

Underdog Media

Viewable is Valuable

Overview for Advertisers

The Opportunity

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Unique & Exclusive Inventory
Programmatic Display and Video
Audience Insights & Data for Verticals
Quality & Transparency
Programmatic Expertise

Average KPI's are 80% viewability with .34% CTR

High brand awareness

Global reach

Unique & Exclusive Inventory

100% Viewable, non-intrusive display and video ad units across mobile and desktop driving higher engagement

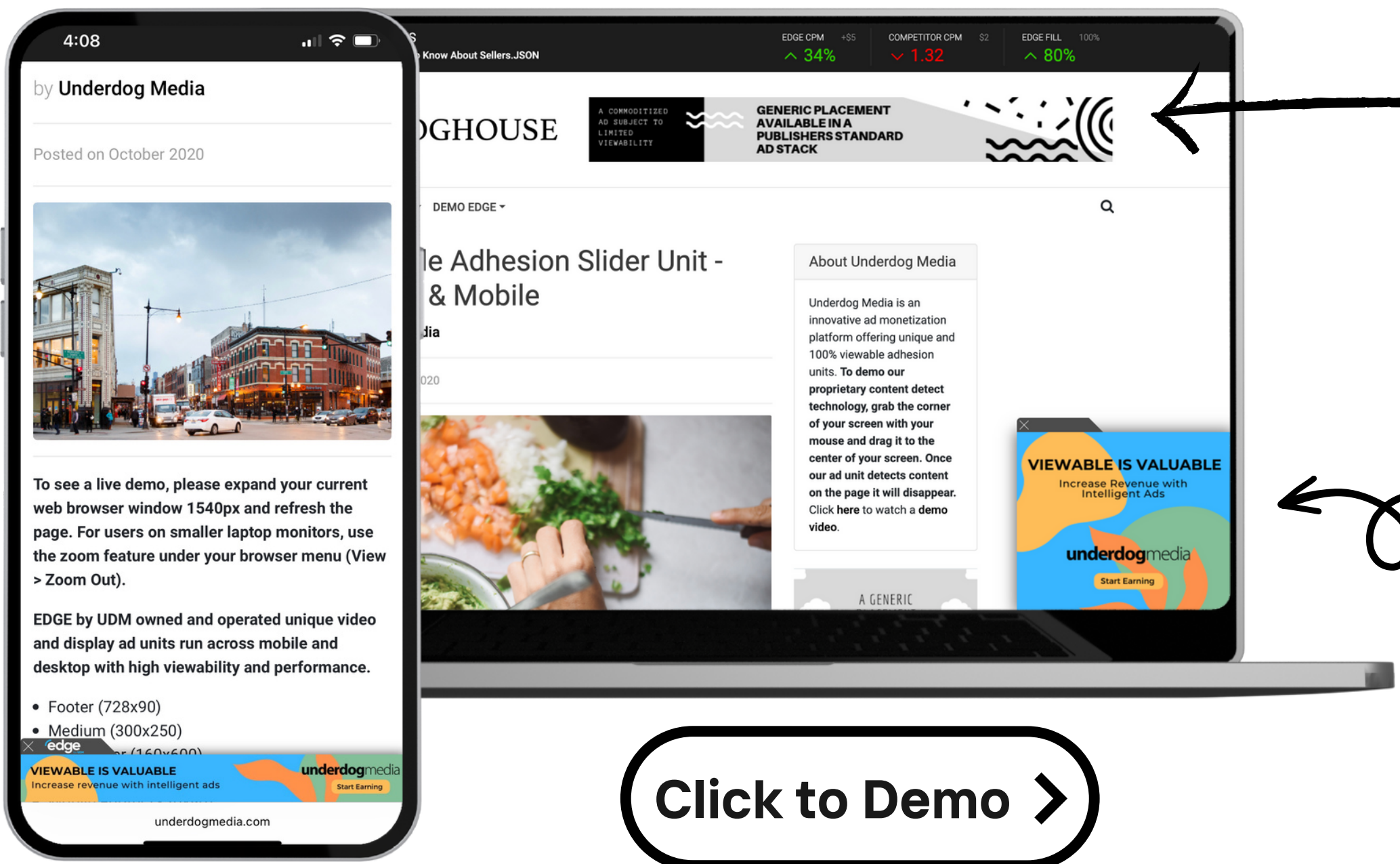
Placements available in a publishers standard ad stack, commoditized and subject to **limited viewability**

vs

EDGE by UDM: Direct publisher partnerships, outside the normal ad stack with 100% viewability

