



VIDEO ADVERTISING OPTIONS

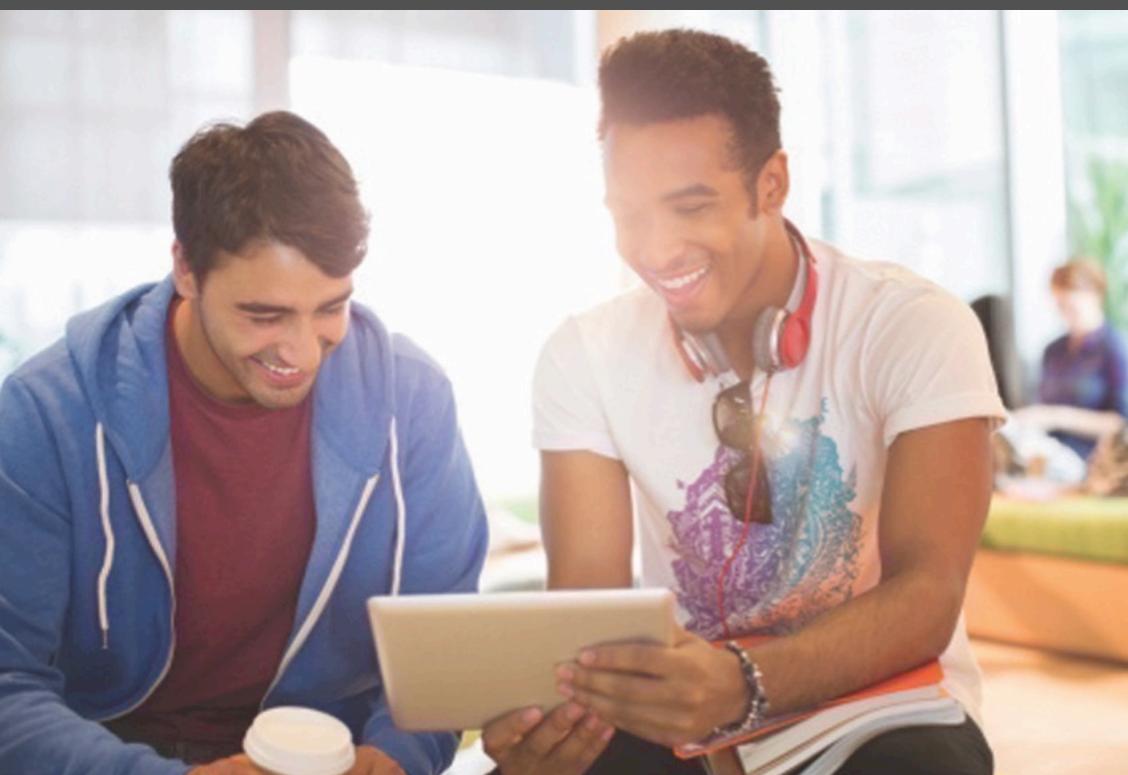
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gayadnetwork.com



Gay Ad Network – Video Advertising Options							
Gay Ad Network Video Service	LGBTQ Audience Targeting	Content	Platforms	Video Length	Completion Rate	Click Rate	Avails
LGBTQ Outstream	Content & Data	LGBTQ Websites	Mobile & Desktop	:15 :30 :60 :90+	Average	Highest	Medium
Outstream	Data	Mainstream Websites	Mobile & Desktop	:15 :30 :60 :90	Average	Highest	High
Instream (Pre/Mid/Post-Roll)	Data	Mainstream Websites	Mobile & Desktop	:15 :30 :60 :90	High	Average	High
LGBTQ Instream (Pre-Roll)	Content & Data	LGBTQ YouTube Channels	Mobile & Desktop	:15 :30 :60 :90	High	Average	Medium
Connected TV	Data	Mainstream Channels	CTV, OTT Apps Mobile & Desktop	:15 :30	Highest	Lowest	Limited
LGBTQ Connected TV	Content	LGBTQ Channel	CTV, OTT Apps Mobile & Desktop	:15 :30	Highest	Lowest	Very Limited
Native Video	Data	Mainstream Websites	Mobile & Desktop	:15 :30 :60	Low	Low	Limited
Power VJ Out of Home	Venue	LGBTQ Bars/Clubs	Out of Home	:15 :30 :60 :90	100%	N/A	Limited

LGBTQ OUTSTREAM VIDEO



METROWEEKLY

the gaietygrind

homorazzi

WINDY
CITY
TIMES

Joe.
My.
God.

RJ REALJOCK

Pink
News

instinct

dallasvoice

Reaching LGBTQ consumers in an authentic LGBTQ environment is a great way to build brand affinity and drive brand preference. **Gay Ad Network** delivers outstream campaigns across a curated list of award-winning LGBTQ websites. All websites are audited regularly to ensure brand protection and quality control. Our direct publisher relationships guarantee first-party premium inventory. Dynamic optimization shifts delivery to the most productive inventory placements.

LGBTQ OUTSTREAM VIDEO

The screenshot shows the homepage of the **instinct** website. At the top, there's a banner for "THE NEW SUMMER ESSENTIALS" featuring a green chef logo and a USDA Organic seal. Below the banner is a navigation bar with links for **HOME**, **ENTERTAINMENT**, **NEWS**, **TRAVEL**, **HEALTH**, **OTHER SECTIONS**, **CONTESTS**, and **HELP**. There are also **Log In**, **Register**, and **Benefits** buttons. The main content area has a grid of five news thumbnails. The first two are labeled "HOT!" and the last three are labeled "Ellen's Usain Bolt Out". Below the grid is a large video player with a thumbnail of a woman wearing a crown and the text "Video can be skipped in 3 seconds".

