



Ads For Humans

Media Kit



New York City



Chicago



Detroit



Seattle

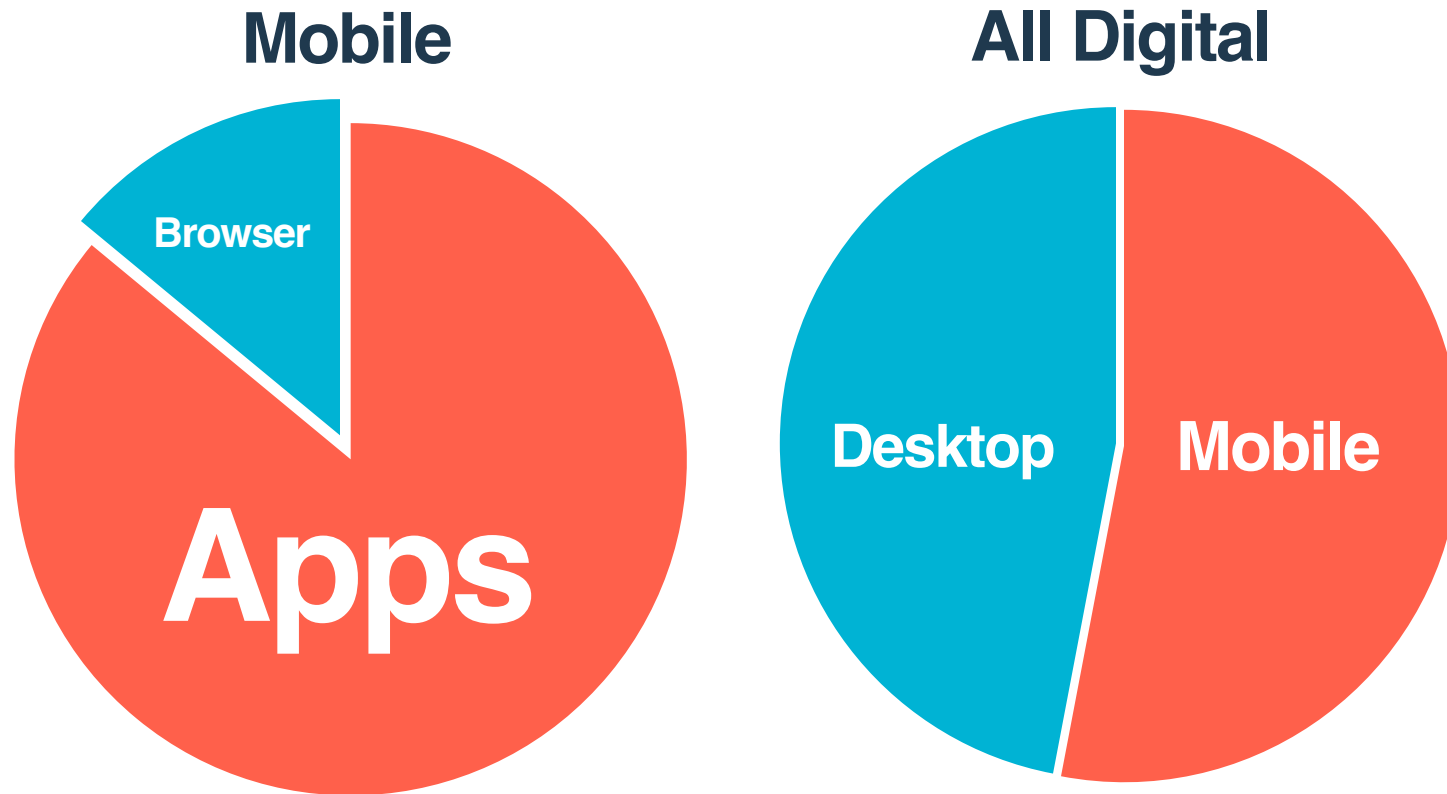


Los Angeles



San Francisco

The Audience is On Apps

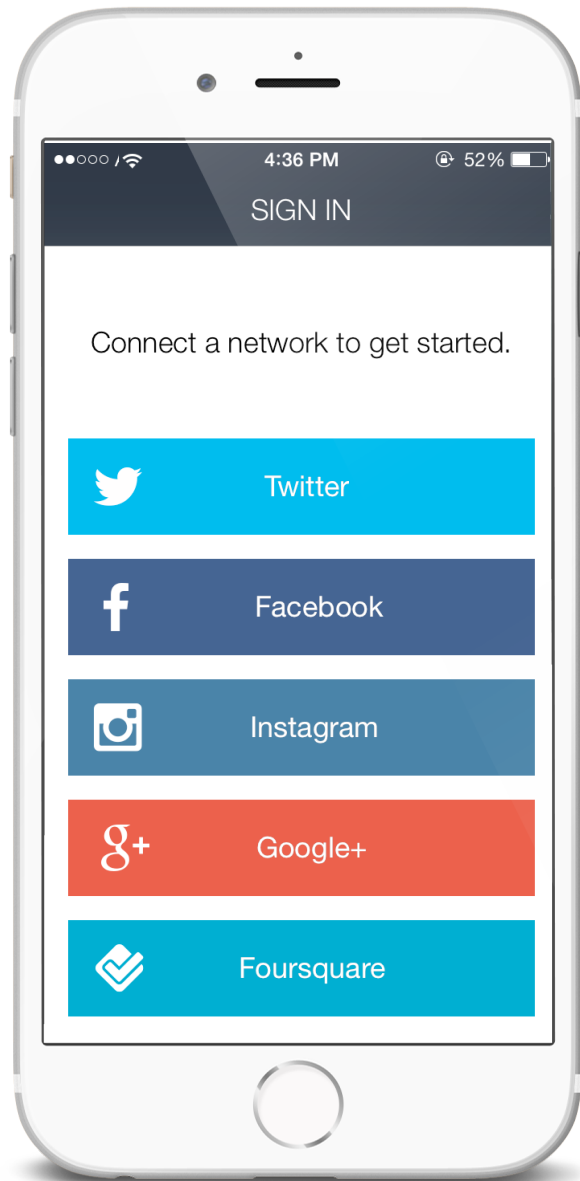


In 2014, the mobile app took over as the dominant mode of internet use. According to comScore, more than half of digital time is spent in app. And in mobile, 86% of time is in app vs. mobile web. But cookies don't work in apps. And targeting methods for apps are completely different than for web, and much more rudimentary.

This is the problem 140 Proof solves.

source: comScore Feb 2014

Reach People, Not Cookies



140 Proof serves ads to people who are **logged in** to their mobile apps via a social account. We know **individuals** — and their many social profiles — and we confidently match your ad with people **interested** in your message.

Our patented Blended Interest Graph sees billions of social cues:

- what they **tweet, pin, and share**
- where they **check in**
