EDGE by UDM provides viewable adhesion ad units through non-intrusive ads, across mobile and desktop. UDM can give you everything you need to fully unlock one of the most compelling formats in online advertising.

In the past 12 months:
- 22M went on vacation
- 13M visited a theme park
- 7M took a cruise

- 77M booked a hotel
- 43M booked a flight
- 61M took at least one trip
- 38M took 1-2 trips
- 15M took 3-4 trips

In the past 6 months:
- 22M took a vacation to the beach
- 62% are Theme Park Enthusiasts
- 56% are Cruise Customers

- 26M bought motel/hotel reservations
- 15M bought travel services/products
- 11M reserved a car rental
- 7M bought a vacation package

Travel Spend:
- 12M spent $1000-$2500
- 9M spent $500-$1000
- 5M spent $2500-$5000

*in the past 6 months

EDGE BY UDM: BUYERS

- 100% Viewable Display and Video Ad Units across desktop & mobile
- Create a PMP or connect directly with us through OpenRTB

Slider Desktop & Mobile
- 728x90, 300x250, 160x600, 300x600, 320x50, 320x100

Video: Instream and Outstream
- Desktop & Mobile
- Duration: :06, :15, :30 and :60 sec
- Mouse rollover user-initiated sound

Contact Us: Michelle Gable - mgable@underdogmedia.com