Gay Ad Network
outstream video ads appear on the home pages and main content sections of select LGBTQ websites.

Typically 15 or 30 seconds, outstream ads may be supported in longer formats up to 5 minutes and only begin to play when they are visible within users' browsers.

Engagement and view through tracking is supported, and campaigns may be optimized by creative, audience segment and placement.

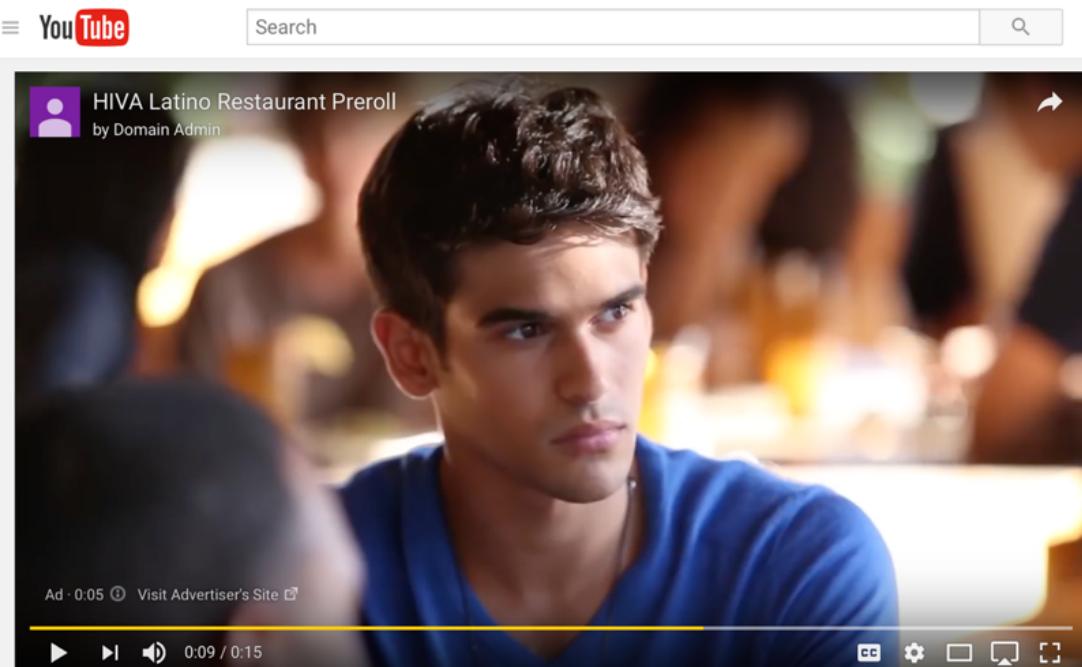
The screenshot shows the **VH1** website. At the top, there's a video player for a segment from the **Logo** show. The video shows a woman with her mouth open, wearing a crown, and holding a smartphone with a play button icon over it. The video progress bar shows 0:06 / 0:30. Below the video player is a sidebar for the **iRobot Roomba 960** vacuuming robot, which is described as a "Vacuuming Robot" at a price of \$699.99. The sidebar also includes a link to "Introducing Roomba® 960".

► OUTSTREAM VIDEO

In addition to LGBTQ websites, outstream delivery may be extended through audience targeting on mainstream websites utilizing **Gay Ad Network's** first-party LGBTQ data to target LGBTQ audiences. Outstream videos can be targeted to desktop and mobile platforms. Whitelists and blacklists may be created to control inventory placements, while third-party tracking tools verify viewability and video completion rates.



INSTREAM PRE-ROLL, MID-ROLL AND POST-ROLL VIDEO



Finding Gays In Cape Town!



wickydkewl



1,010,534

38,796 views

1,114 36

VIDEO INSTREAM
ADVERTISING MAY
TARGET SELECT
LGBTQ AUDIENCE
SEGMENTS.

An advantage of running **Gay Ad Network** instream video advertising over cable or broadcast TV commercials is our ability to target specific LGBTQ audience segments and measure the view through and click through results.

Video pre-roll ads run for 15, 30, 60 or 90 seconds prior to a user initiated video play.

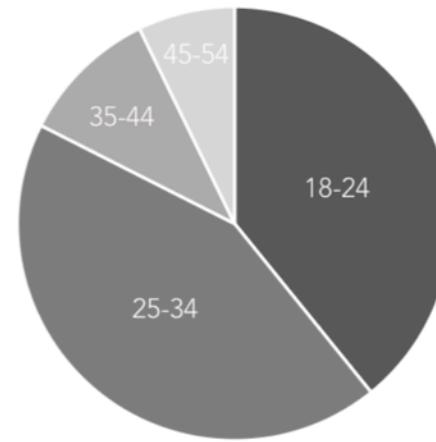
Video pre-roll, mid-roll and post-roll engagement and view through tracking is supported, and campaigns may be optimized by creative, audience segment and placement.



AUDIENCE

Every week, Davey Wavey encourages his audience to define their own journeys. While Davey's audience of gay men may not always fit the mold, their investment in his educational, inspiring and charismatic attitude has positioned Davey as a leading voice in the LGBT community. With their open perspective to experiencing the world, the Davey Wavey follower confidently expects genuine emotion, enriching conversation, and a full-hearted involvement in celebrating those who feel a bit different.