- who they **follow**
- what they **like**
- which **keywords** they see

600 million accounts: organized in personas like: Moms, Millennials, Music Fans, Car Lovers, Gear Heads, Foodies, and more. And for most of our clients we build **custom segments** based on a brand's own audience research. We see over 60 million uniques every month.

140
Proof

Class Trip

Gymboree

O Magazine

Mommy & Me

"More laundry"

Birthday Party!

Thomas The Tank Engine

Furniture

Exercise

Outfits

Everyday Health

"Watching T-ball"

Investing

Sanjay Gupta

Baby Pics

"Time for Soccer"

24 Hour Fitness

Parent Center

Consumer Reports

Recipes

Weather Channel

School Play

Julie is a Mom





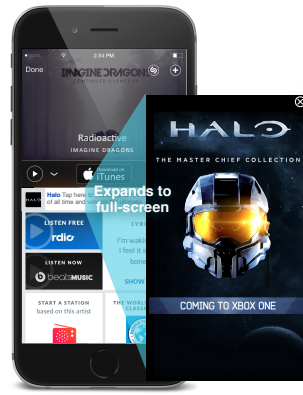
Offering: Mobile

140 Proof's network of apps includes a wide range of creative formats the audience can't miss. Appearing on scroll-free apps with confirmed viewability, most executions appear with or before the first content view and include a variety of **rich media** and **video** options.

