



## YouTube TrueView

### Introduce your brand to video enthusiasts utilizing the world’s 2nd largest search engine.

InStream Pre/Mid/Post-Roll Videos can be **DMA-targeted** or even channel targeted in the case of a **large geo-target**. True View model ensures you only pay if your commercial is completed or engaged with.

YouTube is even bigger than Gmail, and nearly as big as Facebook, with over 1.8 billion monthly logged-in users.\*



BENEFITS

- Connect with your audience in a unique way
- Share your expertise with your target audience
- Be seen where people are spending 6 billion hours monthly watching videos

TARGETING

Geo Targeting at the DMA level,  
 Channels: Arts & Entertainment, Auto & Vehicles, Beauty & Fitness, Books & Literature, Business & Industrial, Computers & Electronics, Finance, Food Drink, Games, Health, Hobbies & Leisure, Home & Garden, Internet & Telecom, Jobs & Education, Law & Government News, Online Communities, People & Safety, Pets & Animals, Real Estate, Reference, Science, Shopping, Sports, Travel, World Localities

FEATURES

- Pricing model where an advertiser only pays for intended views or actions taken
- Video ads appear on a network that spans an immense list of sites and blogs of all types.
- TrueView advertising gives advertisers great value while giving consumers the freedom to skip ads and only fully view the ads they wish to.

\* Source: [Business Insider]