Demo by Age:



Weekly digital content that lasts a lifetime.

LGBTQ INSTREAM PRE-ROLL VIDEO – YOUTUBE CHANNELS INCL. DAVEY WAVEY



6M Monthly Views



550K Views Per Video



1.35M Subscribers
On Two Channels



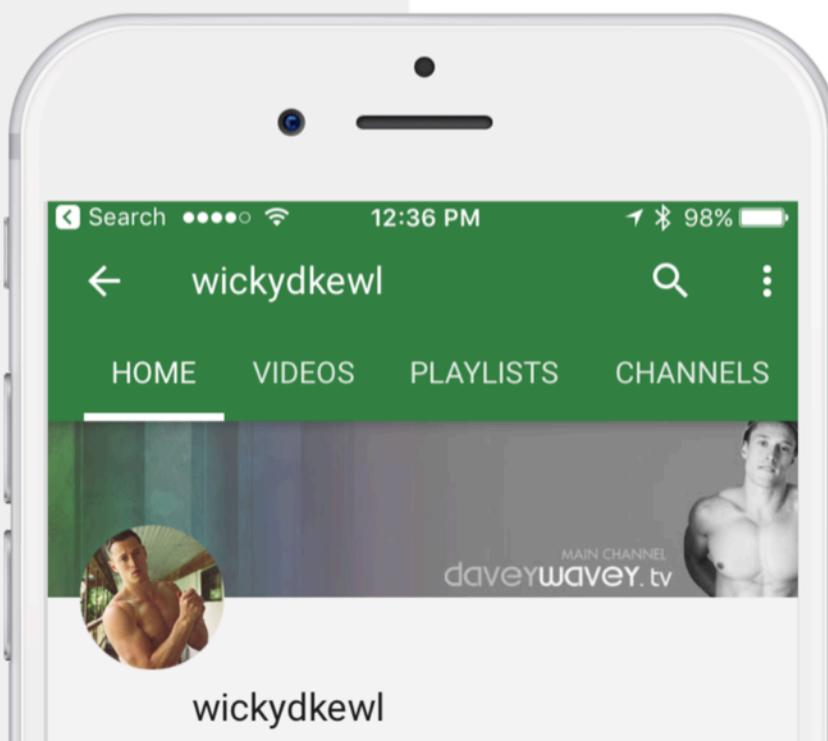
322K Followers



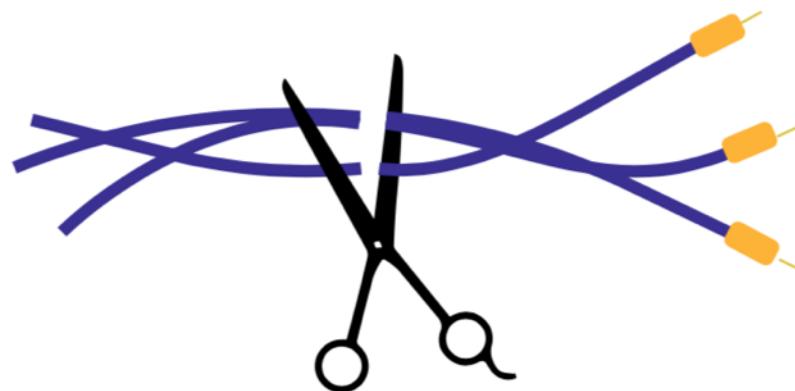
680K Fans



151K Followers



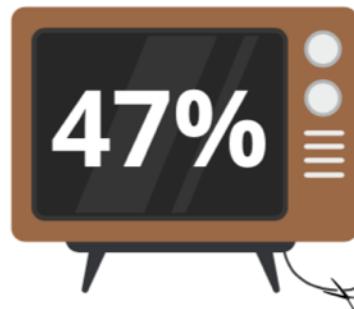
CONNECTED TV – OVERVIEW



22.2 million US adults cut cords in 2017.
This figure is up 33.2% over 2016.⁵



2/3 of Millennial & Gen X TV & video consumption isn't captured by traditional measurement platforms.⁶



of adults 22 to 45 years old are watching absolutely **no content** on traditional tv platforms.⁶

Viewers who watch TV on OTT platforms are highly engaged with the programming and advertising.
Rather than bouncing around, **OTT viewers complete 98%** of the video ads they're served.⁷



