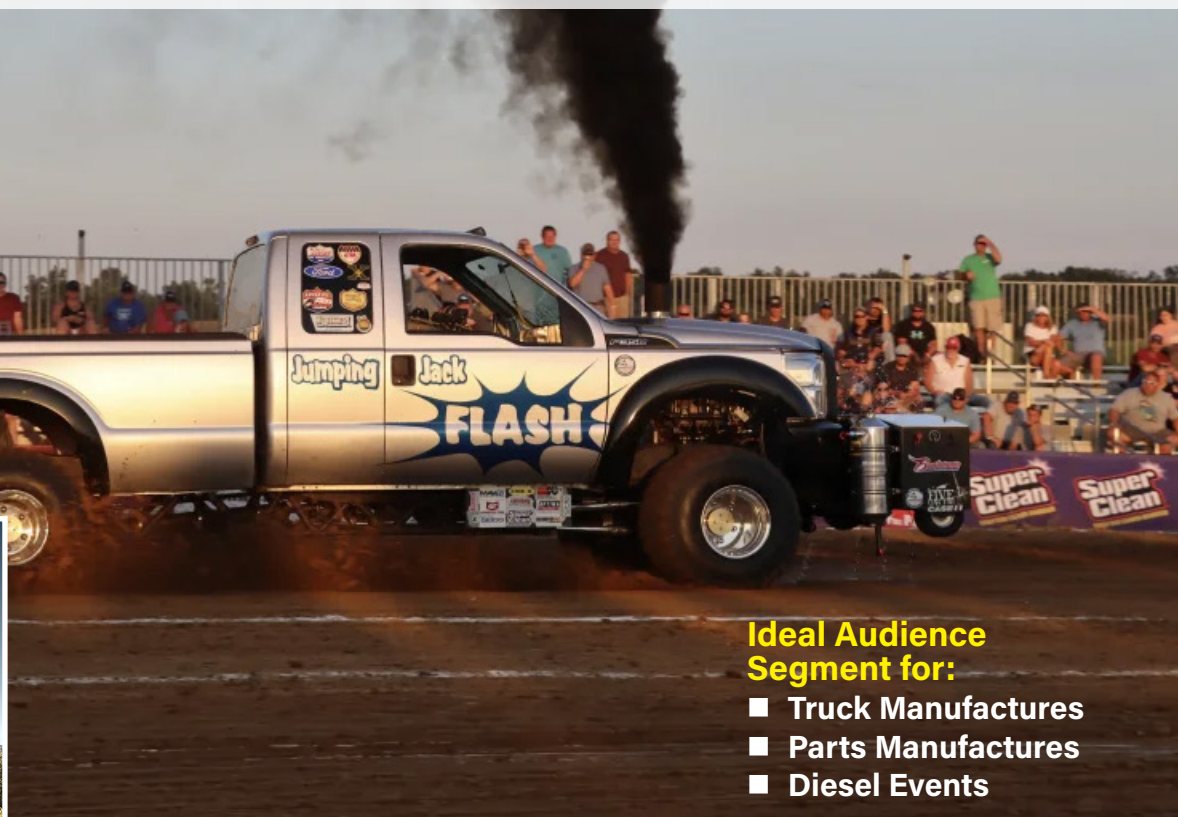


ENGAGED AUDIENCE (PROGRAMMATIC DIGITAL ADS)



Ideal Audience Segment for:

- Truck Manufacturers
- Parts Manufacturers
- Diesel Events

DIESEL ENTHUSIASTS DIGITAL AUDIENCE SOLUTION

Take out the guesswork. Get your brand's message exactly where it belongs with Engaged Audiences.

Our exclusive Diesel Enthusiast profile allows your brand to deliver highly-targeted messaging to the people most likely to buy your product or service.

Engaged Audiences is an exclusive, proprietary platform built from the best experiential, online, and offline data sources. Our cutting-edge technology deploys geotargeting to identify potential buyers who are investing their time at major diesel events nationwide like Scheid Diesel and the Ultimate Callout Challenge. Our data analysts then extend and refine this initial geotargeting data set with other high-value sources such as Diesel World subscribers and search data.

