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CONNECTING ADVERTISERS TO THEIR NEXT CONSUMER

With a robust portfolio of engaging advertising products, Cox Media delivers the exact prospects you want to reach with placement on screens today’s consumers prefer. Paired with our dynamic consultative approach, you’ll achieve your strategic business goals faster with Cox Media.

WHAT YOU CAN EXPECT

• Targeted video and display ad placements
• Brands come alive on any screen – television, computer, smartphone and tablet
• Consumer-preferred sports, entertainment and news
• Audience Extension capabilities that reach beyond Cox subscribers
• Target the websites, programs and mobile apps potential consumers enjoy most

THE COX MEDIA DIFFERENCE

• Each Cox Media sales professional puts our clients first, understanding their business needs to create engaging advertising solutions
• Our solutions simplify your media buy with campaigns that generate awareness across screens
• Cox Media employs sophisticated research and analytical resources for your buy
• We offer video and display creative services, tying strategy to creative execution

CAPABILITIES

• Deliver your message, without waste, to optimize your advertising budget
• Behavioral, contextual, geographic and demographic targeting to pinpoint your local audience
• Location-based services to capture consumers during high-value mobile moments

ADVERTISING SOLUTIONS

VIDEO

Video is the optimal opportunity to create awareness with current and potential customers. Bring your brand to life where prospects watch.

• Television
• Audience Extension

DISPLAY

Stand out and grow your brand across multiple screens. Our opportunities give you the visibility you need and the chance to connect with consumers in meaningful online content.

• Cox.com
• Audience Extension
TELEVISION ADVANTAGES

- Targets your customers and brings them to your door, placing your message alongside captivating entertainment and need-to-know information
- Connect with consumers through iconic networks and “buzz-worthy” programs - including nearly 90% of live televised sporting events*
- Entertainment networks like USA, A&E, CNN and ESPN reach a broad audience
- Lifestyle networks like HGTV, Cartoon Network and Syfy laser-target your message to specific demographics
- Use geographic targeting to hone-in on the areas where customers and prospects live
- Extend your reach beyond the Cox video subscriber with additional placement opportunities in our partner homes**
- Place video ads on Connected TV, Over the Top (OTT) and TV like inventory in primarily long-form, episodic programming and movie content

IS IT RIGHT FOR YOU?

* Sources: Nielsen MarketShare, VAB **Contact your local Cox Media Consultant for more information

AT-A-GLANCE

Television is the foundation of an effective media mix and is the best medium to create awareness. Whether utilizing a thirty-second or fifteen-second commercial, the power and reach of television defines your brand.
AUDIENCE EXTENSION
EXTEND YOUR ROI

AT-A-GLANCE
Because adults spend more time watching online video than ever before,* extending your message online is an optimal way to create awareness and bring brands to life. We offer impactful Interactive and Video Pre-Roll advertising placements on tens of thousands of popular websites where consumers watch, read, browse and chat.

* eMarketer Q2 2015 State of Video

AUDIENCE EXTENSION ADVANTAGES
• Pinpoint your audience by targeting based on demographics, consumer content or intent to purchase
• Utilize advanced capabilities like re-targeting and look-a-like behavioral targeting to add consumers to your customer base
• Advertise alongside the :30 & :15 second unskippable videos that matter to consumers most
• Extend your brand’s message on Facebook to increase awareness and influence purchases
• Expand your reach as users shift across screens, to a highly engaging, user-initiated online environment
• Time campaigns to coincide with television flights to maximize reach, message and brand recall

IS IT RIGHT FOR YOU?
How I want advertising to work for me:
○ Increase brand recall
○ Drive more traffic to my website
○ Extend the ROI of my television investment
○ Grow my awareness on computers, smartphones and tablets

CONTACT US TODAY
1-855-755-2691

ANYONE. ANYWHERE. ANY SCREEN.
AUDIENCE EXTENSION VIDEO PLACEMENTS
EXTEND YOUR ROI

Contact us today 1-855-755-2691

AD UNITS PICTURED

Video Pre-roll
Social Media Placement - Video
Interactive Pre-roll

Additional ad units available
AUDIENCE EXTENSION
MORE CONSUMERS; ANY DEVICE

AT-A-GLANCE
Audience Extension extends your reach and helps you capture a broad consumer base. Your advertising message can reach potential customers across screens on tens of thousands of websites, 24/7.

