

# 2024 FULL AUCTION CATALOG

## THE 2024 MEDIA AUCTION



**Samantha Thu**  
*VP, Media  
Amp*

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The Ad Club's annual Media Auction is an event my team looks forward to every year. It's such a great chance to test into new partners and clients appreciate our agency bringing these heavily discounted opportunities to them while also giving back to a very worthy cause.

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#### \$10K Net on WBTS NBC Boston Station

\$10,000 schedule subject to availability. Broad rotation, spots to air 5am to 1am Monday to Sunday. Commercials can be :15s or :30s. Net Rate: \$10,000 Restrictions: - Schedules are based on rate card values and subject to availability at the time of placement. - Commercials are subject to NBCUniversal's Standards & Practices and must meet broadcast standards. - No credits, audience guarantees, substitutions or rebates will be allowed. No cash transacted. - For existing clients: media must be incremental to any planned or existing media buys. Media purchased via the auction CANNOT be used to replace any existing or planned buys. Expiration Date: 12/29/2025 For questions: email kate@adclub.org

Starting Bid: \$ 2,750.00  
Value: \$ 10,000.00



#### 3 Month :30 Spot Package from Outside TV

3-Month :30s Spot Package from Outside TV. The New Outside is the the world's leading creator of active lifestyle content and experiences. Our network includes 30+ active lifestyle brands from Outside to SKI to Backpacker to Yoga Journal to Women's Running and much more. We reaching 55+ million consumers every month. Outside TV is the leading premium video provider for the adventure sports and active lifestyle category. Our National and Resort Based Linear TV network gets 20MM+ Monthly Views an is the #1 Sports Channel on Samsung TV Plus and Roku. Our ;passionate and loyal social following consistently sees 2X more social engagement than industry standards. Linear TV NATIONAL & RESORT BASED LINEAR TV NETWORK Outside TV is the only national 24/7 network dedicated to adventure sports and lifestyle. The network's high-quality HD programming is available nationwide through major cable & satellite providers. → Long form programming consisting of series, films and documentaries. → Brand safe & family friendly content Net Value: \$50,000 CPM: \$5 Guaranteed Impressions: 10,000,000 Spot Length: :30s Program Length: 3 months Can be used: Q4 2024 - Q4 2025 Restrictions: Available to new advertisers only. Demo Reel: <https://vimeo.com/user45737402/review/696693223/04cce3aed8> Email kate@adclub.org with questions.

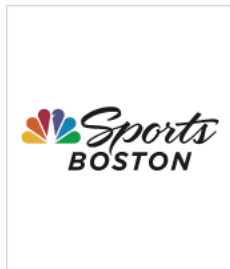
Starting Bid: \$ 12,500.00  
Value: \$ 50,000.00



#### Effectv Media Boston TV Package

A schedule valued at \$10,000 (net) to air on Effectv's Interconnect in the Boston DMA. Media will be negotiated based on mutually agreeable schedule subject to availability. Spot length can be :30's or :60's. Restrictions: Commercials must meet broadcast standards. New advertisers will receive valuation at current rates. Current advertisers will receive valuation based on client-negotiated rates. Expiration Date: December 31, 2025. Email kate@adclub.org with questions.

Starting Bid: \$ 2,500.00  
Value: \$ 10,000.00



#### NBC Sports Boston TV Package

Package includes \$10,000 net air time on NBC Sports Boston. Schedules will be negotiated based on available inventory. Commercials can be :15s, :30s or :60s. Net Rate: \$10,000 Restrictions: - Schedules are based on rate card values and subject to availability at the time of placement. - Commercials are subject to NBCUniversal's Standards & Practices and must meet broadcast standards. - No credits, audience guarantees, substitutions or rebates will be allowed. No cash transacted. - Advertisers choosing to run during Celtics games will likely end up in pre/post given in-game sellout. - For existing clients: media must be incremental to any planned or existing media buys. Media purchased via the auction CANNOT be used to replace any existing or planned buys. Expiration Date: 12/29/2025 For questions: email kate@adclub.org

Starting Bid: \$ 2,750.00  
Value: \$ 10,000.00



#### NESN TV Package

Two :30 second spots to air in-game Red Sox units. Media will be negotiated based on mutually agreeable schedule, subject to availability. Net Value: \$10,000 total (\$5,000 per spot) Restrictions: Commercials must meet broadcast standards. New advertisers will receive valuation at current rates. Current advertisers will receive valuation based on client-negotiated rates. Competitors (Media/Sports Teams) are not eligible to use this package. Expiration Date: 9/30/2025 For questions: email kate@adclub.org

Starting Bid: \$ 3,000.00

Value: \$ 10,000.00



#### NESN TV Package

Two :30 second spots to air in-game Red Sox units. Media will be negotiated based on mutually agreeable schedule, subject to availability. Net Value: \$10,000 total (\$5,000 per spot) Restrictions: Commercials must meet broadcast standards. New advertisers will receive valuation at current rates. Current advertisers will receive valuation based on client-negotiated rates. Competitors (Media/Sports Teams) are not eligible to use this package. Expiration Date: 9/30/2025 For questions: email kate@adclub.org

Starting Bid: \$ 3,000.00

Value: \$ 10,000.00



#### TV/Digital Package from WFXT FOX 25 Boston

WFXT FOX 25 is happy to provide in consultation with the buyer/client: \$5k worth of TV/Digital. TV Commercial Spot lengths = :15's & :30's # Impressions will be contingent upon target demographics. Restrictions: Subject to availability and copy approval. Must run in 2025 by 3/31/25 Email kate@adclub.org with questions

Starting Bid: \$ 1,500.00

Value: \$ 5,000.00



#### WCVB-TV Television and Online Package

Media donation to be used on WCVB-TV and WCVB.com TV Component consists of: \$12,500 worth of TV to be used Q1 - Q3 2025. Spots can be :15's, :30's or :60's. Online Component consists of: 500,000 Rotating impressions throughout WCVB.com. Inventory is in the following verticals: Automotive, Finance, Health, Local, Sports, Technology. Online package includes positioning on: Homepage, Section Homepage, Run of a specific Section (i.e. Sports, Personal Finance, Parenting, etc). Sizes / Formats included are: 728x90 and 300x250. Online media must run by end of Q1 - Q3 2025. Restrictions: Media donation cannot be a substitute for cash dollars from an advertiser. Any media used that is part of an advertiser's regular schedule must be above and beyond the cash allocated to the station. Media will be used based on mutually agreeable schedule subject to availability. New advertisers will receive valuation at current rates. Current advertisers will receive valuation based on client-negotiated rates. Email kate@adclub.org with questions

Starting Bid: \$ 8,500.00

Value: \$ 17,500.00



#### WMUR-TV New Hampshire TV Package

Television Package on WMUR-TV/MeTV NH. Schedule to air between January 1, 2025, and September 30, 2025. Gross Rate: \$5,000 Net Rate: \$4,250 Restrictions: - Must be used as incremental dollars only or for new business to WMUR-TV. - Production and/or web advertising is not included in this amount. - All rates will be determined by the station sales management with consideration given to supply and demand. - WMUR-TV reserves the right to decline selling certain time periods or certain weeks based on a variety of factors. - Air time cannot be used by or for political advertising, either candidate, party or political action committee. - Also, it cannot be used for products that appear in the Hearst Television Guidelines as restricted products. For questions: email kate@adclub.org

Starting Bid: \$ 1,250.00

Value: \$ 4,250.00



#### **WNEU Telemundo Boston Media Package**

Package includes \$10,000 net air time on Telemundo. Schedules will be negotiated based on available inventory. Broad rotation, spots to air 5am to 1am Monday to Sunday. Can be :15s or :30s or :60s. Net Rate: \$10,000 Restrictions: - Schedules are based on rate card values and subject to availability at the time of placement. - Commercials are subject to NBCUniversal's Standards & Practices and must meet broadcast standards. - No credits, audience guarantees, substitutions or rebates will be allowed. No cash transacted. - For existing clients: media must be incremental to any planned or existing media buys. Media purchased via the auction CANNOT be used to replace any existing or planned buys. Expiration Date: 12/29/2025 Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

*Starting Bid:* **\$ 2,500.00**

*Value:* **\$ 10,000.00**

CATEGORY: 02 :: Magazine



**Boston Magazine Integrated Package**

PRINT COMPONENT: 1 FP4CB (Full Page Four Color Ad Bleed) ad in Boston Magazine Rate Base: 65,000 Valued at \$28,200 ONLINE COMPONENT: 100,000 Lifestyle impressions on Bostonmagazine.com - To run during same month the winning bidder runs their print ad - Ad sizes include: 300x600, 728x90, 300x250 - Valued at \$1,800 Please note magazine deadlines are 1 month prior to the desired issue date. Restrictions: Strictly for new advertiser (defined as a company that has not run in Boston magazine for Year 2023) or potentially for an existing advertiser with pre-approval of Lynne Montesanto (lmontesanto@bostonmagazine.com /617-785-3974). Must be used within the Year 2024-2025 issuance, and cannot be used in the July Best of Boston issue. Email tom@adclub.org & kate@adclub.org with any questions

Starting Bid: \$ 6,000.00  
Value: \$ 30,000.00



**FP4C Ad in ADDitude Magazine by WebMD**

ADDitude Magazine is required reading for anyone touched by ADHD. ADDitude is a trusted advisor and friend to families and individuals because we understand that ADHD is a lifelong condition that impacts executive function, social and emotional health, self-esteem and happiness. Each quarterly issue of the magazine provides comprehensive content by expert clinicians and patients on ADHD treatments and interventions for adults and caregivers, strategies for school and learning, popular Ask the Expert columns and more Net Value: \$11,560 CPM: \$29 Estimated Impressions: 400,000 readers / estimated 1M impressions (print and digital which is the online copy) Timing: Q1 2025 - Q4 2025 Program Length: Three Months Targeting not included Email kate@adclub.org with questions.

Starting Bid: \$ 2,000.00  
Value: \$ 11,650.00



**FP4C Ad in Forbes' June/July 2025 Self Made Women Issue**

Full page 4 Color ad in our June/July 2025 Issue / Theme: Self Made Women Issue. (please note 2024 issue themes are subject to change). Our 1x open rate for full page four color ad is: \$50,000 (net). Circ Rate: 521,829. With a wide editorial lens and iconic status in the lexicon of American media, Forbes is not just a business magazine and website, but a media brand that documents and promotes innovation across a broad range of platforms and industries. Forbes, the defining voice of entrepreneurial capitalism, is a global media leader that champions success by celebrating those who have made it, and those who aspire to make it. Forbes convenes and curates the most-influential leaders and entrepreneurs who are driving change, transforming business and making a significant impact on the world. For over 100 years, our agenda-setting cover stories have offered business transparency, inspiration and surfaced disruptive new directions. From Rockefeller to Bill Gates, the Great Depression to the Great Recession, Forbes has always provided our readers with critical insight. Restrictions: Not available to Financial Service Advertisers. Forbes Magazine is the audience leader in the business category and has accrued over 3 Million more readers than the closest competitor for an average audience readership of 5.6 Million. Email kate@adclub.org with questions

Starting Bid: \$ 10,000.00  
Value: \$ 50,000.00



**FP4C Ad in Scientific American Full Page Ad + eBlast & Newsletter Inclusion**

One 4-Color page in Scientific American any issue in 2025 / US edition The ad will run on a RHP opposite edit. Package will also include 1 Custom E-Blast and 2 newsletter sponsorships. SciAm's Newsletters keep our audience in touch with the latest developments across a variety of topical categories by highlighting important stories each week. With an average open rate of 42%, our opt-in subscribers are dedicated, loyal, and highly engaged. Net Value: \$61,000 Total est. impressions 1 million+ Can run in Q1 2025, Q2 2025 All advertising creative must be

approved by SA. Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

**Starting Bid: \$ 5,000.00**  
**Value: \$ 61,000.00**

#### **FP4C Ad in The Sunday New York Times Magazine**

1 FP4C ad in The New York Times Newspaper Sunday Edition. Net Value: \$91,025 Guaranteed Impressions: 793,342 (Sunday Circ.) Timing: Must be used Q4 2024 Restrictions: Must be used in 2024. Please email [kate@adclub.org](mailto:kate@adclub.org) with any questions.

