

Hulu Heats Up Streaming TV

With over 17MM subscribers, **Hulu is fast-growing as the hottest destination for entertainment-focused tech-savvy consumers.** A cross-platform program on Hulu will provide exposure to your target audience through pre-roll video, branded slates, and companion banners. **Hulu is a win-win** as ads are non-skippable and **video impressions and video completion are guaranteed.**

Capabilities:

- National or geographic targeting
- Demographic, contextual, geographic, and behavioral targeting
- Video ad directly in editorial content
- Native high-impact video or native high-impact pushdown video
- Display, tablet, and smartphone platforms
- Cross-platform dynamic creative: native high-impact video, native high-impact pushdown video
- Video format auto adjusts to content



Minimum: \$37,500 national or geo-targeted; 1-2 months

Benchmarks:
CTR: .11%



Smart TV

Place your message front and center with engaging video content. **A Streaming TV** program running on connected devices will provide **exposure to your target audience** through pre, mid, and end-roll video, with non-skippable ads. Capture TV audiences within brand safe, broadcast quality environments online.

Capabilities:

- National or state targeting
- Ad units: pre, mid and end-roll video depending on the publisher platform
- Accessed via smart TVs, gaming consoles, Blu-ray players, and video-streaming devices
- Can be in-app
- Viewed on TVs only
- Partners include Roku, PlayStation, Xbox, LG Smart TV, and Crackle
- Ads run before full episode plays
- 95% - 100% completion rate; Program does not guarantee completion



Minimum: \$25,000, 1 month;
national or geo-targeted