For more information, please contact:

Gabe Frimmel - Advertising Sales Director

Ph: **800-332-3330 Ext. 1930**

Email: gfrimmel@engaged.media

- 74% will purchase a product for their truck in the next 90 days..
- 72% own hand-modified trucks
- 93% of the audience is Male (source: internal)
- 62% do their own auto maintenance.
- 39% buy regularly from their online content.
- 25K+ subscribers watch events streams
- 536K monthly impressions
- 2.89% average engagement rate
- \$100-\$150k Majority has an annual household income

ENGAGED AUDIENCE (PROGRAMMATIC DIGITAL ADS)



We carefully curate our audiences using combinations of the following below for maximum results!

DIGITAL AUDIENCE SOLUTION



Technographics

Target users by device such as desktop, laptop, tablet and mobile.



Demographics

Target users by gender, income, age, etc.



Geo-Targeting

Target by geography including DMA, state, zip code or country.



Browsing Behavior

Target users based on past browsing behaviors such as websites visited.



Intent-Based Search

Target users based on their search history.



Contextual Content

Target users based on the contextual content (including keywords) on the page they are viewing.



Event Targeting

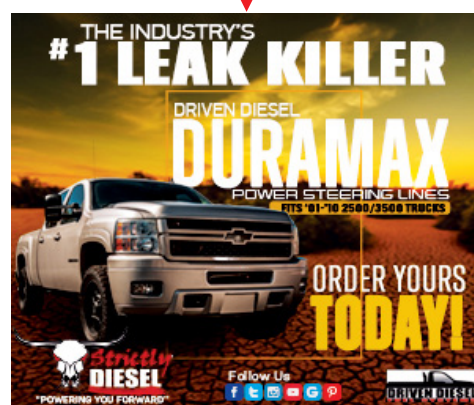
Using the 'geo-fence' technology, target customers who have attended specific events at a location like a convention center, within a date range.



Geo-Fence

Target users who have visited a specific geographical location.

DISPLAY BANNER ADS SAMPLE VISUAL



Art required: 300 x 250 pixels; 72 dpi JPG

Rates - Digital Audience Solution

Impressions	Cost	CPM
25,000	\$300	\$12
50,000	\$550	\$11
75,000	\$750	\$10
100,000	\$900	\$9

*Per Month (30 days)

*Digital Packages consist of 3 month minimum

ENGAGED AUDIENCE (PROGRAMMATIC DIGITAL ADS)

ENGAGED
MEDIA, LLC

REACH HIGH-INTENT DIESEL ENTHUSIASTS WITH PROGRAMMATIC VIDEO & CTV ADS

Programmatic In-Stream Video Ads

Engage your target audience across
In-Stream video and premium
automotive video networks



Rates - Digital Audience Solution

Impressions	Cost	CPM
25,000	\$750	\$30
50,000	\$1,350	\$27
75,000	\$1,875	\$25
100,000	\$2,000	\$20

*Per Month (30 days)

*Digital Packages consist of 3 month minimum

File format

.MP4

Resolution

1920x1080, 1280x720 (16:9 Aspect Ratio)

Lengths

15 seconds, 30 seconds

Max file size

upto 15 MB (Varies by Publisher)

Connected TV (CTV) Ads

Deliver your brand message on top
CTV platforms like Roku, Hulu, and
Amazon Fire TV



Rates - Digital Audience Solution

Impressions	Cost	CPM
25,000	\$1,375	\$55
50,000	\$2,700	\$54
75,000	\$3,900	\$52
100,000	\$5,000	\$50

*Per Month (30 days)

*Digital Packages consist of 3 month minimum

File format

.MP4 (standard), .MOV (Hulu Preferred only)

Resolution

1920x1080, 1280x720 (16:9 Aspect Ratio)

Lengths

15 seconds, 30 seconds

Max file size

10MB - 10GB (Varies by Publisher)