**Starting Bid: \$ 10,000.00**  
**Value: \$ 91,025.00**

#### **FP4C National Ad in GOLF DIGEST**

FP4C National Page in a GOLF DIGEST Issue in 2025. Golf Digest is the worldwide authority on how to play, what to play, and where to play golf! BEST-IN-CLASS Teachers, Players and Editors. Net Value: \$180,000 Rate Base: 1,650,000 Reach: 3,600,000 Can be used Q1 2025 - Q4 2025 Restrictions: Creative & placement of advertising contingent on approval by Golf Digest Editorial, and subject to position availability within an upcoming issue of Golf Digest. Timing will be a TBD '25 issue, to be mutually agreed upon by both parties. Creative & Advertiser are subject to final review/approval by Golf Digest. Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

**Starting Bid: \$ 8,000.00**  
**Value: \$ 180,000.00**

#### **Full Page Ad in Bloomberg Businessweek North America**

Full Page 4 / Color ad in our North America edition Rate Base: 228,000+ Open Rate Net Page Value: \$73,1000 To Run Q1 2025 Restrictions: Strictly for new advertiser (defined as a company that has not run in Businessweek for the past 12 months) or existing advertiser with pre-approval of Steve Kelly. For existing advertisers, this must be an incremental to any existing or planned buys. Bloomberg Businessweek provides the ideas, analysis and data global business leaders need to get ahead. Stories look beyond the headlines to give readers fresh perspectives and deeper intelligence on international business news, innovative companies, global economics, technology and industry trends, government policy and more. Drawing on more than 2,400 global news professionals, Bloomberg Businessweek covers the business world like no one else. For questions, please contact and [kate@adclub.org](mailto:kate@adclub.org)

**Starting Bid: \$ 11,000.00**  
**Value: \$ 73,100.00**

#### **Full Page Ad in Globe Magazine**

One FP4C ad in Globe Magazine. Net Rate: \$10,000 Sunday Readership: 652K+ Issues include a compelling mix of "trend" stories, in-depth reports on hot topics, tidbits on local personalities, cooking, design, style and, the latest in home-design and decor. Expiration: Ad must run during the first half of 2025 year by June 30, 2025. Restrictions: - New Advertisers only (defined as not having run print or digital with us in the past 12 months; this includes advertising agencies who are purchasing media on behalf of an advertiser who has not run media with Boston Globe Media in the past 12 months). - Cannot be used in enhanced issues of the Sunday Boston Globe Magazine. - May not be used to fulfill current contracts or existing proposals. - All Ads are subject to Boston Globe Advertising Acceptability Guidelines. Email [kate@adclub.com](mailto:kate@adclub.com) with questions

**Starting Bid: \$ 2,500.00**  
**Value: \$ 10,000.00**

#### **Full Page Print Ad in Harvard Business Review**

Full page, 4-color print ad in Harvard Business Review. Harvard Business Review to determine which issue has space available. Availability to be confirmed at space close. Advertiser to let Harvard Business Review know which issue they prefer. -March/April 2025 issue (materials due 1/14/2025 & on sale 2/18/2025) -May/June 2025 issue (materials due 3/11/2025 & on sale 4/16/2025) Specs: Trim Size: 8.5" x 10.5" or (8 1/2" x 10 1/2") or (216mm x 267mm) Bleed: 0.125" or (1/8") or (3mm) bleed on all sides Safety: All type and important details should be 0.25" or (1/4") or (6mm) from the trim on all four



sides. Additionally, on spread ads, all type and important details should be 5/16" or (0.3125") or (8mm) from both sides of the center mark.  
Gross Value: \$59,500 Net Value: \$ 50,493  
Circulation Rate: 347,551 Rate Base: 210,000  
Will run in either March/April 2025 Issue or May/June 2025 Issue depending on availability  
Restrictions: - Ad materials must be provided to Harvard Business Review by Tuesday, January 14, 2025 for March/April issue or Tuesday, March 11, 2025 for May/June issue. - Offer not available to existing or prior advertisers with HBR. Ad must comply with HBR terms and conditions. Email kate@adclub.org with questions.

**Starting Bid: \$ 7,000.00**  
**Value: \$ 50,493.00**



#### **Two FP4C Ads in The Red Bulletin**

2 FP4C Ads in The Red Bulletin Magazine.  
<https://network.redbullmediahouse.com/en/b/the-red-bulletin> Delivering the unexpected, the international Active Lifestyle magazine, The Red Bulletin tells stories from around the world of Red Bull. Sports, Adventures, Culture, Music, Nightlife, Innovation and Lifestyle - beyond the ordinary. The Red Bulletin and its line extensions offer unique opportunities to enter the world of Red Bull. Benefit from the environment! Median Age: 34 Media HHI: 87K Net Value: \$45,000 Circ. Rate: 400,000 Rate Base // 2.2MM Circulation Timing: Q1 2025 - Q4 2025 Restrictions: No tobacco, energy drinks, energy products, coffee, hydration products allowed.  
Demo:  
<https://www.redbullmediahouse.com/network/the-red-bulletin-us> Email kate@adclub.org with questions.

**Starting Bid: \$ 3,000.00**  
**Value: \$ 40,000.00**

CATEGORY: 03 :: Newspaper



**1/2 PG4C in The Wall Street Journal's Business & Finance Section (National)**

The Wall Street Journal: 1/2 PG4C in Business & Finance Section which runs Tues-Thurs. Net Rate: \$82,792 National Circulation is 697,493 paid for print Timing: Timing: Q1 2025 - Q2 2025 Business & Tech continues WSJs unrivaled coverage of business and marketing news with added focus on the new reality that many businesses have become tech companies in more ways than one. Recurring weekly running M-F article features include: - Boss Talk - Business News - Business Watch - Corporate News Restrictions: - Media donation cannot be used by an existing Wall Street Journal Barron's Group media/advertising partner. - The donation must be purchased by a new advertiser and approved by the WSJ Barron's Group - Cannot replace media already purchased by an existing advertiser - Media is subject to availability Please email kate@adclub.org with questions.

Starting Bid: \$ 9,000.00  
Value: \$ 82,792.00



**1/2 PG4C in The Wall Street Journal's Off Duty Section on Saturday**

1/2 PG4C in Off Duty Section on Saturday in the Wall Street Journal. Net Value: \$82,792 Circulation is 872,691 paid for print. Timing: Q1 2025 and Q2 2025 Off Duty is the 4th section of the Saturday paper providing Journal readers coverage on style, fashion, home, gear, fine dining and entertaining. Engaging the most influential and affluent consumers every Saturday with WSJ Weekend, Off Duty features ideas and advice within 5 unique sections: Style & Fashion; Adventure & Travel; Cooking & Eating; Gear & Gadgets; Design & Decorating. This is a great opportunity for a consumer brand to reach the affluent WSJ audience in a more consumer lifestyle editorial section. Restrictions: - Media donation cannot be used by an existing Wall Street Journal Barron's Group media/advertising partner. - The donation must be purchased by a new advertiser and approved by the WSJ Barron's Group - Cannot replace media already purchased by an existing advertiser - Media is subject to availability Email tom@adclub.org with any questions

Starting Bid: \$ 9,000.00  
Value: \$ 82,792.00



**2 FP4C Ads in both Bay Windows & South End News**

Winning bidder will receive two full page color ads in Bay Windows and 2 full page color ads in South End News. Bay Windows is the only Boston based newspaper serving New England's LGBTQ communities. South End News is the only newspaper specifically serving the vibrant South End neighborhood of Boston. Both newspapers have been serving these communities for over 30 years, distributed bi-weekly and are published on Thursdays. Gross Value: \$6,183.53 Net Value: \$5,256.00 Circulation: 20,000 for Bay Windows and 14,000 for South End News Media will run in: Q4 2024 - Q4 2025. Email kate@adclub.org with any questions.

Starting Bid: \$ 1,000.00  
Value: \$ 5,256.00



**FP4C Ad in Financial Times North America Edition**

FP4C weekday ROP color insertion. Ad dimensions: 22 1/16in x 13 9/16in. The insertion must be used between January and August of 2025. The ad will be booked week commencing, meaning that we only guarantee the week the ad will run, not the exact date. Estimated Impressions: Approximately 35,000 circulation Email kate@adclub.org with questions.

Starting Bid: \$ 10,000.00  
Value: \$ 48,357.00





#### Front Page Ad in Boston Sunday or Daily Boston Globe

Be seen by placing your ad on the front page of the Boston Sunday or Daily Boston Globe. The Boston Globe is a 27-time Pulitzer Prize winning news source featuring premium national and local content daily. With the largest newsroom in the region, The Boston Globe provides more news, analysis and information about community events, sports and entertainment than any other local news source. Estimated Readership: 652k+ Specs: This high impact color ad is a 6x2.5 Strip. Expiration: Ad must run during the first half of 2025 year by June 30, 2025. Restrictions: - Copy / Creative must be supplied by Advertiser/Agency - All copy is subject to review and approval prior to publication - Please allow 7 days for creative approval - No ads promoting liquor, guns, tobacco, sex or sexually suggestive images, no advocacy ads, no ads that are heavily text-oriented that approximate the look of stories - Space must be reserved at least seven days prior to run date and date pre-approved - If creative copy is not approved for front of paper, advertiser may substitute for equal value within paper - Dates are subject to availability - New Advertisers only (defined as not having run print or digital with us in the past 12 months; this includes advertising agencies who are purchasing media on behalf of an advertiser who has not run media with Boston Globe Media in the past 12 months). - May not be used to fulfill current contracts or existing proposals. Email kate@adclub.com with questions

Starting Bid: \$ 6,500.00  
Value: \$ 30,000.00



#### Integrated Package from Page Six

Package included Half Page Print ad Adjacent to Page Six Editorial Content and 1MM Digital Impression Across Pagesix.com Geo-targeted to the Greater Boston DMA Net Value: \$18,000 Guaranteed Digital Impressions: 1MM Program Length: Minimum 2 weeks; Maximum 1 month Media can run: Q4 2024, Q1 2025 by 3/31/2025 Banner Sizes: 970x250, 300x600, 300x250, 320x50, 728x90 Restrictions: Media to completed by 03/31/25. Print adjacency is pending availability. Total value of media placements is equivalent to \$18k. For questions, email kate@adclub.org

Starting Bid: \$ 4,000.00  
Value: \$ 18,000.00



#### Massachusetts Print Package from USA Today/LocalIQ

3 Full Page Color Ads Which can be run in: Worcester Telegram Gazette, Cape Cod Times, MetroWest Daily News, Patriot Ledger, Brockton Enterprise, Standard Times or Portsmouth Herald. Winner can choose a combination of 3 publications or run all three ads in one publication. Net Value: \$10,000 Can be used Q4 2024 Restrictions: Must be used by 12/31/24 Email kate@adclub.org with questions.

Starting Bid: \$ 2,500.00  
Value: \$ 10,000.00



#### One FP4C ad in the Daily Edition of The Washington Post

One FP4C ad in the Daily Edition of The Washington Post Newspaper. Daily Net Value: \$119,700.00 Ad Unit: Full Page Color Dimensions: 12" wide x 21" deep Daily Edition: 1 insertion - Day of week of your choice - Monday thru Saturday Section: Main News or section of choice Daily Readership: 462,365 - Paid opt-in audience Media Available: Q1 2025 through Q3 2025 The Washington Post Newspaper is the most effective way to reach the affluent and influential readers in perhaps the most important market in the nation. The Washington Post is the most-widely circulated newspaper within the Washington metro area, reaching over 705k readers Daily. Our print and digital products work together to reach 1 out of 2 adults in the Washington market. Restrictions: - Available to an advertiser who has not run in The Washington Post newspaper in the last 24 months - Space is based on date of interest availability - Best available position provided in section of choice - Space deadlines 5 business days prior to the publication date and materials in final pdf format is needed at least 2 business days prior to publication. Email kate@adclub.org with questions.

Starting Bid: \$ 12,000.00  
Value: \$ 119,700.00



**One Full or Two Half Page 4C Ads in USA  
Today + 100k Digital Impressions**

One full page ad, (full flex date Mon - Friday) in USA TODAY. Winner can choose to run as two half page 4c ads instead. Package includes 100k in rotational display impressions. Full page ad net cost = \$60,000 Monday - Thursday average circulation = 158,545 Friday Circulation: 180,381 100k digital impressions net cost = \$800 / CPM: \$8 / No Targeting Sizes: 300x250, 320x50, 300x600, 970x250 banners Restrictions: Full section and date flex (ad will run within any of the paper's four sections during a two-week time frame). Expiration Date: For use anytime in 2025, by 12/31/25. For questions: email kate@adclub.org

**Starting Bid: \$ 15,000.00**  
**Value: \$ 60,800.00**



**Print Ad in the Boston Business Journal  
2025 Book of Lists**

FP4C ad in the BBJ's 2025 Book of Lists (publishes Dec. 2024). Book of Lists ad value is \$12,100 which is a 10 percent premium placement. Restrictions/Deadlines: - Must be a new advertiser who hasn't run with The Boston Business Journal in the past 1 year (12 Months). - Cannot be an extension or add on to an existing/proposed program. - Ads must be approved by the publisher and must be placed direct, not via agency. The Boston Business Journal is the premier media solutions platform for companies strategically targeting business decision makers. We deliver a total business audience of over 11,000 paid print and digital subscribers and over 2.5 million average page views monthly via our web site, bostonbusinessjournal.com. Our media products provide comprehensive coverage of business news from a local, regional and national perspective. We have more people, publications and websites covering our nation's business than any other business media organization. Please contact kate@adclub.org for full specs or questions.

**Starting Bid: \$ 1,250.00**  
**Value: \$ 12,500.00**



**Print Package from The Maine Trust for  
Local News - Maine's Largest Media Network**

\$10,000 worth of print advertising in any combination of these daily newspapers: - Portland Press Herald/Maine Sunday Telegram - Sun Journal (Lewiston) Central Maine Newspapers: - Kennebec Journal & Morning Sentinel (Augusta/Waterville) - The Times Record (Brunswick). Schedule to be determined based on availability. Timing: Can be used now through 12/31/2025 Restrictions: For a new advertiser (defined as a company that has not run with any Maine Trust for Local News property in the past 12 months) or an existing advertiser with pre-approval from the publisher. If approved, client would need to guarantee that this is incremental to any planned or existing buys and cannot use these donated assets in place of scheduled paid advertising. Email kate@adclub.org with questions.

**Starting Bid: \$ 1,250.00**  
**Value: \$ 10,000.00**

CATEGORY: 04 :: Out of Home



**\$10K from Volta Media**

\$10K Net for EV Charging Screens to run across 41 screens. The Volta Media network is strategically located where people already spend their time and money, so forward-thinking brands can reach consumers moments before they enter a store. Our network of over 6,800 eye-catching digital out-of-home screens on Shell Recharge electric vehicle charging stations can help deliver measurable outcomes through precise targeting, creative capabilities, and programmatic buying options. Net Value: \$10k Estimated Impressions: 695,410 CPM: \$14.38 Creative Duration: :08 seconds Size: 1920 x 1080 To run in 1 4-week period Timing: Can run Q1 2025 Creative Deadline: 5 days before run start date Restrictions: - IPG Agencies are excluded from bidding on this media. - Impression volumes and costs are not guaranteed at the venue level - All rates are subject to change based on market demand and inventory availability - Mobile Retargeting is subject to feasibility based on the final plan details. Specifically: the budgeted impressions, station screen count and partner capabilities - All motion creative (MP4) assets must include a static companion Spec Sheet: <https://www.shell.us/business-customers/volta-media-a-shell-brand.html#ad-specs>

Starting Bid: \$ 2,500.00  
Value: \$ 10,000.00



**\$50,000 In-App Media Spend from Lyft**

Lyft Media is donating \$50,000 to be used by the winning brand to spend across Lyft Media's National In-App platform. Final products utilized to be worked out with Brand, Agency, and Lyft Media. Net Value: \$50,000 CPR (Cost per Ride): \$20 Can be used Q4 2024, Q1 2025 Email [kate@adclub.org](mailto:kate@adclub.org) with questions. Kate

Starting Bid: \$ 12,500.00  
Value: \$ 50,000.00



**\$50,000 In-App Media Spend from Lyft**

Lyft Media is donating \$50,000 to be used by the winning brand to spend across Lyft Media's National In-App platform. Final products utilized to be worked out with Brand, Agency, and Lyft Media. Net Value: \$50,000 CPR (Cost per Ride): \$20 Can be used Q4 2024, Q1 2025 Email [kate@adclub.org](mailto:kate@adclub.org) with questions. Kate

Starting Bid: \$ 12,500.00  
Value: \$ 50,000.00



**\$50,000 In-Car Tablet Media Spend from Lyft**

Lyft Media is donating \$50,000 to be used by the winning brand to spend across Lyft Media's National In-Car platform. Final products utilized to be worked out with Brand, Agency, and Lyft Media. Net Value: \$50,000 CPR (Cost per ride): \$50 Can be used Q4 2024, Q1 2025 Email [kate@adclub.org](mailto:kate@adclub.org) with questions. Kate

Starting Bid: \$ 12,500.00  
Value: \$ 50,000.00



**1 Digital Bulletin in Boston for 4-Week Flight from Lamar (Package #1)**

1 digital slot on Lamar's digital bulletin inventory for a 4-week Flight in the Boston market. Average Impressions: 181,610 per week 726,441 per 4 weeks In Massachusetts all spot lengths are 10 seconds - MA DOT regulation. One year until September 30, 2025 to use this unit. Restrictions: Space only. The winner needs to supply artwork. Subject to space availability. Please contact [kate@adclub.org](mailto:kate@adclub.org) for full list of locations.