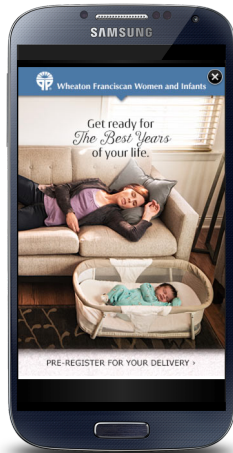
IAB Banner In-App



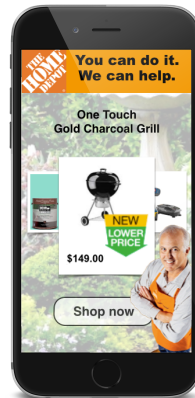
IAB Expandable Banner In-App



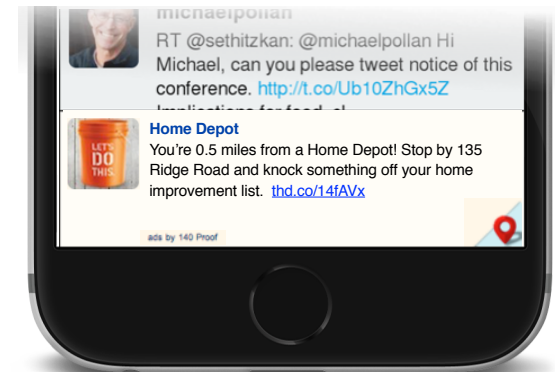
First View Video In-App



First View Static Interstitial In-App



First View Rich Media Interstitial In-App



Radius Creative In-App

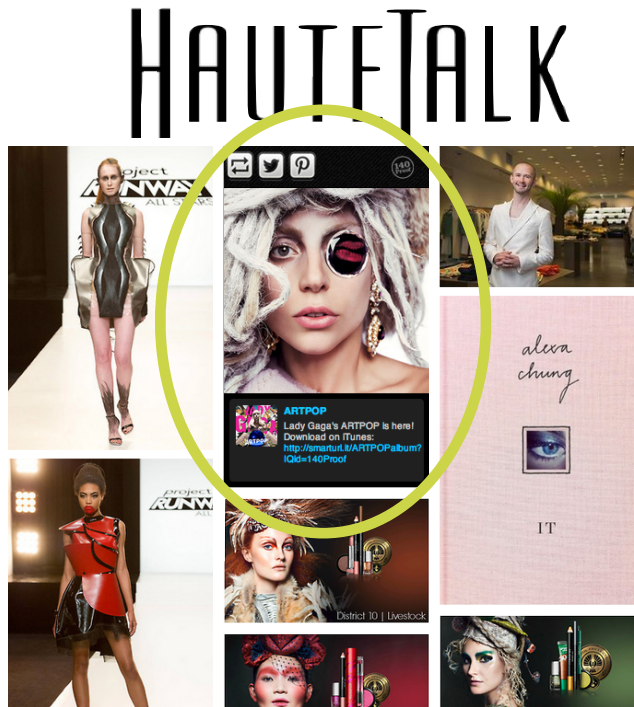


Offering: Social

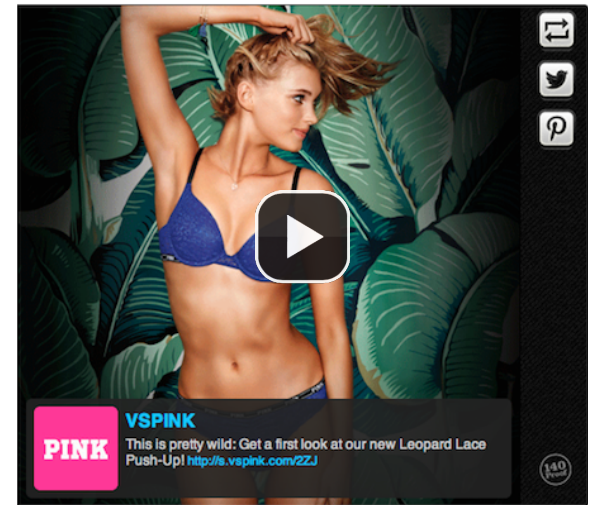
140 Proof's Native ad units appear along with the content in a network of social apps and blogs. Whether your social advertising strategy focuses on mobile or desktop, the **Blended Interest Graph** will find your audience and deliver an impact with seamless fit to the platform.



