

ENGAGED AUDIENCE (PROGRAMMATIC DIGITAL ADS)



Ideal Audience Segment for:

- Truck Manufacturers
- Parts Manufacturers
- Truck Shows & Events

STREET TRUCK ENTHUSIASTS DIGITAL AUDIENCE SOLUTION

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

Our exclusive Street Truck 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 events nationwide like The Grand National Roadster Show and SEMA Show. Our data analysts then extend and refine this initial geotargeting data set with other high-value sources such as Street Truck subscribers and search data.



- 75%+ are actively modifying their truck
- 38% attend truck events 3+ times annually
- 26% participate in automotive clubs
- 17% Ford owners
- 36% Chevrolet owners
- 40% mini-truck owners

For more information, please contact:

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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



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

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ENGAGED
MEDIA, LLC

REACH HIGH-INTENT TRUCKS 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)