Whether you're Gen Z, a Millennial, a Boomer or part of the Silent generation, finStream offers invaluable and objective actionable guidance that you can start using right now. Net Value: \$10,000 CPM: \$25 - \$35 Estimated Impressions: 100,000 Can be used: Q1 2022 - Q4 2022 Length: :10 or :30 commercial Demo Reel or Video Link: https://youtu.be/-VMXuUB_LM4 Positioning: Run of a specific Section Sizes / Formats: Pre-roll Restrictions: Must run in 2022 Email kate@adclub.org with questions

Starting Bid: \$ 2,500.00

Value: \$ 10,000.00

Hulu Video Commercial Package

Advertiser will purchase media to run on the Hulu platform targeted to P2+ Audience for one month (January 2022 ONLY). Media includes Hulu's high performance ad formats: Video Commercial Unit. Video ads will run across the full Hulu platform – over 85K+ episodes of content including but not limited to Hulu Originals, Hulu Exclusives, FX on Hulu, and the best of last night's TV. Advertisers can provide a DNA list should there be concerns about brand



safety. Inventory is across all Hulu genres and verticals including comedy, drama, action, etc. 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 2022. Restrictions: - Media is expected to run in January 2022 - 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 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 12/31/22. Email kate@adclub.org with questions

Starting Bid: \$ 1,375.00

Value: \$ 5,000.00



Run of Network Media from Roku

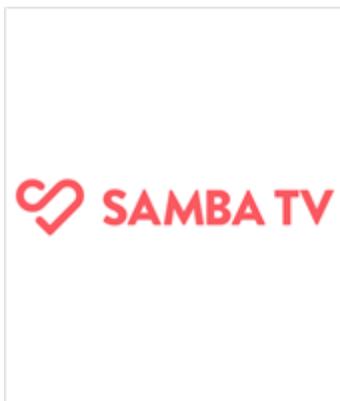
Roku is the #1 Streaming Platform in the US. In 2Q21 we reached 55M active households (160M Streamers). Our users are incredibly engaged, streaming 17.4 billion hours in Q2 alone. Our growth continues to accelerate as people cut the cord and move to CTV/OTT. With your donation, you will have the opportunity 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 2022 - Q4 2022 Program Length: Media will air across a 1-month time period in 2022. (Media will run within the same calendar month). Ad Guidelines: <https://docs.roku.com/published/advertisingguidelines/en/us> Data Guidelines: <https://docs.roku.com/published/dataguidelines/en/us> Roku reserves the right of refusal if client doesn't meet our ad guidelines Caveat: IO will be required Email kate@adclub.org with questions

Starting Bid: \$ 1,250.00

Value: \$ 5,000.00

Samba TV Incremental Reach Bundle: Media + Research

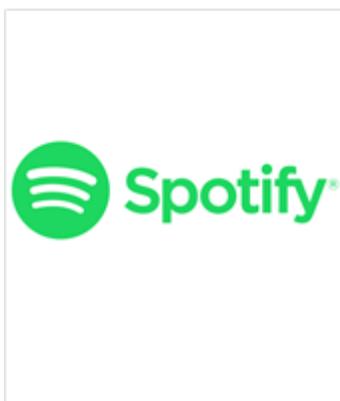
Samba TV is uniquely positioned at the forefront of the TV revolution. The way people discover, watch, and engage with television has fundamentally changed, and we're connecting the dots to help better understand audience



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 and Display media targeted with Samba 1P ACR data to guarantee incremental reach for your brand, and utilizes Samba's innovative, proprietary Samba Ads Manager (SAM) to measure campaign effectiveness. \$42,500 total combined value -- MEDIA PACKAGE: 571,249 targeted Cross-Screen Display impressions 576,923 targeted CTV impressions - Geo: National - Targeting tactics: Samba 1P ACR Data >> Unexposed to linear TV campaign - Flight: Q1 or Q2 2022 (3 month total flight) \$27,500 Media Value -- MEASUREMENT PACKAGE: Samba Ads Manager (SAM) is an always-on dashboard that helps you understand who the non-Linear viewers are and the cost to reach them across digital. SAM 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 omniscreeen 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: \$42,500 CPM: \$23.95 eCPM Guaranteed Impressions: 1,148,352 impressions Timing: Q1 or Q2 2022 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, CTV 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: \$ 42,500.00