Native Text In-App



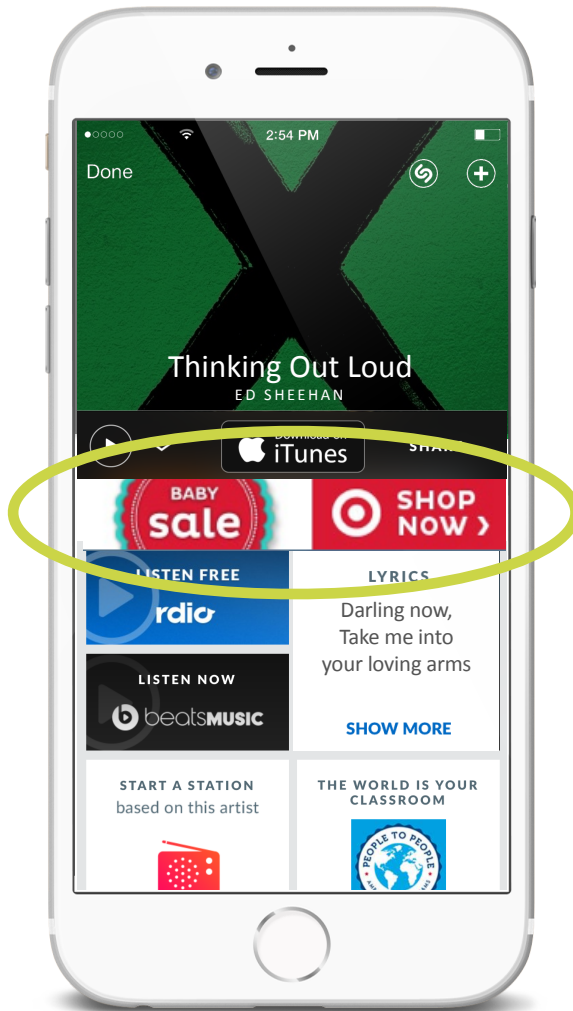
Native Desktop Blog



Native Desktop Blog Video

Offering: Programmatic

Through our relationship with Pubmatic, we offer these ad units programmatically. See slide 10 for available audience targeting through our Private Exchange.



IAB Banner In-App



IAB Expandable Banner In-App

Ad Unit Creative & Targeting

	In App Dimensions	Tablet Dimensions	Browser Dimensions	Max Text Requirement	Graphic Requirement	Video Time Limit	Interest Targeting	Geo Targeting	Radius Targeting	Weather Targeting	Tap to URL	Tap to Video	Tap to Dynamic Map	Tap to Call	Pubmatic (SSP)	Celtra	Flashtalking	JustAd	PointRoll
Native Text In-App	300x50	728x90		140 chars	73x73 JPG	140 sec	✓	✓	✓	✓	✓	✓							
IAB Mobile Banner In-App	300x50	728x90			300x50 or 728x90 JPG	140 sec	✓	✓	✓	✓	✓	✓		✓**					
Native Desktop Blog			500x500	140 chars	500x500 JPG \ GIF; 73x73 JPG		✓	✓		✓									
Native Desktop Blog Video			500x500	140 chars	500x500 JPG; 73x73 JPG	140 sec	✓	✓											
IAB Expandable Banner In-App	300x50 → 320x480	728x90 → 768x644*			Layered PSDs	140 sec	✓	✓	✓	✓	✓	✓	✓	✓	✓**	✓	✓	✓	✓
First View Video In-App					16:9 MP4	30 sec	✓	✓		✓									
First View Static Interstitial In-App	320x480				320x480* JPG	140 sec	✓	✓	✓	✓	✓	✓	✓	✓	✓**	✓	✓	✓	✓
First View Rich Media Interstitial In-App	320x480				Layered PSDs	140 sec	✓	✓	✓	✓	✓	✓	✓	✓	✓**	✓	✓	✓	✓
Radius Creative In-App	300x50	728x90		140 chars	73x73 JPG	140 sec	✓	✓	✓	✓	✓	✓			✓	✓	✓	✓	✓