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EDGE 100%
In View



Adhesion

Desktop & Mobile

160x600 – desktop

728x90 - desktop

300x250 - desktop

300x600 – desktop

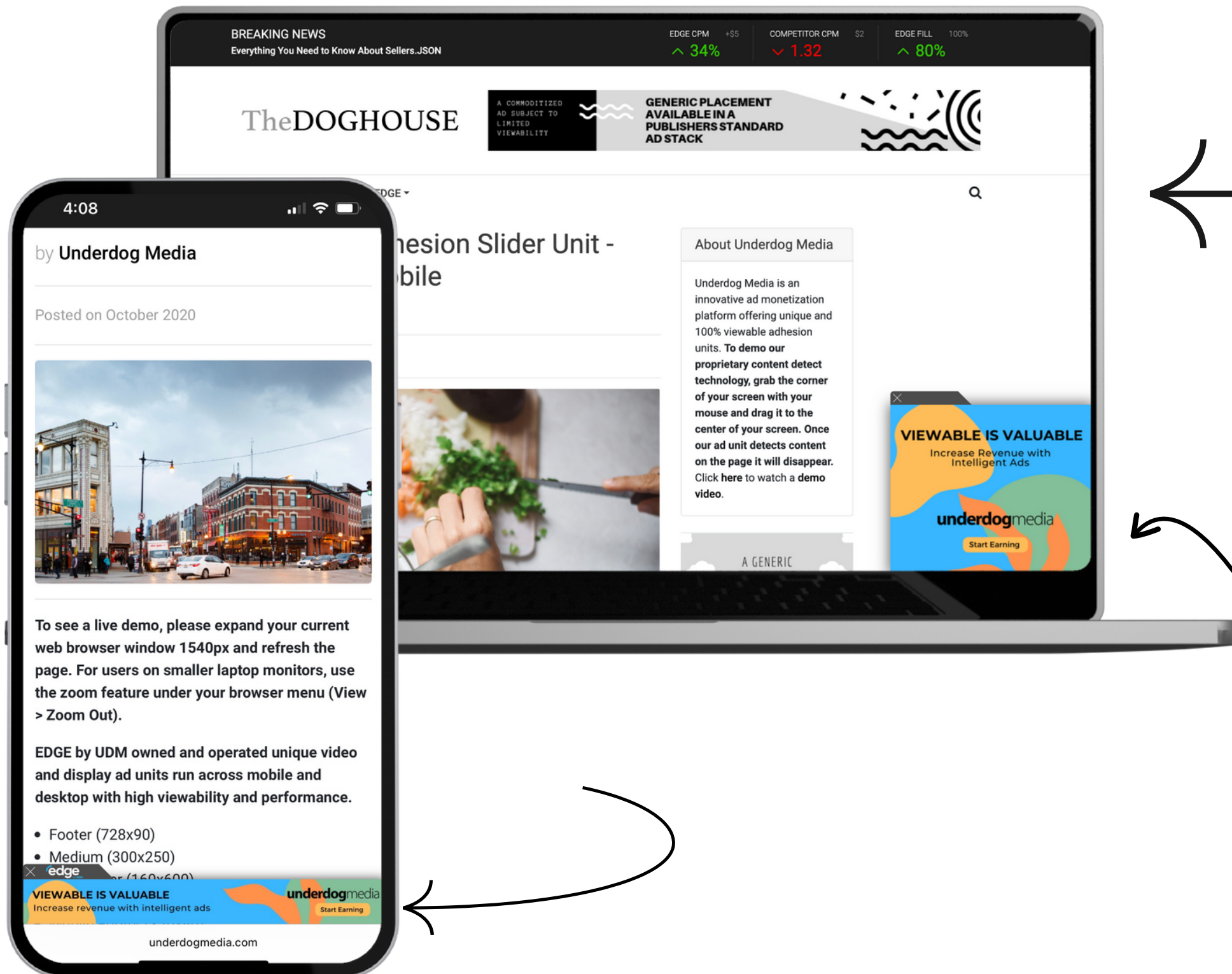
336x280 – desktop

970x90 – desktop

320x50 – mobile

320x100 – mobile

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In-page

Desktop & Mobile

160x600 – desktop

728x90 - desktop