Spotify Leaderboard Package (Available to a 501c3 Only)

728x90 Leaderboard running across Spotify's Desktop App and Web Browser during Q1 2022. Estimated number of impressions: 1,428,571 Targeting: DMA targeting (pending avails). Impressions calculated using standard RC + DMA premium (\$4.15 | ~1.2MM imps). Includes positioning on: Homepage, Section Homepage, Run of a specific Section Sizes / Formats are: 728x90 Restrictions: * For use Q1, 2022 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 tom@adclub.org and kate@adclub.org with questions

Starting Bid: \$ 1,250.00

Value: \$ 5,000.00

CATEGORY: 11 :: Services


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

A 'Humanity Planning' media & analytics outcomes workshop for brands Join the senior media and analytics leadership of Allen & Gerritsen for a 3 week, custom process focused around 'Humanity Planning'. This proprietary series of sessions identifies and helps prioritize your paid/owned and earned roadmap for your brand's future, laying out the path to get there. Comprises a 2 hour Discovery session to understand your brand and sector, a 2 hour Outcomes Workshop to understand and frame your marketing plan for the next 3 years and a 2 hour Readout and prioritization session. 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 would uncover the critical ways to engage and connect with your audiences with their emotional connection to their favorite media, as well as key brand tactics that will steer you to success. Attendees can also include our specialists in Website/UX, Media, Analytics, Strategy or Creative - but would be lead by senior leaders within the company. All materials and assets can be retained by the buyer. Net Value: \$20,000 Timing: Within all reasonable notice can be redeemed at buyer's discretion until the end of 2022. Restrictions: Open to brands or clients only, no agencies. Email tom@adclub.org & kate@adclub.org with questions

Starting Bid: **\$ 3,500.00**

Value: **\$ 20,000.00**

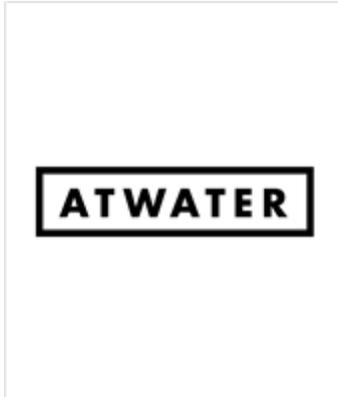

\$50K in Production Services toward Steer Spirit Film

Steer Films is offering its spirit film package to the winner of this auction item. This is an opportunity to bring cinematic storytelling capabilities to a high-profile corporate community initiative / partnership, heart warming testimonial or communicating your brand "Why". A spirit film is a 1:00 - 1:30 min brand film that boldly proclaims the Why of your organization or that of a specific initiative in your organization. This package is valued at 50K 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 spirit film offering is to be applied to cause-related messaging, initiative or partnership

announcement on behalf of a for profit or not-for-profit entity. If being used to promote a product offering, said product must be mission aligned with steer forward. Spirit film auction package may not be purchased by same party / company more than once. Email kate@adclub.org with questions

Starting Bid: \$ 9,000.00

Value: \$ 50,000.00



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 2021 - Q3 2021 <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 2022 Email kate@adclub.org with questions

Starting Bid: \$ 2,000.00

Value: \$ 10,400.00



Add Sound To Digital Display Ads with Adsonica

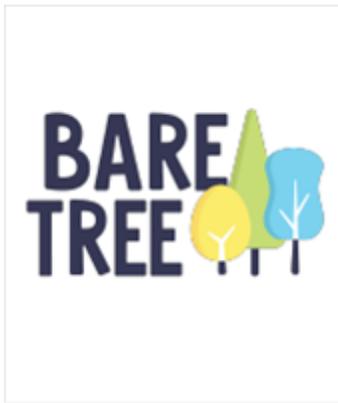
Use Adsonica's technology to create display ad campaigns that use the power of sound to tell stories, sell products or distribute your sonic branding. Advanced analytics show audio performance metrics unique to us. Adsonica ads have sound permanently built into the image. There are no separate sound 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 3/31/2022 For more information visit www.adsonica.com Email kate@adclub.org with questions