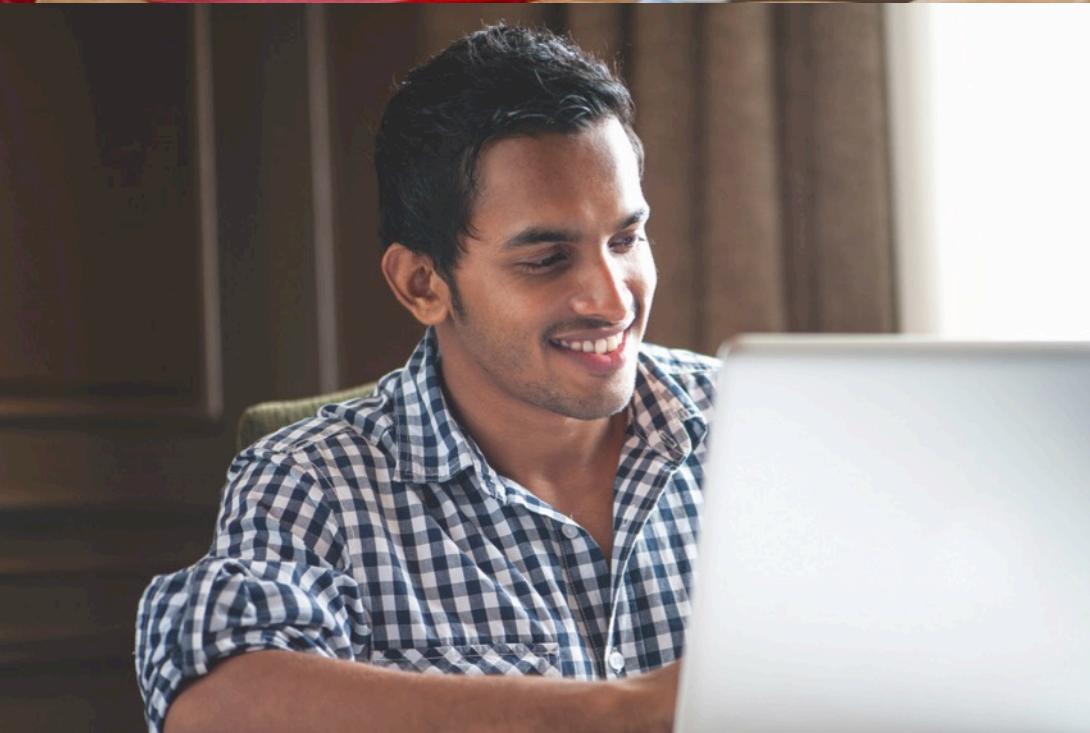
The Explosion of Advanced TV

CONNECTED TV – GAY AD NETWORK



Gay Ad Network has effectively aggregated a new LGBTQ TV network by reaching LGBTQ viewers across multiple connected TV devices.

Advertisers may target the growing number of LGBTQ “cord-cutters” or “cord-nevers” who do not have a traditional TV service.



CONNECTED TV – CROSS-PLATFORM DELIVERY



CHROMECAST



APPLE TV



ROKU



APPLE IOS



ANDROID



WINDOWS PHONE



PLAYSTATION 3



PLAYSTATION VITA



XBOX 360



PLAYSTATION 4



WII U



XBOX ONE

Connected TV is delivered on smart TV screens, game consoles, computers and mobile phones.

LGBTQ viewers are targeted by **Gay Ad Network** via Roku and numerous additional video streaming mobile app services on phones and tablets by utilizing our proprietary first-party LGBTQ database.

CONNECTED TV – CONTENT PARTNERS & NETWORKS

A&E	Destination America	HGTV	Roku
ABC Freeform	Discovery Channel	History	Science Channel
Adult Swim	Discovery Life	HLN	SciFi
AETV	DIY Network	Hulu	SEC Network
AMC	DramaFever	IFC	StreamnowTV
American Heroes	ESPN	Investigation Discovery	TBS
Animal Planet	ESPN 2	Lifetime	Telemundo
BBC America	ESPNews	MTV	TLC
Biography	FilmOn TV	MTV2	TNT
Bloomberg	Food Network	National Geographic	Travel Channel
Bravo	Fox	NBC Sports	TruTV
Cartoon Network	Fox Live	Newsy CTV	TubiTV
CMT	Fox Sports	Nickelodeon	TVB USA
CNN	Fubo.TV	OV Guide	USA
CNN Go	Fuse	OWN	Uverse
Comedy Central	FX	Pluto TV	Velocity Channel
Cooking Channel	FXX	Poker Central	VH1
Creepster TV	FYI	Popcornflix	Viceland
Crunchyroll CTV	Hallmark Channel	Revry	WeTV

Gay Ad Network delivers video spots to LGBTQ audiences across an expansive network of content providers.