Starting Bid: \$ 1,750.00  
Value: \$ 6,000.00



#### 1 Digital Bulletin in Boston for 4-Week Flight from Lamar (Package #2)

1 digital slot on Lamar's digital bulletin inventory for a 4-week Flight in the Boston market. Average Impressions: 181,610 per week 726,441 per 4 weeks In Massachusetts all spot lengths are 10 seconds - MA DOT regulation. One year until September 30, 2025 to use this unit. Restrictions: Space only. The winner needs to supply artwork. Subject to space availability. Please contact kate@adclub.org for full list of locations.

Starting Bid: \$ 1,750.00  
Value: \$ 6,000.00



#### 1 Static Bulletin in Providence for 4-Week Flight from Lamar

One 14' x 48' static bulletin in Providence, 4-week flight. Value: \$7,500. Lamar will also cover production costs, valued at \$1500. Total Value of board plus production: \$9,000 Average Impressions: 620,031 per week 2,480,125 per 4 weeks Valid for one year until September 30, 2025 to use this unit. Impressions: Will not know until location is chosen. Subject to space availability. Please contact kate@adclub.org for full list of locations.

Starting Bid: \$ 1,750.00  
Value: \$ 9,000.00



#### 15 Posters in Greater Boston -OR- 5 Digital Bulletin Spots from Clear Channel Outdoor

Winning bidder may choose between EITHER Option A or Option B as outlined below: Option A: 15 poster locations in the Boston DMA (general market, TBD by Clear Channel Outdoor), 4-week flight/campaign. Date to be mutually agreed upon. Value: \$18,750. Restrictions: Subject to availability. Not transferable or available to political candidates. Cannot be applied to prior contracts. Option B: 5x (:10) digital bulletin spots in the Boston DMA. 4-week flight/campaign. Dates to be mutually agreed upon. Locations TBD by availability based on campaign timing. Value: \$40,000. Restrictions: Creative approval required. Subject to availability. Not transferable or available to political candidates. Cannot be applied to prior contracts. Expiration Date: Discounted pricing only available to bidders during dates of media auction. Media placement will run for four weeks, and must start in Q1 2025. Can start on any available date in Q1 2025. Media could potentially run into Q2 as long as the start date of the 4-week period is in Q1. Email kate@adclub.org with any questions.

Starting Bid: \$ 6,000.00  
Value: \$ 40,000.00



#### 3-Month Greater Boston Digital OOH Campaign from Soofa

3 Months of digital inventory on our hyper-local Soofa signs around the greater Boston area. This campaign can support 1 advertiser (Must be different from previous years) for the entire 3 months, or split up into monthly increments. Each advertiser's campaign will receive 1 slot/hour of operation for the duration period. Neighborhoods may include Allston, Ashmont, Brookline, Everett, Fenway, Lynn, Malden, Medford, Seaport and Watertown. Net Value: \$15,000 CPM: \$20 Estimated Impressions: 750,000 MUST run: Q1 2025 Targeting: Demographic and geo, based on Geopath auditing Sizes/Formats: 2160x2160 Restrictions: - Available for new advertisers only (For questions if your brand would be considered a "new" advertiser, please email kate@adclub.org) - Cannot be won by the previous year's media auction winner. - Cannot replace paid or existing plans with Soofa. - This package cannot support advertising content including political campaigns, cannabis, alcohol, nudity, or otherwise inappropriate content. - Advertising campaign creative will be approved by an internal Soofa employee before posting. Email kate@adclub.org with questions.

Starting Bid: \$ 3,750.00  
Value: \$ 15,000.00



#### 5 Boston Pedicabs with Full Vinyl Wraps from Coaster Cycles

FIVE pedicabs fully branded with Full Vinyl wraps offering free rides for 6 hrs/day for 2 days. Dedicated pedicab program allows client/winning bidder to determine exact location to operate pedicabs and where to drop off passengers. All rides would be free compliments of client, and pedicab drivers would be outfitted in client uniform and act as brand ambassador on behalf of client. Excellent opportunity for product launches, store openings, recruiting campaigns, conventions/events, and sampling initiatives. Detailed Proof of Performance report and pictures delivered at end of program. Timing: Campaign available for winner's choice for use in October 2025, or November 2025 (Black Friday and Thanksgiving excluded). Restrictions: Please note that this would include print/production of vinyl wraps as part of the campaign. All creative must be approved by Pedicab Outdoor. Creative Deadlines are 30 days prior to flight. Cannot be split between other months and campaign must run consecutive days. Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

Starting Bid: \$ 1,500.00  
Value: \$ 15,500.00



#### Boston Essentials - 3 Month Flight on SOS Digital Network

A three-month flight on SOS's network of DOOH screens -- found on smart vending machines selling health and wellness essentials including free period care products -- in prominent Boston locations such as the Prudential Shopping Center, South Station, Boston City Hall, and throughout the Financial and Seaport Districts. Minimum 10% Share of Voice. Creative refreshes and location-specific targeting available. CPM: \$20 Estimated Impressions: 300,000 Timing: Q1 2025, Q2 2025 Restrictions: Excluded categories: cannabis, tobacco, sexual content, firearms, politics. Other location-specific restrictions may apply. Reel: <https://youtu.be/tKs3D-cCaZY> Email [kate@adclub.org](mailto:kate@adclub.org) with questions

Starting Bid \$ 1,250.00  
Value: \$ 6,000.00



#### Boston Street Furniture from JCDecaux

JCDecaux Boston street furniture includes over 700 backlit advertising panels in the best locations, offering entire market coverage or targeted programs in Boston's key neighborhoods. JCDecaux's street furniture is strategically located downtown, on busy main streets, in and around tourist attractions, near all local sports venues, historical sites, shopping boutiques, and businesses. Inventory also includes the largest street-level digital network in Boston with 50 86" digital screens located throughout downtown Boston and the Back Bay. Number of Impressions & Units: Dependent upon where in the city the inventory is utilized. CPM: \$10 Estimated Impressions: TBD: Based on final locations chosen Can Run: Q1 2025 - Q4 2025 Does not include targeting Restrictions: - Valid in 2025 only (Q1 2025 - Q4 2025) / campaign must run entirely in 2025 - Production or other service costs not included - Cannot be won by the 2023's auction winner. - If winner is an existing JCDecaux client, auction value must be incremental to 2023's media spend. - Media purchased via the auction cannot be used to replace any past, existing, or planned campaigns. Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

Starting Bid: \$ 2,500.00  
Value: \$ 10,000.00



#### Branded Cities' Times Square Midtown Mosaic

Branded Cities is providing one :15 second spot per ad loop on our Times Square digital spectacular, the Midtown Mosaic (a synced network of multiple screens), for one week. This collection of digital signage consisting of 4 digital signs, welcomes commuters and visitors alike to the Crossroads of the World in midtown Manhattan. Located on 42nd Street, these digital signs target both eastbound and westbound traffic on Manhattan's 42nd Street, one of the main commuting corridors in the city, linking Grand Central to the Port Authority. This digital network of high-impact signs stands at one of the entrances to Manhattan's busiest subway station, Times Square/42nd Street, which services the 1, 2, 3, 7, S, N, Q, R, W, A, C and E trains. In the immediate area, these digital signs are located steps from two of Broadway's highest grossing plays, Harry Potter & The Cursed Child and Disney's Aladdin, as well two of America's highest grossing movie theaters, AMC Empire 25 and Regal 42nd

Street. Net Value: \$11,250 Estimated Impressions: (weekly adult 18+ impressions) 1,792,659 Can be used Q1 2025 Program Length: 1 Week in length, 7 consecutive days, starting on a Monday ending on a Sunday. Dates subject to approval and availability. Time period not guaranteed. Restrictions: - No discriminatory - containing pictures or text advocating prejudice or discrimination against any race, national origin, religion, disability or handicap, gender, age, or sexual orientation - No religious - No "political advertising" without prior written consent, where "political advertising" shall mean public policy, advocacy, political party or candidate advertising - No Gambling/no ads for betting, lotteries or gambling, other than for national or local government-sanctioned lotteries such as state-sponsored lotteries in the United States; provided that the foregoing in this sentence shall only include advertising directly related to gambling activities (e.g. Blackjack or the lottery) and shall not be deemed to prohibit, for example, hotels whose name contains the word "Casino", gambling destinations such as Atlantic City or Las Vegas, or restaurants or shows in hotels or other venues that permit gambling - No tobacco, tobacco brand or tobacco product advertising - No firearms and other weapons - Prescription drugs, diet drugs & diet regimens - No advertisements offering unsubstantiated claims - Pharmaceutical advertising to consumers must be in compliance with FDA guidelines for Direct to Consumer (DTC) advertising. Photosheet: [https://brandedcities.com/wp-assets/photosheets/ny/ny\\_mosaic\\_ps.pdf](https://brandedcities.com/wp-assets/photosheets/ny/ny_mosaic_ps.pdf) Specs: [https://www.brandedcities.com/wp-assets/specsheets/ny/ny\\_mosaic\\_spec.pdf](https://www.brandedcities.com/wp-assets/specsheets/ny/ny_mosaic_spec.pdf)

Starting Bid: \$ 2,750.00  
Value: \$ 11,250.00



#### Captivate Office & Residential Screens (RON)

\$25k of Captivate's Run-of-Network office and residential inventory in the Boston market. CPM: \$12 Estimated Impressions: 2,083,333 Can be used: Q4 2024, Q1 2025 by 3/31/25 Program Length: Depends on inventory availability at time of purchase Media is full RON in Boston market Targeting capabilities pending inventory availability Restrictions: - Media must run by the end of Q1 '25, - No reselling of inventory to other parties Email [kate@adclub.org](mailto:kate@adclub.org) with any questions.

Starting Bid: \$ 6,250.00  
Value: \$ 25,000.00



#### Digital Billboard Spectacular from New Tradition

This digital spectacular is located on the corner of the trendy Moxy Hotel in Boston's popular Theater District, steps from the world-famous Boston Common. This two-sided corner spectacular sits at the intersection of Tremont & Stuart Streets, targeting both pedestrian and vehicular traffic heading towards the endless entertainment Boston has to offer, including The Wilbur, Boch Center, Fenway Park, Chinatown, Boston Common, art galleries, theaters, fine dining, and nightlife destinations. Net Value: \$52,117 Estimated Impressions: 2,955,211 Timing: Q4 2024, Q1 2025, Q2 2025 (by 6/30/25) Program Length: 4 Weeks Restrictions: - Content is subject to final approval prior to posting. - Restricted categories include: content featuring alcohol, illicit/recreational drugs, weapons, violence, nudity. Email [kate@adclub.org](mailto:kate@adclub.org) with questions

Starting Bid: \$ 12,000.00  
Value: \$ 52,117.00



#### Digital Units on Firefly Digital OOH Network

We are internet connected smart screens on taxis and ride-shares in markets across the US: New York, Miami, Chicago, San Francisco, Los Angeles, Dallas, Las Vegas & Boston. Net Value: \$25,000 CPM: \$10 Estimated Impressions: 2,500,000 Timing: Can run Q1 2025 - Q4 2025 Restrictions: Unable to run ads for Tobacco, Cannabis, Political, adult entertainment, gambling among some others. Placement: This can run across our digital taxi and ride share network in the markets listed above. Targeting: Yes geo-targeting available / can geo-target ads to run in certain zip codes/neighborhoods, etc. Size: 560x160 Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

Starting Bid: \$ 6,250.00  
Value: \$ 25,000.00



#### Front & Center Cinema Pre-Show Spots from Screenvision

Run of show :30 schedule on our cinema pre-show. We will deliver up to 500,000 P2+ admissions which is a \$25,000 net value. CPM: \$50 P2+ CPM Estimated Impressions: 500,000 P2+ admissions Can be used: Q4 2024, Q1 2025, Q2 2025, Q3 2025 Restrictions: - In the event of any under-delivery Screenvision will make every attempt to add in ADU within the contracted flight. - Screenvision reserves the right to utilize ROS & In-Lobby inventory as ADU. - All Creative must be approved by Screenvision and our Exhibitor Partners. - Client produced creative is due 1 week prior to start date unless otherwise stated. - All Scatter deals are 100% Non-Cancellable Email kate@adclub.org with any questions.