Starting Bid: \$ 1,750.00

Value: \$ 10,000.00

Branded Mobile GIFs/Animated Sticker Series from Bare Tree Media

This Ad Club Media Auction Package is valued at \$15K and Includes: Creative services for 12 custom designed GIFs/messaging stickers as 3 month long campaign. Must be fulfilled by June 30, 2022. Bare Tree Media helps brands and



agencies reach and engage consumers through branded mobile messaging solutions. The company's expertise includes branded emojis, messaging stickers, GIFs and Augmented Reality across popular messaging platforms such as iMessage, Google, GIPHY, Tenor, Snapchat, TikTok, Twitter, Facebook, and Instagram. Clients include ABC TV, AMC, Disney, DreamWorks, Duracell, Life is Good, L'Oreal, Mars-Wrigley, MuscleTech, New England Patriots, SnapOn Tools, The Game Show Network, Warner Bros and other great brands. More info at www.baretreemedia.com Email kate@adclub.org with questions.

Starting Bid: \$ 2,500.00

Value: \$ 15,000.00



Brandshare's E-commerce Media Network: In-Home FedEx Order Packages from Zulily.com

Your Brand Experience Ad Insert/Logo'd Brand Premium and/or Product Sample will be embedded into the order fulfillment packages that are FedEx'd/UPS'd to the E-comm buyers of Zulily.com. Zulily.com is the Leader in the "Suburban Moms' with School Age Children" target audience, and ships over 3 million orders per month to their buyer file of 24 million+. Your Offer will be delivered into the homes of 75,000 these Families, where your offer will be opened, read and acted upon in the comfort, security & privacy of their homes, in a touchless delivery experience. Zulily.com is one of over 500+ E-commerce Retailers in Brandshare's E-commerce Media Network, which collectively ships over 86 Million FedEx'd E-comm Orders per month, categorized by 42 different Lifestyle Networks. Net Value: \$27,000 CPM: \$360/m Guaranteed Impressions: 75,000 Can be redeemed Q4 2021, Q1 2022 Program Length: 2 days to distribute 75,000 Restrictions: Due to FedEx shipping, we ask that the weight of the Brand Experience Insert/Premium and/or Product Sample not exceed .4 oz's. If it does, there will be a slight 'overweight' fee that can not be part of the donation. Email kate@adclub.org with questions

Starting Bid: \$ 5,000.00

Value: \$ 27,000.00



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

One of the leading post production houses in Boston, Finish is equipped to color and conform your project to the next level. We are outfitted with Flame, Adobe, Cinema 4D, a Barco Projector w/ Cinema Surround Sound and DaVinci Resolve Linux for color correction. Our Package covers one day of color correction (a value of \$6,600). OR One day in our on-line suite (a value of \$4,800). Restrictions: -This must be scheduled at a minimum of 2 weeks in advance. -This package can only be used on 1 project (cannot be broken up against several projects) Package is valid through Q2, 2022 and must be used by June 30, 2022. Email tom@adclub.org and kate@adclub.org with questions.

Starting Bid: \$ 500.00

Value: \$ 6,600.00

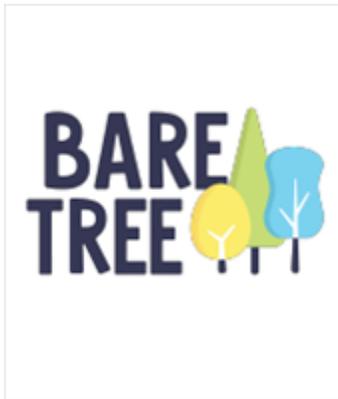


Full Day of Studio Time at Soundtrack Boston

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: -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, 2022 and must be used by 6/30/22. Email tom@adclub.org and kate@adclub.org with questions.

Starting Bid: \$ 750.00

Value: \$ 4,500.00



Instagram or Facebook Branded AR Filter from Bare Tree Media

This AdClub Media Auction Package is valued at \$20K and Includes creative services for an Instagram or Facebook Branded AR Filter customized for your brand. Includes the design of the AR Filter and relevant creative services. Must be fulfilled by June 20, 2022. Bare Tree Media helps brands and agencies reach and engage consumers through branded mobile messaging solutions. The company's expertise includes branded emojis, messaging stickers, GIFs and Augmented Reality across popular messaging platforms such as iMessage, Google, GIPHY, Tenor, Snapchat, TikTok, Twitter, Facebook, and Instagram. Clients include ABC TV, AMC, Disney, DreamWorks, Duracell, Life is Good, L'Oreal, Mars-Wrigley, MuscleTech, New England Patriots, SnapOn Tools, The Game Show Network, Warner Bros and other great brands. More info at www.baretreemedia.com Email kate@adclub.org with questions.