HOME

ABOUT

WATCH FREE

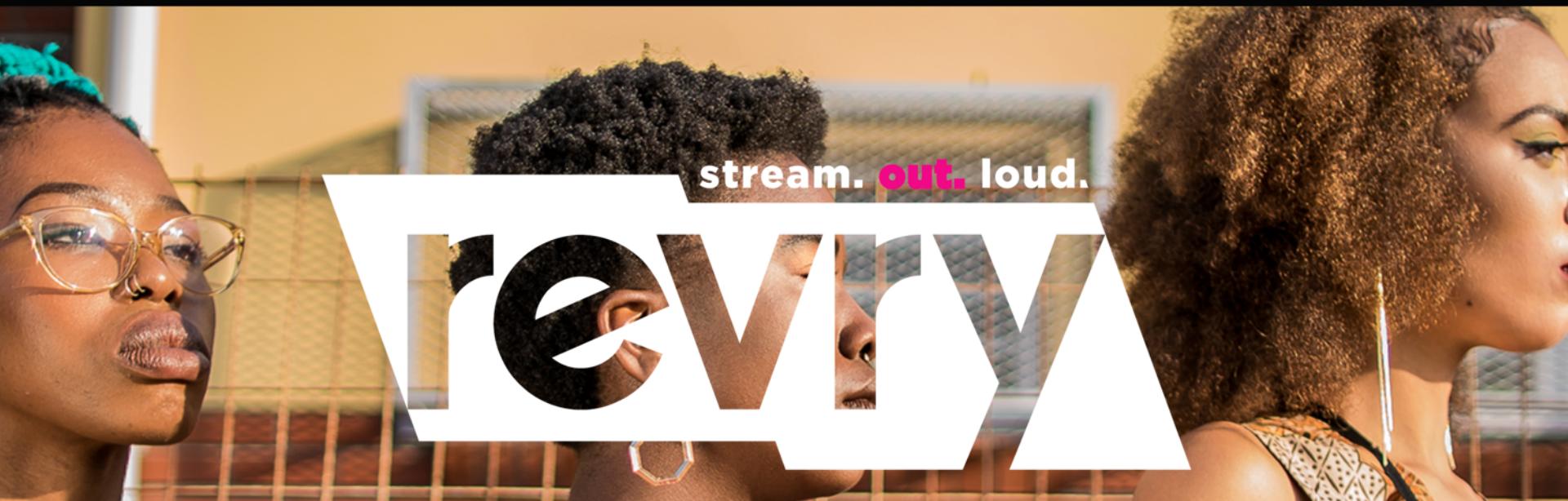
PRESS

SHOP

SUBMISSIONS

FAQ

SIGN UP



:15 & :30
SPOTS ON
LEADING
LGBTQ
STREAMING TV
NETWORK
REVRY.



HOME ABOUT FOOD FASHION FUN TRAVEL CONTACT SHOP

F P T S V

sponsored content

'TIS THE SEASON FOR VEGAS

BROUGHT TO YOU BY: LAS VEGAS CONVENTION & VISITOR AUTHORITY



LAS
Vegas
CONVENTION AND
VISITORS AUTHORITY

Find something for everyone on your holiday shopping list and give yourself a gift, too: Take a trip to Las Vegas and enjoy festive displays, gourmet meals and incredible holiday entertainment!

[FIND OUT MORE](#)

travel.bbb.la

THE ANGELENO GUIDE TO ACING A QUICK TRIP TO CHICAGO

OCTOBER 27, 2015

A screenshot of a travel website's homepage featuring a native video ad. The video shows a hallway in a hotel with yellow couches. Above the video, there is a banner with a blue gradient and a "ORDER NOW" button. Below the video, there is a section titled "LATEST FROM TWITTER" with a tweet from "Love & Loathing LA".

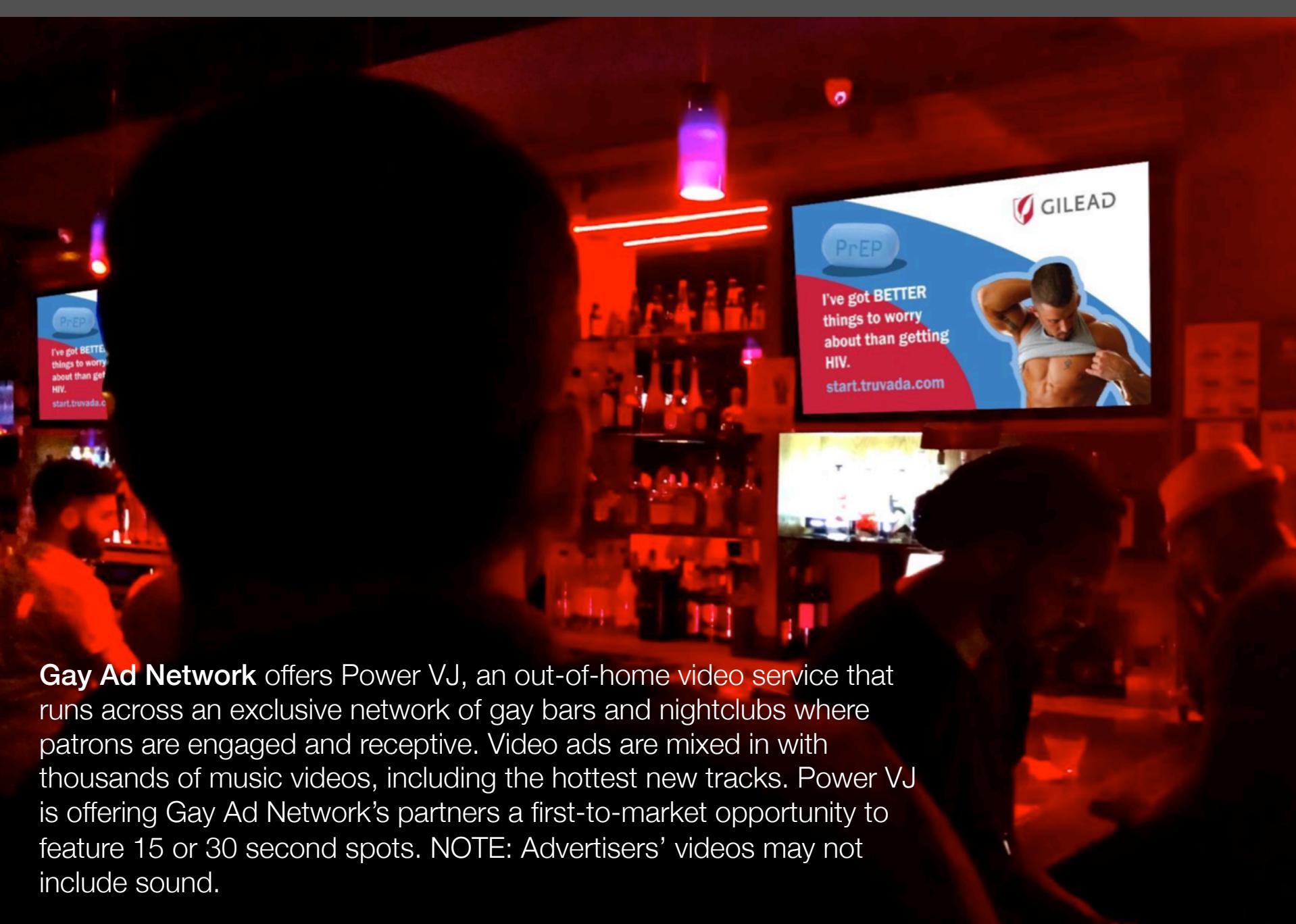
A screenshot of a credit card comparison website's homepage featuring a native video ad. The video shows several credit cards (American Express, Chase, Citi) displayed. Above the video, there is a banner with the text "2015 BEST CREDIT CARDS" and "0% INTRO APR UP TO 21 MONTHS". Below the video, there is a "CompareCards.com" logo and a "SEE OFFERS" button.