* Universally adaptable size. Other/larger sizes available.

** Not available with all targeting options.

Ad Unit Tracking & Verification

	Atlas 2.0 (Facebook)	DFA (DoubleClick)	Medialets	Pointroll	Sizmek	TruEffect	comScore vCE	DoubleVerify	Integral Ad Science	MOAT	MRAID	Nielsen mDAR	NinthDecimal	Placed	Video Quartiles
Native Text In-App	✓	✓	✓	✓	✓	✓	✓				✓				Start, 25%, 50%, 75%, 100%
IAB Mobile Banner In-App	✓	✓	✓	✓	✓	✓	✓				✓				Start, 25%, 50%, 75%, 100%
Native Desktop Blog		✓	✓	✓	✓			✓	✓	✓					
Native Desktop Blog Video		✓	✓	✓	✓			✓	✓	✓					Start, 25%, 50%, 75%, 100%
IAB Expandable Banner In-App	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓				Start, 25%, 50%, 75%, 100%
First View Video In-App	✓	✓	✓	✓	✓										50%, 100%
First View Static Interstitial In-App	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓				Start, 25%, 50%, 75%, 100%
First View Rich Media Interstitial In-App	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓				Start, 25%, 50%, 75%, 100%
Radius Creative In-App	✓	✓	✓	✓	✓	✓	✓	✓*		✓*	✓	✓	✓	✓	Start, 25%, 50%, 75%, 100%

* If using Rich Media



Private Exchange Audience Index

For advertisers who have requested access to 140 Proof's Private Exchange for programmatic buying, the following audience keywords are available at any time. Most advertisers who buy with 140 Proof directly build custom audiences, though the follower are always available

Demographics

- African Americans
- Baby Boomers
- College Intenders
- College Students
- Conservatives
- Dads
- Hispanic Men
- Hispanic Women
- Hispanics
- LDA Compliant
- LGBT Community
- Liberals
- Millennials
- Moms
- Parents
- Seniors / Retirees
- Social Singles
- Teens
- Wedding Intenders

Entertainment

- Action Film Lovers
- Cable / Premium TV Viewers
- Comedy Film Fans
- Country Music Fans
- Drama Film Lovers
- General Entertainment Lovers
- General Film Buffs
- General TV Lovers
- Hip-Hop / Rap Fans
- Hispanic Music Fans
- Horror Film Lovers
- Indie Music Fans
- Indie Film Buffs
- Late Night TV Viewers
- Mainstream Music Fans
- Mainstream News Outlets
- Network TV Viewers
- Rock Fans
- Sci-Fi Fans

Lifestyles

- Auto Lovers
- Bargain Hunters
- BTS Shoppers
- CPG Shoppers
- Celebrity Chef Fans
- Celebrity Fans
- Cooking Lovers
- DIY & Home Improvement
- E-Commerce Shoppers
- Fashion / Beauty Lovers
- Fine Dining
- Gamblers
- Gamers
- Gardeners
- Health-Conscious Consumers
- Literature Lovers
- Night Life
- Pet Lovers
- Philanthropists
- QSR & Fast Casual Diners
- Tech Influencers
- Travelers
- Wine Enthusiasts
- Women's Shoe Shoppers

Professions

- Blue Collar
- Business News
- C-Suite
- Entrepreneurs
- Financial Experts
- General Business Experts
- Marketers
- Military
- Small Business Owners
- Tech News
- Tech Startups
- Young Professionals

Sports

- Adventure Athletes
- College Basketball Fans
- College Football Fans
- General Sports Fans
- Golfers
- MLB Fans
- NASCAR Fans
- NBA Fans
- NFL Fans
- Soccer Fans
- Tennis Fans
- Yoga Lovers



Tracking and Viewability

140 Proof makes all our ads as trackable as mobile technology allows. Provide your **third-party tags**, and we'll run them. In addition, the following partners help us ensure **transparency**.