Starting Bid: \$ 3,000.00

Value: \$ 20,000.00



Motion Studio Package from Soundtrack

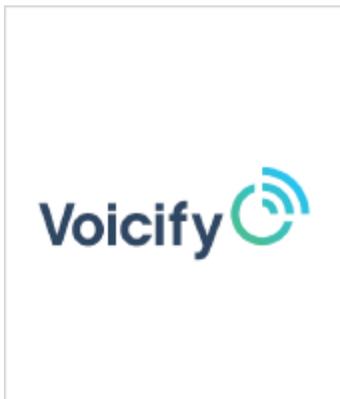
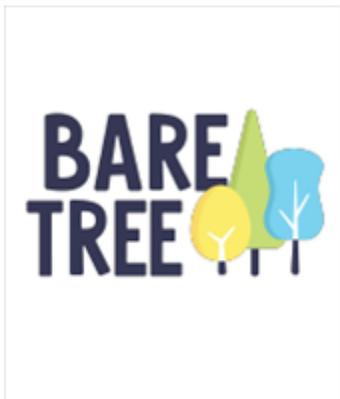
Our studio is located in the heart of Boston, Motion is a great location for any your studio needs. It has 3,800 sq ft of space with a 20 x 20 ft cyc stage, kitchenette, restrooms and ample power. Our package covers a one-day of rental (a value of \$1500) from 8am-6pm day. This package is valid through Q2, 2022 and must be used by 6/30/22. Email tom@adclub.org and 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. Value: \$7,500 Deal expires 1 year from date of purchase or by 10/15/22 Email tom@adclub.org or kate@adclub.org with questions

Starting Bid: \$ 1,500.00

Value: \$ 7,500.00

Snapchat Branded AR Lens from Bare Tree Media

This AdClub Media Auction Package is valued at \$20K and Includes creative services for a Snapchat Branded AR Lens customized for your brand. Includes the design of the AR Lens and relevant creative services. Must be fulfilled by June 30, 2022. Bare Tree Media helps brands and agencies reach and engage consumers through branded mobile messaging solutions. The company's expertise includes branded emojis, messaging stickers, GIFs and Augmented Reality across popular messaging platforms such as iMessage, Google, GIPHY, Tenor, Snapchat, TikTok, Twitter, Facebook, and Instagram. Clients include ABC TV, AMC, Disney, DreamWorks, Duracell, Life is Good, L'Oreal, Mars-Wrigley, MuscleTech, New England Patriots, SnapOn Tools, The Game Show Network, Warner Bros and other great brands. More info at www.baretreemedia.com Email kate@adclub.org with questions.

Starting Bid: \$ 3,000.00

Value: \$ 20,000.00

Voice Assistant App for your Client from Voicify

Ready to easily introduce voice as a revenue generator for your agency? Voicify's Conversation Experience Platform is the leading enterprise SaaS solution for marketers of major brands to rapidly create, deploy, and maintain conversational experiences globally across all major voice assistant and chat platforms. This package includes both an introduction to voice for your agency and a live app for a client of your choice. Agency Voice Primer -1-Hour interactive webinar -Voice Landscape, Best Practices, Use Cases & Agency Revenue Drivers -Led by Voicify Chief Strategy Officer & Chief Technology Officer Client Voice App -6-month, 1 app license for 1 Agency Client -App will go live on: Amazon Alexa, Google Assistant, Samsung Bixby, Microsoft Cortana, Select Chatbots -Voicify team will assist Agency to build and deploy app within Voicify Platform Net Value: \$19,200 Can be used Q3 2021 – Q2 2022 Program Length: 6 months Restrictions: Restrictions: - Agency will sign standard Voicify Partner Agreement - Optional API connectivity may incur fees Email tom@adclub.org & kate@adclub.org with questions

Starting Bid: \$ 3,000.00

Value: \$ 19,200.00