Gay Ad Network's native video ads are presented directly alongside publisher content, adapting to the layout of each individual site in order to look like editorial.

Native video advertising includes related headlines, text and logos and reaches LGBTQ consumers on over 1,500 premium mainstream websites.

Due to completely responsive design and ad serving technology, native ads may be viewed across all desktop and mobile devices and browsers.

▶ POWER VJ – OUT OF HOME LGBTQ BAR VIDEOS



Gay Ad Network offers Power VJ, an out-of-home video service that runs across an exclusive network of gay bars and nightclubs where patrons are engaged and receptive. Video ads are mixed in with thousands of music videos, including the hottest new tracks. Power VJ is offering Gay Ad Network's partners a first-to-market opportunity to feature 15 or 30 second spots. NOTE: Advertisers' videos may not include sound.

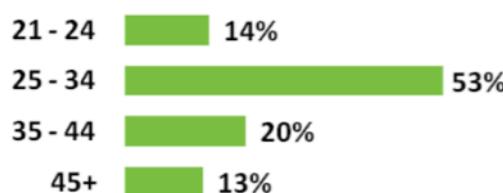
POWER VJ – OUT OF HOME LGBTQ BAR VIDEOS

DEMOGRAPHICS

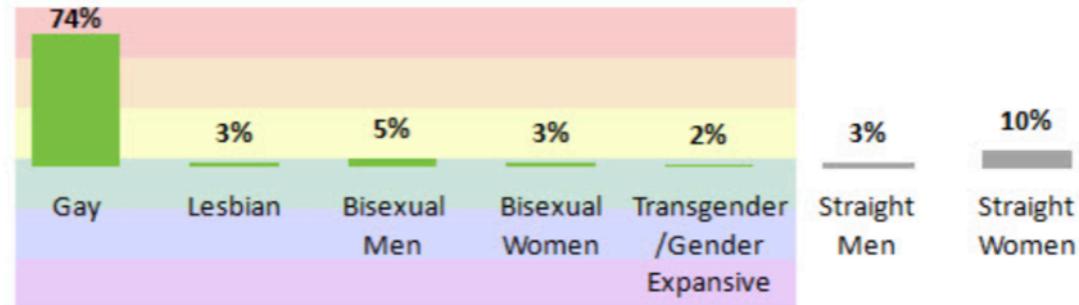
The *qualified* group was not significantly different than the *all participants* group.

- **67% of the participants were under age 35**
- **79% identified as gay or bisexual men**
- **Of those answering the income question, 80% had household incomes of at least \$50,000 and 32% had incomes of at least \$100K**

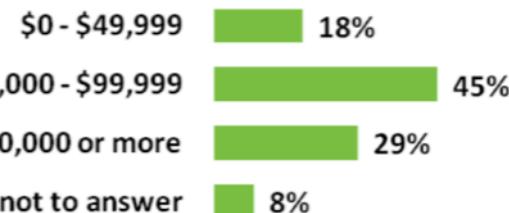
Age



Identity



Annual Household Income



Relationship Status



Highest Level of Education



LGBTQ SOCIAL MEDIA VIDEO POSTS

Make This Year's Resolution "The Year of Knowing"
Back to Album

OraQuick
All of us at Gaycast believe that knowing your HIV status is the best thing. We are working with OraQuick to help get the word out about their In-Home Oral HIV Test. Visit their site for more info at <http://gayadnetwork.com/oraquick.html>

Like · Comment · Share · Edit · January 1, 2012 at 12:00am · ②

198 people like this.
49 shares

David Equality Horn Such a great thing to have available.....at \$40.00 per test, I would much rather go to my local testing center and give them a donation....but for those who may be reticent about being seen going into a testing center,,,a great alternative.
Yesterday at 8:18am · Like · 3

David Equality Horn For those of us who are in the general area of Melbourne, Project Response is a great place to go for HIV testing...Verp professional, friendly and respectful of your privacy
Yesterday at 8:20am · Like · 2

Sponsored Tennis Ventures
The Only All-Inclusive, Tennis-Playing trips to the Grand Slam Tennis Tournaments

Like · 410 people like Tennis Ventures.

Parents Return to School
Many who qualify for a grant don't even know it. Would you go back to school if you did?

TripAdvisor tripadvisor.com
The Roosevelt New Orleans, A Waldorf Astoria Hotel, New Orleans, Louisiana

Gaycast Yesterday

OraQuick and Ross Mathews wish you a Happy Halloween.
This Halloween, give yourself a treat with OraQuick. It's the first in-home oral HIV test -- the same one that's been used by healthcare professionals for years. For more product information go to www.OraQuick.com.