Starting Bid: \$ 4,000.00

Value: \$ 25,000.00



#### GPS Screens at New England Country Club from Tagmarshal

Connect with premium Golf audiences with this package from Tagmarshal which includes 2 hole sponsorship at New England Country Club. This includes 3 ad slots on the holes that you sponsor and on that hole you get 100% SOV for 3 months. This is a semi-private club located in Bellingham, MA Restrictions: Course has the right to turn down an ad they feel isn't suitable for the course. Net Value: \$1,000 Estimated Impressions: 25,000 Can Run: Q4 2024, Q2 2025, Q3 2025 Length: 3 Months Email kate@adclub.org with questions

Starting Bid: \$ 250.00

Value: \$ 1,000.00



#### Guerrilla Mobile Billboards

Two (2) Guerrilla Billboards mobile billboard trucks, each running for five (5) consecutive days, eight (8) consecutive hours daily, between January 1, 2025 and December 31, 2025. Operating area is Greater Boston, ranging from the New England Aquarium out to the I-495 beltway; plus the I-95/U.S. Route 1 corridor from Newburyport up through Seacoast NH, to Portland, ME. Restrictions: - Cannot be used for political ads or existing Guerrilla Billboards clients, and is subject to equipment availability. - Production not included. Production costs & set-up typically runs \$1,500/billboard truck. - Can be used 1/1/25 thru 12/31/25 Email kate@adclub.org with questions

Starting Bid: \$ 1,750.00

Value: \$ 9,500.00



#### Liquid San Diego's Digital Network - 4 Digital Kiosk Faces

4 digital kiosk faces at Flower Hill in Del Mar, CA. 10 Sec spot / 60 sec loop / 6 ads. Gross Value: \$10,240 Net Value: \$6,400 Weekly 18+ impressions: 605,945 Media can run during: Q4 2024 - Q4 2025 by 12/31/2025 Program Length: 4 weeks Size: 1920 x 1080 Restrictions: Based upon space availability Email kate@adclub.org with questions.

Starting Bid: \$ 1,000.00

Value: \$ 6,400.00



#### Liquid's Cleveland Digital Network - 10 Digital Kiosk Faces

10 Digital Kiosk faces across Liquid's Digital Network consisting on Crocker Park and Eton within the Cleveland, OH DMA. 10 sec spot/60 second loop/6 ads. Gross Value: \$13,000 Net Value: \$8,100 CPM: 3.60 Guaranteed Impressions: 686,704 Timeframe: Can be used Q4 2024 - Q4 2025 by 12/31/2025 Program Length: 4 weeks Sizes: 1920 x 1080 Restrictions: Dependent upon space availability Email kate@adclub.org with questions.

Starting Bid: \$ 1,750.00

Value: \$ 8,100.00



#### Liquid's Miami Digital Network - 15 Digital Faces Across 3 Networks

15 Digital Kiosk faces across Liquid's Digital Network including River Landing, Midtown Miami Digital Kiosks, Mary Brickell Village and Pembroke Gardens - 10 sec spot/60 sec loop/6 ads. Net Value: \$22,5000 Estimated impression: 8,357,165 Impressions: TBD based on timing Size: 1920 x 1080 Format: Can be static image or full motion spot (mp4) Program Length: One 4-week period Timeframe: Can be used Q4 2024 - Q4 2025 by 12/31/2025 Restrictions: Dependent upon space availability Email kate@adclub.org with questions

Starting Bid: \$ 4,000.00

Value: \$ 22,500.00



#### Liquid's New Hampshire Digital Network - 8 Digital Kiosk Faces

8 Full-Motion kiosk faces in Tuscan Village - Premier Open-Air Lifestyle Center in Salem, NH. Nestled in the heart of Salem, New Hampshire is Liquid Outdoor's premier Lifestyle Center for the Boston DMA. Tuscan Village is a vibrant, 170-acre mixed-use development that redefines the shopping, dining, and living experience. Combining the charm of an Italian village with modern amenities, Tuscan Village offers a unique destination for families, professionals, and tourists alike. With over 2 million square feet of retail space, Tuscan Village boasts an impressive selection of high-end shops, boutique stores, and specialty retailers. Visitors can indulge in an array of culinary delights, from casual eateries to fine dining restaurants, all curated to provide a memorable consumer journey. The community features luxury residential units, Class-A office spaces, and a state-of-the-art medical center, all designed with a focus on convenience and elegance. The village also hosts year-round events, including outdoor concerts, festivals, and seasonal markets, creating a lively atmosphere for visitors of all ages. Advertisers will find Tuscan Village Salem to be an unparalleled platform for reaching a diverse and engaged audience. With its prime location, exceptional amenities, and a blend of local and national brands, Tuscan Village offers an ideal setting to elevate your brand and connect with consumers in a dynamic, upscale environment. Net Value: \$15,360 CPM: N/A Estimated Impressions: TBD Timeframe: Can be used Q4 2024 - Q4 2025 by 12/31/2025 Program Length: 4 Weeks Restrictions: Client and copy are subject to approval. Creative can be static or full motion Demo Reel: <https://www.dropbox.com/scl/fi/cnho3a4lcjoi8t18w1yfl/Tuscan-Village-Digital-Kiosks.pdf?rlkey=vyivh38b5in8j05fmpolxzhw&dl=0> Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

Starting Bid: \$ 3,750.00

Value: \$ 15,360.00



#### Liquid's Orlando Digital Network - 12 Digital Kiosk Faces

Digital Kiosk Network within Pointe Orlando Lifestyle Center. Includes 12 Digital Kiosk Faces. 15 second spot, 90 second loop. Full Motion. Net Value: \$28,000 CPM: \$14.10 Guaranteed Impressions: 1,983,164 Specs: 1920 x 1080 Timing: One 4-week period Can be used Q4 2024 - Q4 2025 by 12/31/2025 Restrictions: Must be family-friendly advertiser. Based on availability Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

Starting Bid: \$ 4,000.00

Value: \$ 19,200.00



#### Liquid's Tampa Digital Network - 12 Digital Kiosk Faces

Digital Kiosk Network within Midtown Tampa Lifestyle Center. Includes 12 Digital Kiosk Faces Net Value: \$28,000 CPM: \$8.60 Guaranteed Impressions: 3,363,404 Specs: 1920 x 1080 Timing: One 4-week period Can be used Q4 2024 - Q4 2025 by 12/31/2025 Restrictions: Must be family-friendly advertiser. Based on availability Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

Starting Bid: \$ 5,000.00

Value: \$ 28,000.00



#### Mesmerize Digital Point of Care Network (In-Office & Pharmacy)

Mesmerize Digital Point of Care - :15/:30 media In-Office Physician &/or Pharmacy, 4 week program across 100 locations within the US Net Value: \$20,000 CPM: 45.92 Estimated Impressions: 435.5k Can be used Q4 2024, Q1 2025 Targeting: Based on avails, inventory to run during a 4 week flight duration. Winning bidder must have some flexibility on timing and is responsible for providing media assets per creative specs. Advertiser to be flexible to where inventory is available, and if/where there may be a competitive issue for approval. Specific market(s) inventory needs to be cleared by Mesmerize in advance to ensure availability. Package available to new advertisers only. For existing clients - media must be incremental to any planned or existing media buys. Media purchased via the auction CANNOT be used to replace any existing or planned buys. Expiration Date: Media to run within 6 months of purchase date. For more information please email [kate@adclub.org](mailto:kate@adclub.org)

Starting Bid: \$ 5,000.00

Value: \$ 20,000.00





#### **NYC Lower Manhattan Dedicated Wildpostings from Pearl Media**

Pearl Media's dedicated wildposting package includes 10 high impact street level placements around lower NYC cover key areas like Tribeca and the Lower East Side. Each location accommodates 2 full size ad posters. Net Value: \$40,000 CPM: \$7.97 Estimated Impressions: 5,012,720 Can be used: Q4 2024 - Q4 2025 Program Length: 4 Weeks Restrictions: Offensive or explicit content may be denied. Email [kate@adclub.org](mailto:kate@adclub.org) for more details on the 10 specific locations. Please email [kate@adclub.org](mailto:kate@adclub.org) with questions.

**Starting Bid: \$ 10,000.00**  
**Value: \$ 40,000.00**



#### **San Francisco/Bay Area: 6 Digital Kiosk Faces from Liquid Outdoor**

Six digital kiosk faces at City Center Bishop Ranch - 10 Sec spot / 60 sec loop / 6 ads. City Center Bishop Ranch is new premiere downtown destination for locals and visitors in the San Francisco Bay Area. This affluent lifestyle center is centered in San Ramon, one of the wealthiest cities in the country with 64% of households earning six figure incomes and more than 25% earning \$200k or more. City Center offers a variety of distinctive shopping, dining, and entertainment experiences as well as an expansive piazza for quality year-round entertainment, events, concerts, and cultural celebrations, attracting a wealthy customer base. Gross Value: \$14,400 Net Value: \$9,000 Program Length: One 4-week period Timeframe: Can be used Q4 2024 - Q4 2025 by 12/31/2025 Size: 1920 x 1080 Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

**Starting Bid: \$ 1,500.00**  
**Value: \$ 9,000.00**



#### **Static Spectacular in The Penn District (NYC) from Silvercast**

Static Spectacular known PENN District Garden View South (NYC-603). Sitting at the world's most bustling intersection on 7th Avenue and 34th Street, outside the new BILLION+ DOLLAR redeveloped New York Penn Station, sits this towering wall. This striking wallscape offer visibility to millions of pedestrians commuting through the major Subway lines, NJ Transit, LIRR, Amtrak, and those heading to Madison Square Garden events! 2 PENN and the surrounding streets are filled with food destinations such as Bar Primi, Anita Gelato, Roberta's, Raising Canes, and much, much more! The Penn District now offers an unmatched presence in New York City. Net Value: \$50,000 Estimated Impressions: 18,200,000 over 4 weeks Media can run: Q4 2024 through Q1 2025 Program Length: 4-weeks. Exact timing to be determined and predicated on space availability for the selected timing. Restrictions: - The buyer will responsible to pay for the installation and production which is a total of \$13,750. - Creative approval required. - Artwork is needed 2 weeks prior to the start date. Email [kate@adclub.org](mailto:kate@adclub.org) with questions or full full spec sheet.

**Starting Bid: \$ 6,000.00**  
**Value: \$ 50,000.00**

CATEGORY: 05 :: Radio



**\$1500 FROM WAQY Rock 102 Springfield**

\$1,500 Advertising Package including thirty :30-second commercials to run Monday through Sunday 6am-7pm on WAQY. Media can run: Q4 2024, Q1 2025, Q2 2025 Restrictions: -Cannot be used toward political/issues advertising -Can only be used in the 1st 2 weeks of the month, in a non political window. Email kate@adclub.org with questions.

Starting Bid: \$ 250.00  
Value: \$ 1,500.00



**\$2,500 in Radio Advertising from Cumulus Media**

\$2,500 in radio advertising from Cumulus Media for WXLO Worcester/Boston, WWFX or WORC FM. Net Value: \$2,500 Media will run in: Q1 2025 Program Length: 30 second commercials Restrictions: Must not have advertised on WXLO, WWFX or WORC FM within the past 13 months. For questions, email kate@adclub.org

Starting Bid: \$ 500.00  
Value: \$ 2,500.00



**101.7 The Bull :30 Second Spot Schedule**

101.7 The Bull :30 second spot schedule. Twenty Five (25) Spots, Monday-Sunday 6am-12am @ \$200 each. Spots can run 6am - 12midnight based on availability. Restrictions: Subject to availability. Valid 1 year from date of purchase. Email kate@adclub.org with questions.

Starting Bid: \$ 750.00  
Value: \$ 5,000.00



**89.5 FM Quahog Country Radio**

3 months of (90) :20 second underwriting announcements per month to run 6a-8p Monday - Sunday. Total spots: 270X. Net Value: \$2,000 Underwriting Announcement Length: :20s Timing: Q4 2024 - Q4 2025 Demo: <https://vimeo.com/555260614> Donated by Nantucket Public Radio. Email kate@adclub.org with questions.

Starting Bid: \$ 400.00  
Value: \$ 2,000.00



**97-7 ACK-FM Nantucket's True . Island . Radio**

2 months of (60) :30 second spots per month to run 6a-10p Monday - Sunday. Total spots: 120X. Net Value: \$4,950 Spot Length: :30s Timing: Q4 2024 - Q4 2025 <https://vimeo.com/337759311> Email kate@adclub.org with questions.

Starting Bid: \$ 700.00  
Value: \$ 4,590.00



**99.5 CRB Classical Radio Boston: Multi-platform Program on CRB Classical Radio + Digital Platforms**

32 spots (16 per week for 2 weeks) Weekly Schedule: 12 M-F 6a-8p 4 SaSu 8a-8p 15,000 impressions audio pre-roll 15,000 impressions wgbh.org Logo and link in 2 "The Note" eNewsletters Restrictions: Current sponsors of CRB or GBH cannot reduce their annual support by using this offer. Media donation cannot be a substitute for cash dollars. Subject to station inventory availability. Winner must follow FCC Guidelines for radio copy. Expiration Date: All assets must be used by June 30, 2025 Email kate@adclub.org with questions.

Starting Bid: \$ 1,250.00  
Value: \$ 5,000.00



#### BIG 103 Media Package

(25) :30 second commercials to air Monday through Sunday, 5am-1am. Best Times Available. Exact week to be determined based on available inventory. Restrictions: Cannot be used for market avails. This package cannot replace an existing or pending media buy on WBGB. Valid 1 year from date of purchase. Email kate@adclub.org with questions

Starting Bid: \$ 1,000.00  
Value: \$ 10,000.00



#### Classical 95.9 :60 Spot Schedule

Choice between: 40 (:60s) commercials OR 55 (:30s) per month, for 9 months in 2025. Net Value: \$8,640 Can be used Q1 2025, Q2 2025, Q4 2025 Restrictions: - Excludes Q3, 2025 entirely. - Spots must be used monthly. Cannot use all 40 spots in two weeks or less. Email kate@adclub.org with questions.

Starting Bid: \$ 500.00  
Value: \$ 8,640.00



#### GBH Radio Package: Multi-Platform Program on GBH Boston Public Radio + Digital Platforms

16 spots over 1 week Weekly schedule: 10 spots M-F 5a-8p 6 spots SaSu 8a-8p 10,000 impressions audio pre-roll 15,000 impressions wgbh.org Logo and link link in one eNewsletter Restrictions: Current sponsors of CRB or GBH cannot reduce their annual support by using this offer. Media donation cannot be a substitute for cash dollars. Subject to station inventory availability. Winner must follow FCC Guidelines for radio copy. Expiration Date: All assets must be used by June 30, 2025. Email kate@adclub.org with questions.