300x250 - desktop

300x600 – desktop

336x280 – desktop

320x50 – mobile

320x100 – mobile



[Click to Demo](#) >

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Video



Desktop & Mobile

- 272x178
- 336x280
- 400x250
- 640x400

Desktop & Mobile: Slider Instream and Outstream

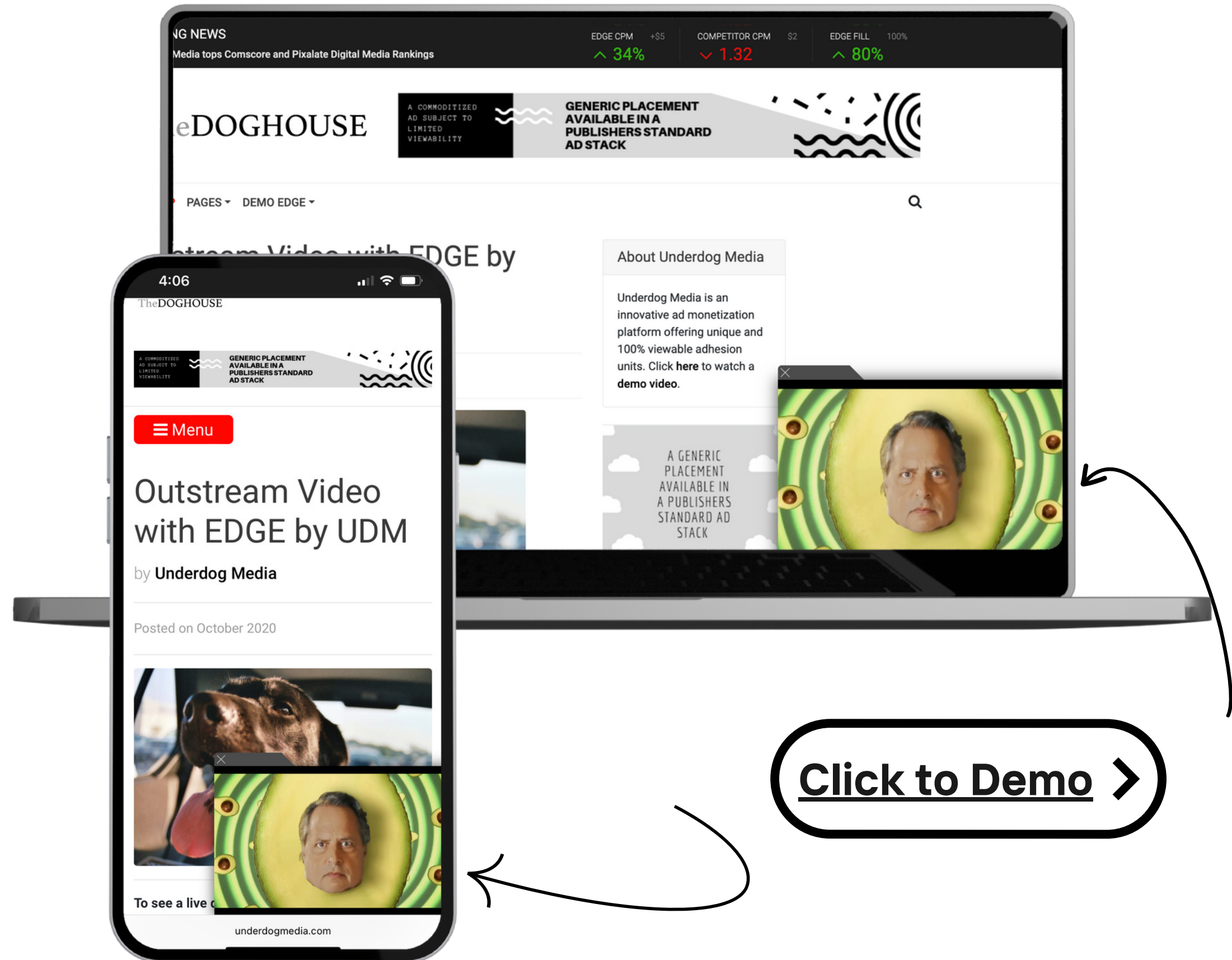
- Duration - :06, :15, :30 sec
- Mouse rollover user-initiated sound