<http://www.gayadnetwork.com/knowitross.html> — with Ross Mathews.

ROSS MATHEWS

Like · Comment · Share
Scott Mazer, Se Jin Lee, Dennis Keding and 2 others
Write a comment...

ROSS MATHEWS

0:04 / 0:18 HD

Gaycast Yesterday

OraQuick and Ross Mathews wish you a Happy Halloween.
This Halloween, give yourself a treat with OraQuick. It's the first in-home oral HIV test -- the same one that's been used by healthcare professionals for years. For more product information go to www.OraQuick.com.

<http://www.gayadnetwork.com/knowitross.html> — with Ross Mathews.

Tag Video Add Location Edit

Like · Comment · Share · Edit
Scott Mazer, Se Jin Lee, Dennis Keding and 2 others
2 shares
Write a comment...

Gay Ad Network's social media posts are placed directly by influencers and LGBTQ publishers on Facebook, Twitter and/or Instagram.

LGBTQ SOCIAL MEDIA VIDEO POSTS

The image displays two side-by-side screenshots of Facebook pages. The left screenshot is for the page "Gaycast Society/Culture Website". It features a large, vibrant rainbow-colored photo at the top. Below it, there's a post from "Gaycast" with a thumbnail of a man in a white t-shirt. The right screenshot is for the page "RealJock.com". It also has a large, grayscale photo of a man with a beard. Both pages show standard Facebook interface elements like "Timeline", "About", "Photos", "Videos", and "More". Each page has a "Promote Website" button.

Gay Ad Network's social media posts support videos, photos and photo galleries. Viewers may like, comment and share posts to drive engagement.

LGBTQ SOCIAL MEDIA VIDEO POSTS

Screenshot of a Facebook page for "Gaycast" (Society/Culture Website). The page shows a video thumbnail for "SEASON 4'S BEST-TUCKED SECRETS ARE ABOUT TO POP." from RuPaul's Drag Race.

Gaycast Society/Culture Website

64k people like this
George Carranco and 26 other friends

Invite friends to like this Page

ABOUT

Gaycast.net is the leading LGBT video network.
<http://www.gaycast.net/>

APPS

Welcome

PHOTOS

LIKED BY THIS PAGE

- EqualLoveEqualRights
- Troy Phillips Photography
- Instagram

Gay Ad Network's social media videos on Facebook may be uploaded directly or shared from a YouTube video link to drive views to an existing YouTube asset.

Screenshot of a Facebook post by "Instinct Magazine". The post features a video thumbnail for "Looking Season 2: Trailer (HBO)".

Instinct Magazine

January 16 at 12:49pm

Join the sausage party.
Looking airs every Sunday at 10PM on HBO.

Looking Season 2: Trailer (HBO)

Subscribe to the HBO YouTube: <http://itsh.bo/10qlqsj>
Looking Season 2 premieres Sunday, January 11 at 10PM, only on HBO. Connect with Looking: Like Looking o...

YOUTUBE.COM

Unlike · Comment · Share · 192 3 1

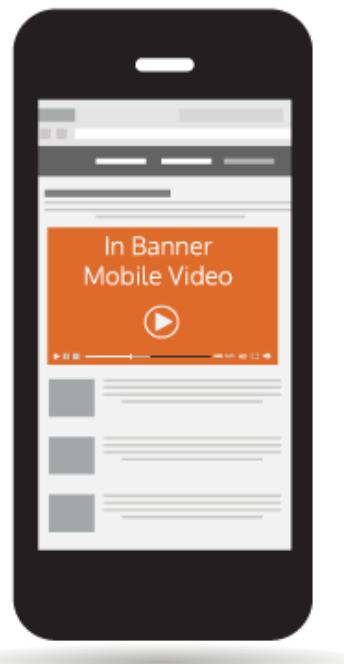
You and 191 others like this.

Top Comments

Adrián Flores Loved the first episode sooo far!!!
Like · Reply · January 16 at 6:16pm

Félix Luis Rodríguez Rivera I love this show. It looks like it is going to get some more depth as the season progresses! I can not wait to see Richie! He is the best character and not a stereotypical gay latino guy Hot Latino guy he is! Raul Castillo is awesome! So talented.
Like · Reply · January 16 at 1:57pm · Edited

► IN BANNER VIDEO



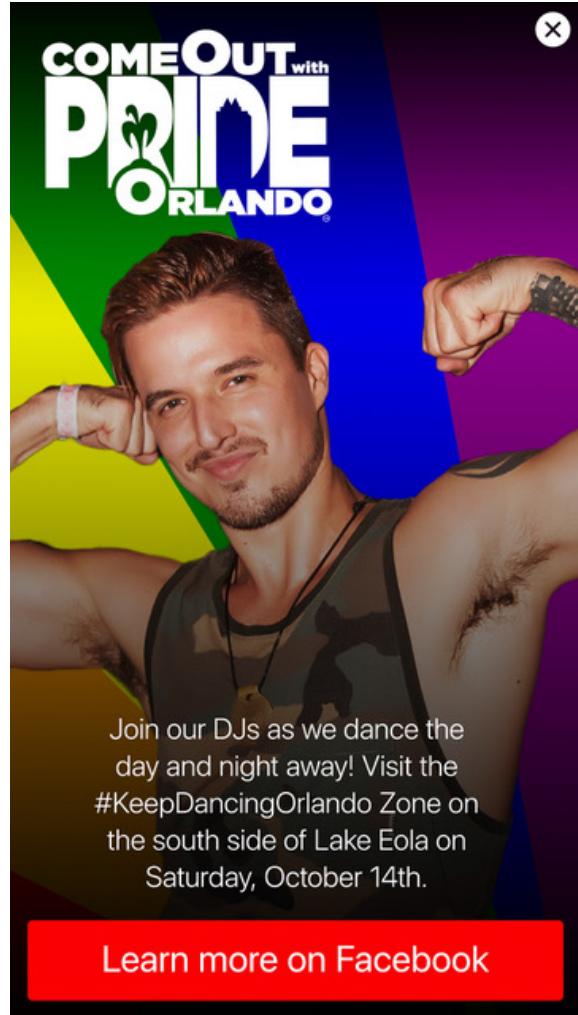
Gay Ad Network delivers in-banner video campaigns across a curated list of award-winning LGBTQ websites.