Starting Bid: \$ 1,250.00  
Value: \$ 5,000.00



#### JAMN 94.5 :30 Second Spot Schedule

JAMN 94.5 :30 second spot schedule. Twenty Five (25) Spots Monday-Sunday 6am-12am @ \$200 each. Spots can run 6am - 12 midnight based on availability. Restrictions: Subject to availability. Valid 1 year from date of purchase. Email kate@adclub.org with questions

Starting Bid: \$ 1,300.00  
Value: \$ 5,000.00



#### Kiss 108 :30 Second Spot Schedule

Kiss 108 :30 second spot schedule. Thirteen (13) Spots Monday-Sunday 6am-12am @ \$400 each. Spots can run 6am - 12 midnight based on availability. Restrictions: Subject to availability. Valid 1 year from date of purchase. Email kate@adclub.org with questions

Starting Bid: \$ 1,750.00  
Value: \$ 5,200.00



#### Mix 104.1 - WBMX Radio Package

(25) :30 second commercials to air Monday - Sunday, 5am-1am. Best Times Available. Exact week to be determined based on available inventory. Restrictions: Cannot be used for market avails. This package cannot replace an existing or pending media buy on WWBX. Valid 1 year from date of purchase. Email kate@adclub.org with questions

Starting Bid: \$ 1,500.00  
Value: \$ 12,000.00



#### NH/Maine Radio Package from Binnie Media

\$5,000 Advertising Package on Binnie Media Radio Stations in New Hampshire and/or Maine. Valid through June 30, 2025 Net Value: \$5,000 Spot Length: :15, :30, :60-second commercials Restrictions: - Must be used by a new advertiser, defined as an advertiser that has not advertised with Binnie Media in the last 13 months. - Cannot be used toward political/issue advertising. - Some restrictions may apply based upon demand on inventory. STATIONS INCLUDE: NEW HAMPSHIRE: WEMJ Concord-Lakes Region, NH - 1490/107.3 The Pulse of NH (News Talk) WJYY Concord-Lakes Region, NH - 105.5 JYY (CHR) WLNH Concord-Lakes Region, NH - 98.3 Frank FM (Classic Hits) WNHW Concord-Lakes Region, NH - 93.3 The Wolf (Country) WNNH Concord-Lakes Region, NH - 99.1 The Bone (Mainstream Rock) WFNQ Manchester-Concord, NH - 106.3 Frank FM (Classic Hits) WTPL Manchester-Concord, NH - 107.7 The Pulse of New Hampshire (News Talk) WBYY Portsmouth-Dover-Rochester, NH - 98.7 Frank FM (Classic Hits) WTSN Portsmouth-Dover-Rochester, NH - 1270/98.1 The Pulse of NH (News Talk) WXLN Lebanon-Hanover-White River Junction, NH-VT - 95.3/107.1 The Wolf (Country) MAINE: WFNK Portland, ME - 107.5 Frank-FM (Classic Hits) WTHH Portland, ME - 99.9 The Wolf (Country) WHXR Portland, ME - 106.3 The Bone (Active Rock) WBQX Mid Coast, ME - 106.9 Frank-FM (Classic Hits) WBYA Mid Coast, ME - 105.5 The Wolf (Country) Email kate@adclub.org with questions.

Starting Bid: \$ 500.00

Value: \$ 5,000.00

#### ROCK 92.9 Radio Spot Schedule

x20 spots (can be :15s or :30s), 6a-12m to run M-Sun 6-12m. Restrictions: Cannot be used for market avails. Valid 1 year from date of purchase. Not available to current clients. Black-out weeks based upon sell-out/ff inventory is sold-out/eg. May, Political) Email kate@adclub.org with questions

Starting Bid: \$ 500.00

Value: \$ 5,000.00

#### WBQT Hot 96.9 Spot Schedule

x20 spots (can be :15s or :30s), 6a-12m to run M-Sun 6-12m. Restrictions: Cannot be used for market avails. Valid 1 year from date of purchase. Not available to current clients. Black-out weeks based upon sell-out/ff inventory is sold-out/eg. May, Political) Email kate@adclub.org with questions

Starting Bid: \$ 1,500.00

Value: \$ 8,000.00

#### WBZ-AM :30 Spot Schedule

WBZ-AM :30 second spot schedule. Seventeen (17) Spots Monday-Sunday 6am-12am @ \$300 each. Spots can run 6am - 12 midnight based on availability. Restrictions: Subject to availability. Valid 1 year from date of purchase. Email kate@adclub.org with questions

Starting Bid: \$ 1,000.00

Value: \$ 5,100.00

#### WBZ-FM "The Sports Hub" Radio Package

Two (2) week schedule for 10 :30 second spots, 5A-1A, Mon-Sun. Restrictions: Cannot be used for market avails. Valid 1 year from date of purchase. Not available to current clients. Black-out weeks based upon sell-out/ff inventory is sold-out/eg. May, Political) Email kate@adclub.org with questions.

Starting Bid: \$ 2,750.00

Value: \$ 10,000.00





#### WEEI Radio & Digital Integrated Package

(25) :30 or :15 second commercials to air Monday - Sunday 5am-1am. Best Times Available. Exact week to be determined based on available inventory. Restrictions: Cannot be used for market avails. This package cannot replace an existing or pending media buy on WEEI. Valid 1 year from date of purchase. Email kate@adclub.org with questions.

Starting Bid: \$ 2,000.00  
Value: \$ 10,000.00



#### WKLB Country 102.5 Spot Schedule

x20 spots (can be :15s or :30s), 6a-12m to run M-Sun 6-12m. Restrictions: Cannot be used for market avails. Valid 1 year from date of purchase. Not available to current clients. Black-out weeks based upon sell-out/ff inventory is sold-out/eg. May, Political) Email kate@adclub.org with questions

Starting Bid: \$ 500.00  
Value: \$ 8,000.00



#### WMJX/MAGIC 106.7 Commercial Schedule

(25) :30 or :15 second commercials to air Monday - Sunday 5am-1am. Best Times Available. Exact week to be determined based on available inventory. Restrictions: Cannot be used for market avails. This package cannot replace an existing or pending media buy on WMJX. Valid 1 year from date of purchase. Email kate@adclub.org with questions

Starting Bid: \$ 3,000.00  
Value: \$ 12,000.00



#### WRKO :30 Spot Schedule

WRKO :30 Spot Schedule Twenty Five (25) Spots Monday-Sunday 6am-12am @ \$200 each Spots can run 6AM - 12 Midnight, based on availability Restrictions: Subject to availability. Valid 1 year from date of purchase. Email kate@adclub.org with questions.

Starting Bid: \$ 750.00  
Value: \$ 5,000.00



#### WROR 105.7 Spot Schedule

x20 spots (can be :15s or :30s), 6a-12m to run M-Sun 6-12m. Restrictions: Cannot be used for market avails. Valid 1 year from date of purchase. Not available to current clients. Black-out weeks based upon sell-out/ff inventory is sold-out/eg. May, Political) Email kate@adclub.org with questions

Starting Bid: \$ 675.00  
Value: \$ 8,000.00



#### WZLX :30 Spot Schedule

Description: WZLX-FM :30 second spot schedule. Seventeen (17) Spots Monday-Sunday 6am-12am @ \$300 each. Spots can run 6AM - 12 Midnight, based on availability. Restrictions: Subject to availability. Valid 1 year from date of purchase. Email kate@adclub.org with questions.

Starting Bid: \$ 1,000.00  
Value: \$ 5,100.00



#### WZRM Rumba 97.7 FM Radio :30 Spot Schedule

:30 second spot schedule on WZRM (Rumba) 97.7 FM, iHeart Radio's new Spanish speaking Top 40 station. Twenty Five (25) Spots, Monday-Sunday 6am-12am @ \$200 each. Spots can run 6AM - 12 Midnight, based on availability. Restrictions: Subject to availability. Valid 1 year from date of purchase. Email tom@adclub.org & kate@adclub.org with questions.

Starting Bid: \$ 1,250.00  
Value: \$ 5,000.00

CATEGORY: 06 :: Digital



**1.1 MM Impressions from Slate.com**

Slate engages the curious mind by offering unique perspectives on Business, Culture, News, Politics, Technology and more. Reaching 20MM+ loyal readers and listeners a month, Slate attracts an affluent and well-educated crowd eager for a fresh take beyond the headline. Gross Value: \$28,750 Net Value: \$25,000 CPM: \$21.40 Impressions: 1,168,092 (guaranteed) Package Includes: \$25K Media Plan 1.1 MM Run of Site Impressions Timing: Q1 2025 - Q4 2025 Program Length: 30 Days Sizes: 970x250, 300x250, 728x90. Slate reserves the final rights of advertiser approval. Positioning can include: Run of site OR Run of section (News & Politics, Business, Technology, Culture, or Human Interest) Targeting Layers Include: Behavioral, Demographic, Geo. \*If the winning client chooses to use Slate's targeting capabilities, rates may vary or may impact number of impressions. Restrictions: Winner must be in alignment with Slate's brand. Must be 30 consecutive days. Final targeting parameters to be approved by Slate pending avails. Typical advertisers include: Financial Services, Tech, Entertainment, Luxury, or advertisers seeking an affluent and educated audience. Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

Starting Bid: \$ 3,500.00  
Value: \$ 25,000.00



**120k Impressions on TheDrum.com**

Global audience of marketers of 1.5m per month with approximately 28% in north America. The Drum is the number 1 marketing and media publisher in the UK and Europe. Number 2 worldwide. Fastest growing in USA. Net Value: \$12,948 Guaranteed Impressions: 120,000 CPM: \$107.90 Media will run in: Q4 2024 and/or Q1 2025 Program Length: 1-2 months. Subject to approval procedures. Includes positioning on: Contextual targeting (topic targeting). Targeting capabilities: Geo targeting (global or one/mix of following: US, APAC, EMEA, UK) Sizes included in this package: 728x90, 970x90, 970x250, 300x250, 300x600, 120x600, 160x600, 320x50, 300x1050 (minimum 4 sizes required for campaign launch) Formats included in this package: mix of standard display ads and high impact floor ads Restrictions: Inventory and creative subject to usual approval procedures. For questions, email [kate@adclub.org](mailto:kate@adclub.org)

Starting Bid: \$ 1,500.00  
Value: \$ 12,948.00



**1M ROS Display Impressions on Axios.com**

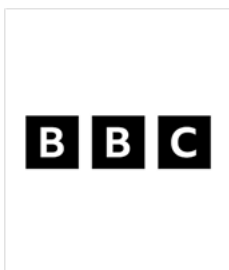
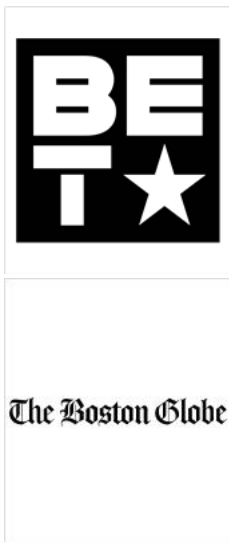
1M standard ROS display impressions on Axios.com Net Value: \$25,000 CPM: \$25 Guaranteed Impressions: 1,000,000 Does not include targeting Sizes: 300x250, 728x90, 300x600, 970x250, 970x90, 320x50 Can be used Q4 2024 - Q1 2025 Please email [kate@adclub.org](mailto:kate@adclub.org) with questions

Starting Bid: \$ 6,000.00  
Value: \$ 25,000.00



**1MM Display Impressions from Martini Media**

1MM impressions to run across display for Q1 2025 - Q2 2025 with a value of \$12,000. These impressions can be served nationally with standard display ad units including the following ad sizes: 728x90, 300x250, 160x600 and 300x600. Net Value: \$12,000 CPM: \$12 Estimated impressions: 1MM Media will run: Q1 2025 - Q2 2025 - Includes positioning on Behavioral Targeted ROS (customized to client's audience) - Targeting Capabilities: Martini uses comScore to create a custom site list to ensure all the sites over index for our clients target audience. - Layers of Targeting: Demographic - Sizes / Formats included in this package are: 728x90, 300x250, 160x600 and 300x600. Restrictions: Cannot guarantee site sections. Valid for new advertisers only existing advertisers with pre-approval. Martini is the leader in reaching and engaging the affluent online. Leveraging our proprietary insights, we provide solutions for delivering compelling brand campaigns across the passion-based niche sites that drive this audience, at work and at play. Martini's curated portfolio of premium media partners allows you to tap into the most relevant environment—and prime passion



points—for maximum impact, engagement, and ROI. Email [kate@adclub.org](mailto:kate@adclub.org) with questions or to seek pre-approval.

**Starting Bid: \$ 2,000.00**  
**Value: \$ 12,000.00**

#### BET Media Group Cross-Channel Donation

The donated ad inventory will run across the following: BET Jamz, BET Soul, and BET Digital (Digital Video, Banner Ads, and Social Media).  
 Net Value: \$8,500 Run Dates: To run from 12/22/2024 - 1/12/2025 Length: 3 Week Sizes: 728x90, 300x250, 300x600, 160x600, 600x400, Pre-roll Email [kate@adclub.org](mailto:kate@adclub.org) with questions

**Starting Bid: \$ 1,000.00**  
**Value: \$ 8,500.00**

#### BostonGlobe.com Full Market Takeover (Sliding Billboard and Big Ad)

Adults who use Globe.com have an average age of 44 (3 years younger than the market average), are more likely to be female, have above average incomes, and are more likely to have a postgraduate degree. Give your message a grand entrance. The Sliding Billboard expands when readers first go to globe.com, pushing down news content to deliver your message. After 10 seconds, the ad collapses into a pencil leave behind. Estimated impressions: 450K / One full day takeover  
 Sizes: Desktop: 970x250 collapsing to 970x90 (100k) Pencil: 1232x90 (40k) HTML5: (200k zipped) The Big Ad is oriented to maximize space for graphics and copy, this 300x250 px unit grabs readers attention in the right rails of our pages. Expiration: Ad must run during Q1 of 2025 year by March 30, 2025. Restrictions: - New Advertisers only (defined as not having run print or digital with us in the past 12 months; this includes advertising agencies who are purchasing media on behalf of an advertiser who has not run media with Boston Globe Media in the past 12 months). - Impressions are estimates only. - No make-goods will be issued. - May not be used to fulfill current contracts or existing proposals. - All Ads are subject to Boston Globe Advertising Acceptability Guidelines. Email [kate@adclub.com](mailto:kate@adclub.com) with questions.