Tracking



Ask us about your preferred 3rd party tracking solution



Verification



Review ad specs for specific tracking and viewability solutions

Targeting Case Studies

A sample of some of the targeting strategies used by 140 Proof clients in 2014.



Persona

Reached the audience based on their activity across many social platforms. Personas are customized for each campaign and messages crafted for each one.



Shopping

Layered purchase behavior onto campaign through our partnerships with **Datalogix** and **Polk**.



Radius

Brands with many retail locations changed creative based on a specified distance from stores and drove to directions to their front door.



Media Amplification

Identified the audiences reached through print or broadcast and amplified the message with ads in mobile to fans of the content, increasing reach and frequency.



Event Surround

Found extended mobile audiences interested in live events like:

- holidays
- championship series
- music festivals
- trade shows

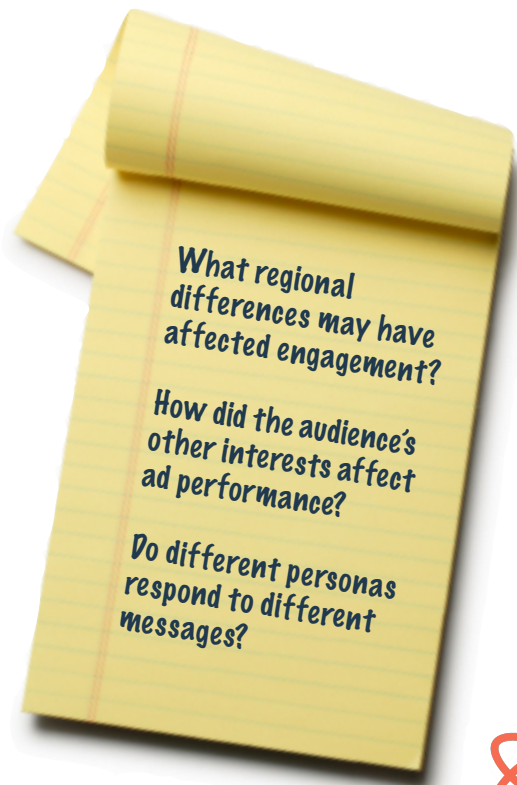


Conquesting

Targeted customers specifically interested in the advertiser's competitors with creative tailored to each. Additionally targeted competitors' audience segments.

Make Your Media a Research Tool

With access to massive amounts of social data, 140 Proof's campaign analytics provide insight into who engaged, where they engaged, and what interests engagers may have shared over and above their inclusion in the Persona target.



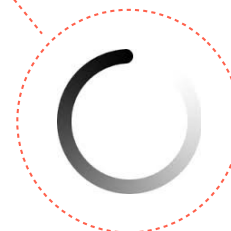
Outdoors



Gardening



Fitness



Processing...



We analyze all personas, including your target of

Healthy Moms

to understand performance by adjacent interests, geography, and creative

140
Proof

Our Clients Make Great Company





We Respect People's Privacy

Our approach to collecting private data is simple: **we don't.**



- 🔒 Public interest graph data is so abundant that we don't require cookies or personal details for targeting. We use only **public data** from opt-in sources via authorized channels.
- 🔒 We **don't collect** information about users with private profiles
- 🔒 People can **instantly opt-out** of targeted advertising
- 🔒 140 Proof is an **IAB member** and a **supporter of Network Advertising Initiative (NAI)** self-regulatory privacy policies and best practices.
- 🔒 **Privacy Policy:** <http://www.140proof.com/privacy>