In addition to LGBTQ websites, delivery may be extended through audience targeting on mainstream websites utilizing **Gay Ad Network's** first-party LGBTQ data to target LGBTQ audiences.

In-banner videos may be targeted to desktop and mobile platforms.

Whitelists and blacklists may be created to control inventory placements, while third-party tracking tools verify viewability rates.

SCRUFF VIDEO LAUNCH INTERSTITIALS

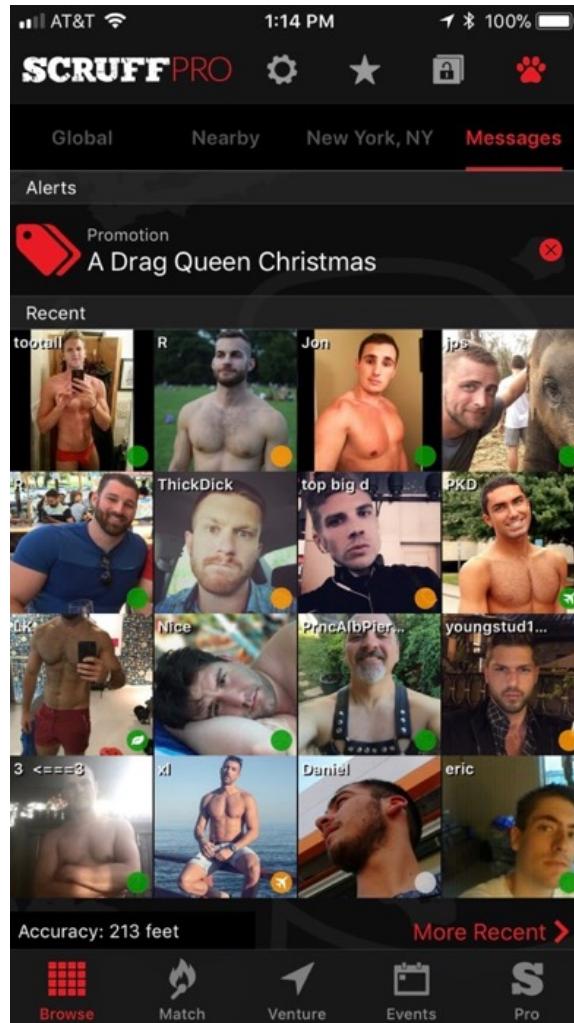


Gay Ad Network's video launch interstitial on the Scruff mobile app is a powerful edge-to-edge screen takeover placement that appears when unpaid members launch the Scruff app.

15, 30, 60 and 90 second videos are supported in this first-to-market opportunity.

Video launch interstitials may be geo-targeted to unpaid active members in the US during the placement's 14 day flight.

SCRUFF VIDEO INBOX MESSAGES



Gay Ad Network's inbox message on the Scruff mobile app is the most impactful way to reach Scruff's paid members – and the placement now accepts video.

The video inbox message alert remains active for two weeks on the main Scruff member screen or until the member takes an action.

15, 30, 60 and 90 second videos are supported in this first-to-market opportunity.

Video launch interstitials may be geo-targeted to paid active members in the US during the placement's 14 day flight.

► NICHE AUDIENCE SEGMENTS



ACXIOM



bluekai

Forbes

exelate
Targeting eXchange

LOTAME™

Experian
A world of insight

nielsen

comSCORE

TARGUSinfo

datalogix

Gay Ad Network audience segments may be created to refine audience composition and improve campaign efficiencies. Audience segments may be constructed by overlaying our first-party LGBTQ audience data with over 25,000 data points from third-party data providers. Targeting options include demographics, behaviors, context, interests, psychographics, lifestyles, brand affinities, past purchases, and in-market intent.

► PRE-DEFINED NICHE AUDIENCE SEGMENTS



Multicultural: African-American, Hispanic and Asian LGBTQ audiences.

Early Adopters: Brand-conscious and technically savvy, these progressive buyers influence their peers.

Luxury Buyers: With high disposable income, these wealthy buyers have a propensity to spend on the finer things in life.

Frequent Travelers: These frequent-fliers love to travel the world for business and pleasure.

Fitness Buffs: Healthy and fit, these buyers work hard to stay in shape and live life to the fullest.

Green Buyers: Socially conscious and eco-friendly, these LGBTQ buyers seek out environmentally safe brands.

Entertainment Enthusiasts: These buyers frequently attend movie premieres, musical performances and live events.