**Starting Bid: \$ 2,250.00**  
**Value: \$ 9,000.00**

#### Digital Impressions from Nextdoor - Tap into your Customers' Neighborhood

Nextdoor provides value for brands among a uniquely engaged audience where neighbors are actively searching for products and services. Brands around the world turn to Nextdoor to: - Connect authentically with real people: Reach an authentic audience looking for and sharing trusted recommendations - Engage high-intent audiences: Influence neighbors in an action mindset when they're looking to get things done - Reach neighborhoods, everywhere: Tailor messaging with local personalization at global scale Tap into your customers' neighborhood today with Sponsored Posts in both the Newsfeed and Daily Digest (our daily recap email to neighbors). Net Value: 25,000 USD CPM: \$25 Estimated Impressions: 1,000,000 Media can run during: Q1 2025, Q2 2025 Impressions will run on all (mobile, desktop and email) Targeting: We will support geo-targeting based on membership zip code (subject to inventory availability in your desired zip codes) Sizes: Nextdoor native display (see specs: <https://business.nextdoor.com/enterprise/creative-specs>) Restrictions: Advertisers subject to Nextdoor approval <https://business.nextdoor.com/en-us/enterprise/ad-policy> Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

**Starting Bid: \$ 6,250.00**  
**Value: \$ 25,000.00**

#### Digital Media Campaign from BBC.com

The following BBC.com media plan consists of ROS banner placements that come with audience targeting using our first party data, contextual targeting, and section targeting. The winning bidder will get to determine the type of audience and content they want to target for their campaign on BBC.com. Net Value: \$40,000 Guaranteed Impressions: 1,828,281 impressions eCPM: \$22 Media Can Run: Q1 2024 (Jan 1, 2025- March 31, 2025) Program Length: 3 months/1 quarter Positioning: - Run of a specific section and content (i.e. Sport, Business, Innovation, Culture, Travel, Earth.) Behavioral Targeted ROS (customized to client's audience) Targeting: Behavioral, Contextual,



Section, Geo Sizes / Formats: 970x250, 728x90, 300x250, 300x600 Restrictions: No weapons, religious organizations, or drugs. Email kate@adclub.org with questions.

**Starting Bid: \$ 10,000.00**  
**Value: \$ 40,000.00**

#### Digital Package from Fastcompany.com

We are offering 500,000 ROS banner ad impressions. Impressions must run within Jan-April of 2025 by one advertiser. Gross Value: \$76,470 Net Value: \$65,000 CPM: \$130 Guaranteed Impressions: 500,000 Can be used Q1 2025 by April 30, 2025 Inventory is Run of site Does not Including Targeting Sizes: 728x90, 300x600, 300x250 Mobile ad sizes: 320x50, 320x250, 970x250 Restrictions: - Impressions must run within Jan-April of 2025 by one advertiser. - Availability of inventory must be confirmed at time of request. - All creative is subject to final approval by Fast Company. - This deal is open to new advertisers only/not available to current advertisers - Cannot be redeemed to fulfill a planned schedule. Email kate@adclub.org with questions

**Starting Bid: \$ 6,000.00**  
**Value: \$ 65,000.00**

#### Digital Package from Inc.com

Inc.com, the award winning resource for business owners of growing companies, offering 500,000 ROS banner ad impressions. Gross Value: \$76,470 Net Value: \$65,000 CPM: \$130 Guaranteed Impressions: 500,000 Can be used Q1 2025 by April 30, 2025 Inventory is Run of site Does not Including Targeting Sizes: 728x90, 300x600, 300x250 Mobile ad sizes: 320x50, 320x250, 970x250 Restrictions: - Impressions must run within Jan- April of 2025 by one advertiser. - Availability of inventory must be confirmed at time of request. - All creative is subject to final approval by Inc. - This deal is open to new advertisers only/not available to current advertisers - Cannot be redeemed to fulfill a planned schedule. Email kate@adclub.org with questions

**Starting Bid: \$ 6,000.00**  
**Value: \$ 65,000.00**

#### Display (In-Game and/or IAB) Package from Azerion

Azerion's Display Package can be executed across our 20,000+ O&O gaming titles or as a standard IAB Display campaign. Azerion's behavioral data is refreshed every TWO hours, ensuring you don't miss out on valuable users throughout the day. Our data segments are collected from browse, search, social and share buttons across 18M publishers. This display package includes standard IAB sizes including 728x90, 300x250, 300x600 and 160x600 across desktop and mobile devices. Net Value: \$10,000 CPM: \$5 Estimated Impressions: 2,000,000 Media Can Run: Q4 2024, Q1 2025 Program Length: 4 Weeks Targeting: Behavioral, Retargeting, Custom Audience Targeting Includes Positioning on: Behavioral Targeted ROS (customized to client's audience) Sizes: 728x90, 300x250, 300x600, 160x600 Azerion Inc is a full-service digital advertising partner for agencies, brands and publishers. We curate and connect addressable, unique audiences at scale across the whole customer journey, harnessing cookieless identity data, rich contextual signals, and premium, high-attention, omni-channel inventory to deliver innovative solutions that generate effective results. Our proprietary, full stack (DSP, SSP, DMP) Intelligence Platform, Infinity, powers our planning insights, programmatic activation, outcome measurement and optimization capabilities. Donated by Nikki Cavanagh, nikki.cavanagh@azerion.com Email kate@adclub.org with questions

**Starting Bid: \$ 2,500.00**  
**Value: \$ 10,000.00**

#### Display Media from Twitch.tv

ROS Display media (728x90 & 300x250) running on Twitch.tv Restrictions: Must run in FY 2025 Net Value: \$10,000 CPM: \$10 Guaranteed Impressions: 1,000,000 Media can run: Q1 2025 - Q4 2025

**Starting Bid: \$ 2,500.00**  
**Value: \$ 10,000.00**





#### Display Package - Ziff Media Group ROS

Ziff Media Group (ZMG) is a leading provider in the technology sector, directly connecting advertisers with in-market tech buyers as they actively seek purchasing advice, product information, and expert opinions. Our data-driven insights and independent, in-depth tech reviews engage an affluent, educated audience, uniquely influenced by our experts throughout their buying journey. Specializing in consumer, business, and mobile tech, ZMG represents premium sites, including Mashable, PCMag, ExtremeTech, Lifehacker, and AskMen, reaching 40 million monthly tech buyers. Net Value: \$25,000 Estimated Impressions: 2MM Media to run Q4 2024 - Q2 2025 (must be used by June 30, 2025 Media Mix consists of standard display, finalized based on timing and availability, at ZMG's discretion. Media in Q4 must run a minimum of 4 weeks. Restrictions: - No ad serving or verification fees paid by ZMG - Sponsorships are excluded - Media not subject to viewability metrics. Email kate@adclub.org with questions.

Starting Bid: \$ 3,500.00  
Value: \$ 25,000.00



#### Dotdash Meredith Finance - D/Cipher Financial Consumer Intent-Targeting Segment

Dotdash Meredith is America's largest digital and print publisher— with 50+ iconic brands within our portfolio. Dotdash Meredith creates the best intent-driven content and experiences, engaging nearly 200M consumers each month to help them make decisions, take action and find inspiration. Our flagship finance brands, Investopedia and The Balance answer 32M questions each month, empowering people to make informed financial decisions. This year, Dotdash Meredith is proud to offer The Ad Club Auction an opportunity to experience and utilize the power of D/Cipher our groundbreaking, first-to-market intent-targeting tool that connects advertisers to consumers in key moments of intent. Built on billions of consumer interactions and content signals across our portfolio of iconic brands, D/Cipher makes intent-based ad targeting at scale a reality, without cookies — reaching all users, on all devices - unlocking Apple (iOS) audiences. The D/Cipher Intent-Target offering allows the advertiser to serve their display ads to an engaged audience across Dotdash Meredith's platform, aligning with the most relevant content as determined by Dotdash Meredith's new tool, D/Cipher. Net Value: \$50k CPM: TBD dependent on scale of content CPM & guaranteed impressions: TBD, dependent intent segment Flight: 1 Month TBD Media/Sizes: 300x250, 728x90, 320x50, 300x600, cross-platform Targeting: to be aligned with advertisers needs/pending availability Restrictions: Package only available for new advertisers (defined as a company that has not run with Dotdash Meredith in 2023 calendar year) Winning bidder will be verified by Dotdash Meredith as a new advertiser. Email kate@adclub.org with questions.

Starting Bid:\$ 11,000.00  
Value: \$ 50,000.00



#### Dotdash Meredith Finance - Investopedia Affluent Investor

Dotdash Meredith is America's largest digital and print publisher, creating the best intent-driven content and experiences, engaging nearly 200M people each month. Our Financial Media Group: Investopedia and The Balance serve financial brands across our entire portfolio of brands. Our industry-leading combination of financial category expertise, iconic brands, editorial excellence, digital innovation, and massive scale delivers marketing campaigns that get unmatched results. The Investopedia Affluent Investor package allows the advertiser to reach users across Investopedia & The Balance who are shown to be engaging with content geared toward an affluent investor. Net Value: \$50k CPM: TBD dependent on scale of content Guaranteed Impressions: TBD dependent on content alignment Flight: 1 Month TBD Media/Sizes: 300x250, 728x90, 320x50, 300x600, cross-platform Targeting: to be aligned with advertisers needs/pending availability Restrictions: Package only available for new advertisers (defined as a company that has not run with Dotdash Meredith in 2023 calendar year) Winning bidder will be verified by Dotdash Meredith as a new advertiser. Email kate@adclub.org with questions.

Starting Bid:\$ 12,500.00  
Value: \$ 50,000.00



#### EXTE AI Optimized Media

\$10K of media leveraging EXTE's exclusive supply access, custom creative services, contextual AI & patented machine learning optimization. Net Value: \$10,000 Can be used Q1 2025 or Q2 2025 Program Length: Up to 3 Months Targeting: Behavioral, Contextual, Demographic, Geo, Placement, Device & Platform, Keyword & Topic, Targeting Using Third Party Data Includes Placement on: Behavioral Targeted ROS (customized to client's audience) Where will Inventory Run: Over 10k sites Sizes: 728x90, 300x250, 300x600, 160x600, 600x400, Pre-roll Restrictions: Some creative services & media formats may be restricted based on availability and timing. Email kate@adclub.org with questions.

Starting Bid: \$ 2,500.00

Value: \$ 10,000.00



#### Five (5) B-Side Newsletter Native Stories & Instagram Stories

Launched in October 2022, B-Side is the Boston Globe's Millennial and Gen-Z platform informing, connecting and entertaining Bostonians. Through a hyper-local daily email and a focus on short-form social video, B-Side provides curated, authentic and relatable content that reimagines how local information reaches new audiences. B-Side offers advertisers a seamless integration via newsletter and social-first branded video. Impressions: 42K+ Newsletter materials: 100 words, high res image, 1 url link Instagram story materials: headline, 30-word write-up, and links to your site and Instagram account. Expiration: Must be used by Q1 of 2025 (Jan-Mar). Restrictions: - New Advertisers only (defined as not having run print or digital with us in the past 12 months; this includes advertising agencies who are purchasing media on behalf of an advertiser who has not run media with Boston Globe Media in the past 12 months). - May not be used to fulfill current contracts or existing proposals. - All Ads are subject to Boston Globe Advertising Acceptability Guidelines. Email kate@adclub.com with questions

Starting Bid: \$ 2,500.00

Value: \$ 10,000.00



#### Flagship Takeover Package from SheKnows

SHE Media will offer a Flagship Takeover package which includes: 100% SOV of Flagship Homepage (SheKnows.com) 100% SOV of First Impression on Flagship Site (SheKnows) Targeted Media on Flagship Site (SheKnows). Net Value: \$25K Estimated Impressions (not guaranteed): 625K Dates: 1x Day during Q1 2025 - Q3 2025 Vertical: Parenting/Moms Targeting capabilities offered: None Ad Units: - Custom Reskin 1x1, - Custom masthead 1x1, - leaderboard 728x90, - medium rectangle 300x250 - mobile banner 320x50 Restrictions: Can be used any time between Q1 2025 - Q3 2025 Email kate@adclub.org with questions

Starting Bid: \$ 4,000.00

Value: \$ 25,000.00

#### Fortune.com Digital Media

**FORTUNE**

FORTUNE drives the conversation in business. With a global perspective, the guiding wisdom of history, and an unflinching eye to the future, we report and reveal the stories that matter today that will matter even more tomorrow. With the trusted power to convene and challenge those who are shaping industry, commerce, and society around the world, Fortune lights the path for leaders—and gives them the tools to make business better. Content offering: Run of Fortune Business News Package Desktop/Mobile/Tablet Net worth - \$50k CPM: \$100 Guaranteed Imp: 500,000 Package includes Run of a specific Section Does not include targeting Ad Sizes: 728x90, 300x250, 300x600 and 320x50 Can be used Q1 2025, Q2 2025 3 month flight – to be approved by publisher in advance and run first half of 2025. Restrictions: Flight must be approved by publisher More https://fortunemg.sharepoint.com/:v:/r/sites/dream\_team/Shared%20Documents/FORTUNE/GENERAL%20BRAND%20MATERIALS/GP/2023/Sizzle%20Reel/FortunePartnerships\_Reel\_FIN?csf=1&web=1&e=CIEyBr Email kate@adclub.org with any questions.