AUDIENCE EXTENSION ADVANTAGES

- Pinpoint your audience with targeting based on demographics, consumer content or intent to purchase
- Utilize advanced capabilities like re-targeting and look-a-like behavioral targeting to add consumers to your customer base
- Geo-target with 100% accuracy to the ZIP +4 level
- Conquesting and fencing capabilities influence purchase decisions
- First and third party data provides enhanced behavioral, demographic and geographical targeting
- Vast inventory across all screens means more reach for your business
- More creative placements mean more recognition for your brand - from interactive display to expandable mobile display

IS IT RIGHT FOR YOU?

How I want advertising to work for me:

- Incent consumer action as they are out and about
- High level of accuracy in targeting capabilities
- Multiple click to action options for engagement
- Hyper-target potential customers through online and offline purchase behavior

Contact us today 1-855-755-2691
AUDIENCE EXTENSION DISPLAY PLACEMENTS
MORE CONSUMERS; ANY DEVICE

Contact us today 1-855-755-2691

AD UNITS PICTURED
Medium Rectangle - 300x250
Pushdown - 970x90
Expandable Banner - 320x370
Additional ad units available
COX.COM ADVANTAGES

• Gain immediate awareness in an uncluttered environment
• Obtain prominent placements on high-profile pages
• Spur direct response through static banner ads
• Increase engagement with in-banner video creative features
• Ensure brand-safe ad placement in a trusted environment
• Amplify your message with high impact takeover campaigns to promote a limited time offer or special event

IS IT RIGHT FOR YOU?

How I want advertising to work for me:
- Attract affluent, educated consumers
- Stand out against my competitors
- Prominent placements on high profile pages
- Discover customers and prospects

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COX.COM AD PLACEMENTS
ALIGN WITH DESTINATION CONTENT

AD UNITS PICTURED

Billboard - 970x250
Medium Rectangle - 300x250
Pencil Pushdown - 970x90
Half-page - 300x600
Mobile - 320x50

Additional ad units available

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IS IT RIGHT FOR YOU?

How I want advertising to work for me:
- Inspiring creative that makes my business stand out
- A cohesive campaign across multiple screens
- Quality creative that reflects the image and brand of my business

CREATIVE SERVICES ADVANTAGES

- Creative professionals understand your campaign objectives and ensure your messaging dollars are spent effectively
- :30-second and video long-form content to build brand awareness and deliver viewers to your door
- Embedded video commercials in your digital display ads increase engagement
- Static & rich media ads to drive more traffic to your website
- Interactive widgets let customers tap to call, download coupons or maps/directions, share your ad, save events to their calendar and more
- Expandable ads capture consumers’ attention and put your message front and center
- Un-skippable video pre-roll ads delivered on any screen including mobile apps and social media

AT-A-GLANCE

Cox Media’s award-winning team of producers, directors and editors will guide you through our multi-screen advertising campaign process and answer all of your questions. Our expertise results in a modern, effective approach. Tying strategy to creative execution and generating campaign awareness across devices is what we do best.
MARKETING & RESEARCH

AT-A-GLANCE
With Cox Media, you have a team of industry experts behind your advertising buy. Our first step is to understand your goals, then use them to build an advertising strategy that’s smart, insightful and creative. Our team of specialists have access to turn-key promotional opportunities, sophisticated research and analytical resources bring extra value and reassurance to your buy.

MARKETING & RESEARCH ADVANTAGES
• Assists in identifying and reaching households near your business using a variety of well-known quantitative and qualitative research tools
• Maximizes your advertising investment with insight into demographics, lifestyle, media consumption and purchasing behavior information from numerous third party resources
• Delivers turn-key promotional opportunities designed to meet the overall needs of your business
• Generates custom solutions for your business to drive in-store traffic, build name recognition or create excitement for a new product or location

IS IT RIGHT FOR YOU?
How I want advertising to work for me:
• Align my business goals with an advertising strategy
• Incorporate industry data and consumer behavior to identify my target audience
• Produce enthusiasm for my new product or location
• Access to a team of experts

ANYONE. ANYWHERE. ANY SCREEN.
Contact us today 1-855-755-2691