VAST Versions Supported:

- Vast 1, vast 2, vast 3, vast 4 partial

VPAID Versions Supported:

- 1 and 2

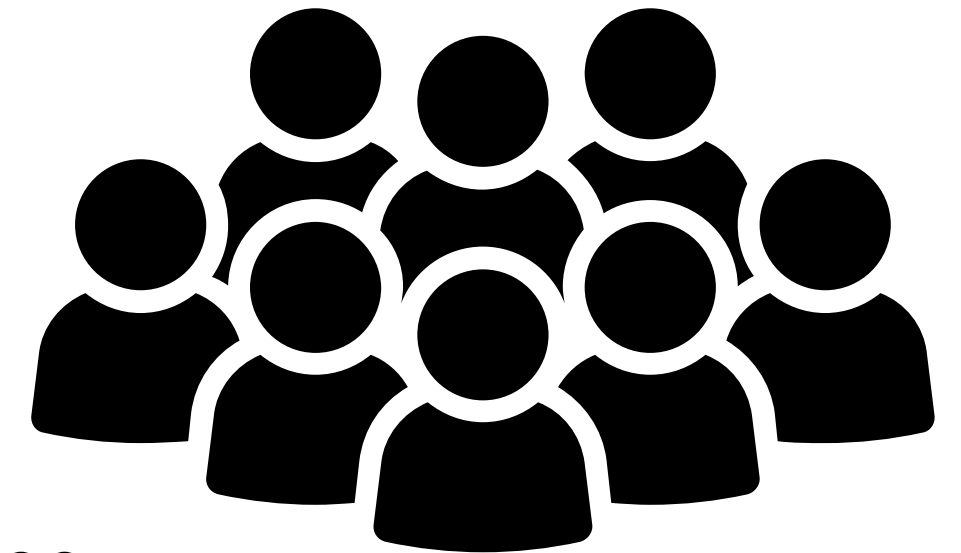


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Audience Insights

Underdog Media General Demographics

- 50% Females
- 50% Males
- 69% White/Caucasian
- 10% Hispanic
- 9% African American
- 3% Asian
- 1% American Indian
- 29% Millennials
- 27% GenX
- 24% Baby Boomers
- 18% GenZ
- 2% Traditionalists/Silent Generation
(Birth year 1945 or before)
- 40% HH have children
- 60% HH do not have children
- 45% are married
- 55% are single
- 27% Bachelor degree
- 26% Some College
- 20% Completed HS
- 14% Post Graduate degree
- 8% Some High School
- 48% HHI \$100K+
- 35% HHI less than 100K
- 17% HHI \$200K+



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Quality Control - Inventory and Brand Safety

Abide by standard IAB
Placement requirements



IP and Domain Block Lists
100% Viewability

Domain Masking Protection



Prescreen and Safeguard
Publishers before activating

Domain and Seller Ratings



Hand-operated analytics for
fraud detection, faulty URLs,
and vulnerable site activity

Thank you!

For more information, please contact:

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