Starting Bid: \$ 12,500.00

Value: \$ 50,000.00

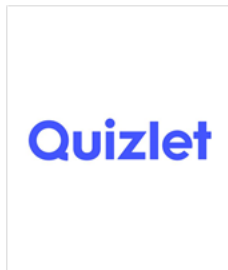


#### GumGum Contextually Targeted In-Screen and In-Image Impressions

The backbone of GumGum is our proprietary image recognition + semantic & contextual analysis ('Verity'). This ensures all of our placements are highly visible, brand safe, and contextually relevant. GumGum is offering impressions to run two of our most popular ad-units for this package: 1) In-Screen: The In-screen unit is consistent and memorable -- it remains in view at the bottom of the screen as users scroll through relevant content on the screen. - Cross-platform 2) In-Image: Fully loaded ad solution that is placed within relevant images of the content on a page, where users are focusing most of their attention. - Cross-platform Net Value: \$30,000 CPM: 10.50 Guaranteed Impressions: 2,857,142 Targeting: Contextual category targeting of brand's choice Sizes: Custom In-Screen and In-Image units (specs to be provided) Vertical: Automotive, Finance, Sports, Technology, Travel,

Health/Pharma, Food and Recipe Content, Entertainment, Fashion/Retail, Home & Garden, Lifestyle Can be used Q1 2024 - Q3 2025 Program Length: One full quarter Please email Kate@adclub.org with questions

Starting Bid: \$ 7,500.00  
Value: \$ 30,000.00



#### IAB Standard Media from Quizlet

Quizlet is the #1 AI-enhanced global learning platform. - Quizlet offers AI driven learning modes so students can use what works for them, keeping them motivated and disciplined throughout their study journey. - There are over 450 million sets on thousands of topics, all free to use. - 60M monthly active users. - Quizlet is among the most visited websites in the US. 90% of Quizlet users are Gen Z and Millennials and 63% are over 18 years old. They are diverse knowledge seekers both in areas of study and their personal backgrounds. They actively seek academic and personal improvements. This package includes IAB standard media and a custom, native in-line unit which we can target using our unique 1P data. While not included in this standard media package, we highly recommend adding on custom Quizlet content and promotion and we can work together to develop the best program. Net Value: \$25,000 CPM: \$5 Guaranteed Impressions: 5,000,000 Program Length: 1 Month Sizes: 300x250, 300x600, 320x50, Native In-Line Unit Can be used Q1 or Q2 20245 Includes positioning on: - Run of a specific Section - Behavioral Targeted ROS (customized to client's audience) - All site sections available across desktop, web and app Targeting Layers available: Behavioral, Contextual, Demographic, Geo Targeting also available by Quizlet Segment or by Subject Matter. Some examples include: Custom Quizlet Segment: - Young Professional - Small Business - IT - Military - Medical Professionals - Parents - Teachers - College Bound - College - Grad Students Subject Matter: - Professional Certifications - Arts & Humanities - Business & Finance - And so much more Restrictions: - Quizlet does not target ads to users under 16. We avoid ads that would be inappropriate in a classroom setting including alcohol, tobacco, marijuana and gambling ads. - Availability of inventory must be confirmed at time of request. All creative is subject to final approval by Quizlet. This is a deal open to new advertisers only, it is not available to current advertisers and cannot be redeemed to fulfill a planned schedule. Please email tom@adclub.org & kate@adclub.org with questions.

Starting Bid: \$ 4,000.00  
Value: \$ 25,000.00



#### Jebbit: Quiz & Interactive Experience Platform

To create true value exchange between your business and customers, it's essential to offer fun, vibrant, and engaging experiences that gather meaningful first-party data. Jebbit, a BlueConic company, enables you to design visually branded, no-code digital experiences—like Product Finders, Gift Guides, Quizzes, Polls, Lookbooks, Sweepstakes, and more—that capture consumer-consented data. This data can be leveraged for market insights, personalized experiences, and building customer loyalty. Experiences can be deployed on any digital channel including social, email, onsite, in-app and display. The package includes 6 months access to the Jebbit Platform to build an unlimited amount of experiences and includes strategy, training and technical support from our Customer Success team. This also includes a data pass of all declared data collected into the brands system of record. For Use: Q4 2024 - Q2 2025 Program Length: 6 Months Restrictions: Not available for existing clients. This does not include an API integration for the data pass. Does not include creative build services. Email kate@adclub.org with questions

Starting Bid: \$ 3,500.00  
Value: \$ 30,000.00



#### Leaderboard & Broadcast Email from The Real Reporter

Two Weeks on The Real Reporter.com site exclusive leaderboard position (populates entire site) and two broadcast email sponsorship banners - sent to our total 22,133 distribution list of commercial real estate investors, brokers, lenders, law firms, owners, building management. Net Value: \$5,200 Estimated Impressions: 11,722/weekly Program Length: 2 Weeks Positioning: Homepage Sizes: 728x90 Can Run: Q4 2024, Q1 2025, A2 2025 Restrictions: Subject to availability/open dates

Starting Bid: \$ 1,250.00

Value: \$ 5,200.00



#### MassLive.com Targeted Display Ads with Premium Placements

The following MassLive.com media plan includes the option to leverage our premium adhesion ads and targeted display banner ads. With our targeted display banner ads, you have the option of using our first party data, contextual targeting, and section targeting. The winning bidder will get to determine the type of audience and content they want to target for their campaign on MassLive.com. Net Value: \$10,000 Estimated Impressions: 1,000,000 Can be used Q4 2024 - Q4 2025 Targeting: Behavioral, Contextual, Demographic, Geo, Look-a-Like, Retargeting, Placement, Device & Platform, Custom Audience Targeting Placement: Homepage, Section Homepage, Behavioral Targeted ROS (customized to client's audience) Sizes can include: 728x90, 300x250, 320x50 Restrictions: Subject to availability and copy approval. This package cannot replace an existing or pending media buy on MassLive.com Email kate@adclub.org with questions

Starting Bid: \$ 2,500.00

Value: \$ 10,000.00



#### NPR.org Desktop & Mobile Display Package

400,000 impressions, Desktop banner ROS display, (300x600) and 285,714 impressions, Mobile In-Story Banner, ROS (300x250) on NPR.org Restrictions: Creative subject to review by NPR Net Value: \$4,000 CPM: \$5 for Desktop, \$7 for Mobile Total Estimated Impressions: 685,714 Timing: Q4 2024 - Q4 2025 Program Length: One month or more Targeting: Not Included Size: 300x600 & 300x250 Email kate@adclub.org with questions

Starting Bid: \$ 1,000.00

Value: \$ 4,000.00

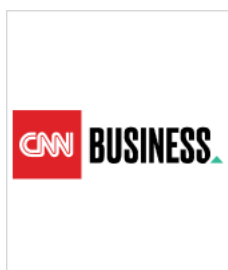


#### Online Video Package from Teads

Teads has united and directly empowers the best publishers in the world to distribute ads to over 1.9 billion people worldwide, including 262+ million Americans, every month within professionally produced content. Our media solutions combine high quality inventory with smart uses of data, action-driven creative, and powerful AI to help our brand partners win at every step of the funnel while respecting the user with our opt-in formats. With this package, we're offering \$25,000 of working media to leverage Teads' proprietary video product, our inRead Video, to discover consumers for you as they're leaning in and reading content that excites, delights, or intrigues them. Brand safety is paramount, so we guarantee zero fraud, highly viewable, brand safe environments within professionally-produced editorial. Net Value: \$25,000 of working media CPM: \$15 Guaranteed Impressions: 1,666,666 Media can run: CY 2025 by 12/31/2025 Positioning: Targeted ROS (customized to clients audience) Runs on all sites included in Teads' media platform Targeting: Behavioral, Contextual, Demographic, Geo Size: Pre-Roll Targeting: This is confirmed pending final campaign details, but we can include demographic, contextual, and/or geographical targeting. Depending upon the desired behavioral targeting, we may include but heavily caveat that this is based upon avails and feasibility to scale desired audience. To be negotiated upon commitment. Targeting Layers Available: Behavioral, Contextual, Demographic, Geo, Cookieless Notes: This package can be transacted either via managed service or self-serve via Teads Ad Manager. Restrictions: Targeting to demographics available, and regions if necessary and feasible. All campaign feasibility and targeting pending final negotiated campaign details. Email kate@adclub.org with questions.

Starting Bid: \$ 6,250.00

Value: \$ 25,000.00



#### ROS Display Media on CNN/CNNBusiness

Run of Site display units on CNN & CNNBusiness (formerly CNNMoney) Gross Value: \$57,500 Net Value: \$50,000 What is the CPM: \$4.5 Guaranteed Impressions: 11,111,111 Inventory Vertical: Finance, Technology, Other Positioning On: Homepage, Section Homepage, Run of a specific Section CNN HP: US, World, Politics, Money, Opinion, Health, Entertainment, Tech, Style, Travel, Sports Sizes: 300x250, 300x600, 970x90, 970x66, 970x250 Restrictions: Must run Q1, 1/1/25 - 6/30/25. Inventory is subject to availability at the time of sale. Email kate@adclub.org with questions

Starting Bid: \$ 10,000.00

Value: \$ 50,000.00



#### ROS Display Package from What to Expect & Babycenter

What to Expect is the world's best-known, most trusted pregnancy and parenting brand, helping every parent know what to expect, every step of the way. Building on the bestselling What to Expect book series by Heidi Murkoff, What to Expect Digital reaches over 15 million parents and parents-to-be each month with its popular website and top-rated apps for Android, iOS, and Amazon Echo. Value is towards standard media across What to Expect & Babycenter. Standard display media will be finalized based on timing of campaign and inventory available. Final media mix will be at What to Expect's / Babycenter's discretion. Media must run by June 30th, 2025 Net Value: \$25,000 Guaranteed Impressions: 1.5MM Media Can Run Q1 2025 - Q2 2025 Restrictions: - Not applicable to WTE or Babycenter existing advertisers - Subject to WTE and Babycenter approval process and advertiser black list - What to Expect will not pay any ad serving or verification fees. - Sponsorships are excluded - Media will not be held to Viewability metrics - Must be used by 6/30/25 Email kate@adclub.org with questions.

Starting Bid: \$ 4,500.00  
Value: \$ 25,000.00

#### Run of Fortune Business

**FORTUNE**

Run of Fortune Business News\_Package\_Desktop/Mobile/Tablet Net Value: \$50,000 CPM: \$100 Guaranteed Impressions 500,000 Package includes Run of a specific Section Does not targeting Ad Sizes - 728x90, 300x250, 300x600 and 320x50 Targeting: Contextual Can be used Q1 2025 3 month flight - to be approved by publisher in advance Restrictions: Flight approved by publisher More  
[https://fortunemg.sharepoint.com/:v/r/sites/dream\\_team/Shared%20Documents/FORTUNE/GENERAL%20BRAND%20MATERIALS/GP/2023/Sizzle%20Reel/FortunePartnerships\\_Reel\\_FIN%20csf=1&web=1&e=CIEyBr](https://fortunemg.sharepoint.com/:v/r/sites/dream_team/Shared%20Documents/FORTUNE/GENERAL%20BRAND%20MATERIALS/GP/2023/Sizzle%20Reel/FortunePartnerships_Reel_FIN%20csf=1&web=1&e=CIEyBr) Email kate@adclub.org with any questions.

Starting Bid \$ 10,000.00  
Value: \$ 50,000.00



#### Run of Her Campus Media Network (Display)

Run of Her Campus Media Network - Display: HerCampus.com, SpoonUniversity.com, CollegeFashionista.com Her Campus Media is a mission-driven media powerhouse focused on amplifying the voices of students and unlocking opportunities for the next generation. Her Campus Media provides unparalleled access to Gen Z through our portfolio of the leading college media brands - Her Campus, Spoon University, College Fashionista, and Generation Hired. Net Value: \$25,000 CPM: \$25 Guaranteed Impressions: 1,250,000 Media Can Run: Q1 2025, Q2 2025 All media runs across desktop, tablet, mobile Sizes: 970x90, 728x90, 300x600, 300x250, 320x50 Commitment Deadline: 2 Weeks Prior to Launch HCM specs: <https://docs.google.com/spreadsheets/d/1S04nV0q6r1CCwwuUFjqS5NHoCDvV9J9cKb8ICVCV7c/edit#gid=0> This plan has been assembled based on the total investment proposed. Should total investment change, proposal must be reviewed by Her Campus for cost evaluation, and any one element included in this proposal is not guaranteed at a different spend level. Rates and impressions valid for 6 weeks past submission date. Display ads provided by client. Restrictions: Restrictions: Tobacco (smoke or smokeless), E-cigarettes/vaping, Tanning Beds (spray tanning is approve), Religious groups, Diet pills or supplements, Caffeine pills/study aids, "Homework helpers/paper writers", Plastic surgery/weight loss surgery/lipo/coolsculpting, Weed/Cannabis (CBD is approved), Dieting/weight loss Email kate@adclub.org with questions.

Starting Bid: \$ 6,000.00  
Value: \$ 25,000.00



#### Run of Network Banners from Insider Inc.

Run of network banners on Businessinsider.com (Business, Life, Market, News) Net Value: \$5,000 CPM: \$20 Guaranteed Impressions: 250,000 Timing: Q4 2024, Q1 2025 Program Length: 2 Weeks Targeting: Not Available Sizes: 300x250, 300x600, 320x50, 728x90, 970x250 Restrictions: Insider Inc. must review advertiser and creative before approving campaign. Media will run for 2 weeks, exact timing TBD. Demo: <https://www.youtube.com/user/businessinsider> Email kate@adclub.org with questions.

Starting Bid: \$ 1,000.00  
Value: \$ 5,000.00



#### Run of Network Display Banners from Trusted Media

Trusted Media Brands will deliver standard display ads across our Trusted Media Brands Network for additional exposure. Sites include: Family Handyman, Taste of Home, Reader's Digest, The Healthy, Birds & Blooms Net Value: \$10,000 CPM: \$8 Guaranteed Impressions: 1,250,000 Sizes: 300x250, 300x600, 728x90, 320x50 Program Length: 1-2 Months TBD Targeting: Package does not include targeting Placement: Run of TMB Network Positioning: Homepage, Run of a specific Section Can be used Q1 2025 - Q4 2025 Email kate@adclub.org with questions

Starting Bid: \$ 2,500.00  
Value: \$ 10,000.00



#### Run of Site Package from Future — The Global Leader in Specialist Media

Partner with Future — with over 200 owned and operated brands, we excel in reaching the uber-fan enthusiast wherever they are. Our expert content and world-renowned brands make us a trusted, leading authority amongst high-intent consumers and B2B audiences globally. Reaching 1 in 3 U.S. adults online each month, our flagship brands include Marie Claire, Who What Wear, Tom's Guide, The Week, CinemaBlend, Kiplinger, Guitar World, PC Gamer, Gamesradar+, Wallpaper\*, Decanter, Golf Monthly, and SmartBrief. Net Value: \$10,000 CPM: \$18 Guaranteed Impressions: 555,555 Targeting: Behavioral, Contextual, Geo, Placement, Device & Platform, Keyword & Topic Positioning: Run of a specific Section (i.e. Sports, Personal Finance, Parenting, etc), Behavioral Targeted ROS (customized to client's audience) Program Length: 1-3 Months Sizes: 728x90, 300x250, 300x600, Pre-roll Can be used Q1 2025 - Q4 2025

Starting Bid: \$ 2,500.00  
Value: \$ 10,000.00



#### Run of The Sun from Spectrum Broadcasting Package #1

Two Months of Banner advertising across platforms placement - Website, Popout Player & Mobile App. Net Value: \$5,000 Can be used: Q4 2024 Package does not include targeting Positioning: Homepage Run of a specific Section (i.e. Sports, Personal Finance, Parenting, etc) Sizes: 300x250 Link: <https://www.youtube.com/@sunmusicnet> Email [kate@adclub.org](mailto:kate@adclub.org) with questions

Starting Bid: \$ 1,250.00  
Value: \$ 5,000.00



#### Run of The Sun from Spectrum Broadcasting Package #2

Two Months of Banner advertising across platforms placement - Website, Popout Player & Mobile App. Net Value: \$5,000 Can be used: Q4 2024 Package does not include targeting Positioning: Homepage Run of a specific Section (i.e. Sports, Personal Finance, Parenting, etc) Sizes: 300x250 Link: <https://www.youtube.com/@sunmusicnet> Email [kate@adclub.org](mailto:kate@adclub.org) with questions

Starting Bid: \$ 1,250.00  
Value: \$ 5,000.00



#### Run of Yahoo Finance

As the #1 source for financial news and information online for over 25+ years, Yahoo Finance empowers over 90M+ highly engaged investors in the US to make financial decisions with confidence with real time market updates, comprehensive investor tools, and timely thought leadership. Net Value: \$50k CPM: \$10 Guaranteed Impressions: 5,000,000 Package does not include targeting Ad sizes: 300x600 and/or 970x250 Restrictions: Can be used Q1 2025 and Q2 2025. Advertiser must be approved by publisher in advance of running. Advertisers must be new to Yahoo Finance. Email [kate@adclub.org](mailto:kate@adclub.org) with questions

Starting Bid: \$ 12,500.00  
Value: \$ 50,000.00



#### Standard Display Media on Everyday Health

Everyday Health is one of the largest consumer health & wellness websites. With 76 million monthly unique users, 164 million 1st party health profiles, and a social media reach of 45 million and growing, Everyday Health inspires millions of people to enable the best decisions for their health & wellness. Value is towards standard media across Everyday Health. Estimated Impressions: 1.25MM Can be used Q1 2025, Q2 2025 Media must run by June 30th, 2025 Restrictions: Everyday Health will not pay any ad serving or verification fees. Sponsorships are excluded Media will not be held to viewability metrics Email [kate@adclub.org](mailto:kate@adclub.org) with questions

Starting Bid: \$ 5,500.00  
Value: \$ 25,000.00



#### Standard Display Media on IGN.com

IGN Entertainment is one of the leading Internet media companies focused on video games and entertainment. Part of Ziff Davis, Inc., IGN Entertainment's portfolio includes IGN, Humble Bundle, Eurogamer, VG247, RockPaperShotgun, GameIndustryBiz, Digital Foundry, Dicebreaker and Hookshot reaching more than 400 million monthly users around the world, and is followed by more than 60MM social and YouTube followers. The portfolio also includes an online store and a subscription service. IGN Entertainment also publishes daily content on 36 platforms including TikTok, X/Twitter, Facebook, Instagram and Snapchat Discover. Established in 1996, IGN Entertainment is headquartered in Los Angeles. IGN Entertainment content is localized in 20 languages and 110 countries and hosted on websites and native applications on mobile, connected TV, and Xbox and PlayStation platforms. Value is towards standard media across IGN Entertainment. The media mix of standard display will be finalized based on campaign timing and inventory availability. The final media mix will be at IGN's discretion. Net Value: \$25,000 Estimated Impressions: 2MM (depending on ad mix, but estimate is based on ROS) Media must run by June 30th, 2024 Restrictions: IGN will not pay any ad serving or verification fees. Sponsorships and Video are excluded. Media will not be held to viewability metrics. Email kate@adclub.org with questions

Starting Bid: \$ 4,000.00

Value: \$ 25,000.00

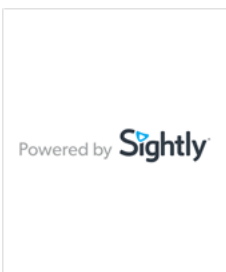


#### The Guardian US - Affluent & Influential Package

The Guardian US (44M) is a purpose/mission-based news organization. A global leader in covering the environment and sustainability is the first major media organization to achieve B Corps status, meeting the highest social and environmental responsibility standards. The Guardian is truly independent, with no shareholders, investors, or billionaire owners to influence its coverage. Reader contributions, philanthropic grants, and advertising partners fund our paywall-free journalism. Partnering with The Guardian provides access to an open-minded, affluent, influential reader. It is a highly unduplicated audience that appreciates our unique outsider perspective—covering all topics from news, business, and technology to sport, lifestyle, and culture. The Affluent Influential Media Opportunity includes standard media with contextual alignment to News, Business, Technology, Sport, Culture, and more...and/or audience targeting with 1st party data to help reach your desired target. Standard media / 1x Homepage Takeover Net Value: \$50,000 eCPM: \$14 on rotational media Guaranteed Impressions: 3,586,667 Can Run: Q4 2024 - Q3 2025 Must be activated any time through Q3 2025 Program Length: One Month Flight Targeting: HPTO, Behavioral Targeting, Contextual Targeting, Custom Audience Targeting Sizes: 970x250, 728x90, 300x250, 300x600 Includes positioning on: Homepage, Run of a specific Section (i.e. Sports, Personal Finance, Parenting, etc), Behavioral Targeted ROS (customized to client's audience / Sections targeted based on preference) Restrictions: No video or custom units Email kate@adclub.org with questions

Starting Bid: \$ 9,000.00

Value: \$ 50,000.00



#### TikTok Activation Powered by Brand Mentality® from Sightly

Activate a paid media campaign on TikTok using Sightly's exclusive API access to trending hashtags and mentions data. Understand current #hashtags, to find relevant conversations. Identify and surface opportunities within the data to automate targeting in real time & lean into the right trends. See videos, comments, and replies whenever your Brand is mentioned, access top 1000 video comments and top 20 keywords mentioned. Track top hashtags and keywords associated with these instances. Net Value: \$15,000 Media Can Run: Q1 2025 - Q4 2025 Program Length: 30 Days Targeting: We are able to build our own custom audiences via topics, keywords, interests, search, affinities, custom intent, customer match, competitive conquesting and more. Coupled with our knowledge of Google Products and Innovations we are able to reach the exact target audiences you are looking for as well as drive campaign KPIs Sizes: Pre-roll Restrictions: Some restrictions may apply to gambling and alcohol verticals. Email kate@adclub.org with questions.

Starting Bid: \$ 3,750.00

Value: \$ 15,000.00





#### **Vevo Cross Platform Video Package**

We'll run :15s max high impact video across Vevo's mobile, desktop, and living room/CTV inventory within the first two months of the quarter. Net Value: \$5,000 CPM: \$23 Guaranteed Impressions: 217,392 Media can run Q4 2024 - Q4 2025 Sizes / Formats: Pre-roll Targeting: ROS, US targeting Restrictions: Media must run within the first two months of a quarter. Cross-platform (mobile, desktop, CTV) inventory. Inventory is ROS, so will run across all music genres, nationally. <https://digiday.com/sponsored/vevo-vevobca-the-video-star-will-never-die-music-videos-come-home-to-tv/> Email [kate@adclub.org](mailto:kate@adclub.org) and [tom@adclub.org](mailto:tom@adclub.org) with questions

**Starting Bid: \$ 1,250.00**  
**Value: \$ 5,000.00**



#### **Warner Bros. Discovery Digital Video Network Package**

Run of digital video across Warner Bros. Discovery, TVE networks. Net Value: \$35,000 Guaranteed Impressions: 2,187,500 Package does not include targeting Sizes: Pre-Roll Can be used Q1 2025 or Q2 2025 Restrictions: Must run between 1/1/2025 - 6/30/2025 Email [kate@adclub.org](mailto:kate@adclub.org) with questions

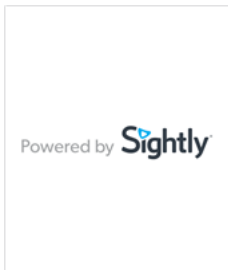
**Starting Bid: \$ 8,500.00**  
**Value: \$ 35,000.00**



#### **Yahoo Finance Morning Brief Newsletter Sponsorship**

Reach over 771k engaged users via Yahoo Finance's opt-in daily newsletter. Your exclusive sponsorship of the Morning Brief Newsletter appears front & center in a trusted, uncluttered environment, allowing you to reach business leaders with impact. Includes: Sponsored by' logo at the top of the newsletter; 600x338 image in a premium placement in the upper third view. All promo slots links to product. Net Value: \$20,000 CPM: 25.94 Estimated Impressions: 771,000 Program Length: 1 Day Package does not include targeting Can be used: Q1 2025 or Q2 2025 Sizes: Newsletter Placement (100% SOV) Restrictions: Must be used Q1 '2025 and Q2 2025 Advertiser must be approved by publisher in advance of running. Advertisers must be new to Yahoo Finance. Email [kate@adclub.org](mailto:kate@adclub.org) with questions

**Starting Bid: \$ 5,000.00**  
**Value: \$ 20,000.00**



#### **YouTube Activation Powered By Brand Mentality® from Sightly**

Activate a paid media campaign on YouTube with Sightly, a preferred YouTube Measurement Program Partner! Campaign will include our proprietary Brand Mentality® platform. This AI driven intelligence & activation tool gives us the ability to centralize a brand's unique perspective and inform media decisions in real-time. On average, clients who leverage their Brand Mentality profile for activation have 25% higher video engagement than those who don't. Sightly is an insights and intelligence partner that leverages over 80,000 data sources to help power media activation and business intelligence for brands and agencies. Sightly is 1 of 7 partners globally to be part of the YouTube Measurement Program. Net Value: \$25,000 Media Can Run: Q4 2024 - Q4 2025 Program Length: 30 Days Targeting: We are able to build our own custom audiences via topics, keywords, interests, search, affinities, custom intent, customer match, competitive conquering and more. Coupled with our knowledge of Google Products and Innovations we are able to reach the exact target audiences you are looking for as well as drive campaign KPIs Sizes: Pre-roll Restrictions: The following verticals may have limited targeting capabilities on YouTube: Alcohol, Healthcare, and Gambling. Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

**Starting Bid: \$ 6,250.00**  
**Value: \$ 25,000.00**





#### Zero-Party Ads, Insights, and Distribution Package from ViralGains

In a world where consumer sentiment shifts rapidly, finding effective and privacy-friendly advertising solutions is more crucial than ever. With this package, ViralGains will turn your advertising into a conversation with consumers where they intentionally and proactively share their interests, perceptions, and needs - also known as zero party data. ViralGains will deliver a fully customized video and/or display ad journey through interactive ad units that leverage your existing display or video creative. You'll have access to ViralGains' suite of surveys to conduct brand lift studies, orchestrate dynamic ad journeys, and build custom zero-party audiences. Scale your audiences even further by utilizing ViralGains' VoiceAlike® AI and activate them via the ViralGains Odyssey™ platform to optimize this campaign to your client's preferred KPIs. This package will enable you to personalize the ad experience in a privacy-friendly way, create custom audiences based on the questions that matter most to your brand, and dispatch consumers on a relevant brand journey - optimizing to business outcomes instead of chasing the cheapest impressions. Demo: <https://view.genial.ly/64e6b4e94750f10019b9c126>  
Net Value: \$25,000 CPM: \$24 Estimated Impressions: 1,041,666 Timing: Q4 2024 - Q1 2025 Program Length: 60 Days Max Sizes: 720p minimum Format: Agnostic: Video/Display, CTV, Mobile, Tablet, Desktop, Game Console Positioning: ROS media (customized to client's audience) Targeting: Custom Zero Party audiences; Ingest CRM, 1st party data; 3rd party audiences; Contextual Targeting based on page level intelligence, Behavioral Contextual, Demographic, Geo, Look-a-like, Re-targeting. Restrictions: Available to a first time brand only. Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

**Starting Bid: \$ 5,000.00**

**Value: \$ 25,000.00**

CATEGORY: 07 :: Mobile



**Accuweather: Weather-Triggered Dynamic Messaging by Location**

Harness The Power of Weather with Accuweather's Weather-Triggered Dynamic Messaging by Location AccuWeather will weather trigger ads against winter weather in 4Q'24 - 1Q'25 Net Value: \$26,000 Impressions: Varies based on desired placements Estimated Impressions: 3,200,000 Media can run during: Q4 2024 - Q1 2025 Targeting: Yes, weather-triggered dynamic messaging by location Targeting available: Behavioral, Demographic, Geo Sizes: 728x90, 160x600, 300x250, 300x600, Pre-roll Email kate@adclub.org with questions

Starting Bid: \$ 6,000.00  
Value: \$ 26,000.00



**Activision Blizzard Media Rewarded Video Package**

Activision Blizzard Media, the media arm of the world's largest independent gaming company famous for titles such as Call of Duty, World of Warcraft and Candy Crush Saga offers your brand the opportunity to leverage our high-performing Journey rewarded video ad unit across our mobile casual titles. - 100% owned & operated games, not available on Open Exchange - 95%+ VCR performance - 99%+ viewability performance - Fraud free Net Value: \$5,000 CPM: \$26 Guaranteed Impressions: 192,308 For Use: Q4 2024 - Q1 2025 Targeting Included: Demographic (age & gender) Sizes/Formats: Rewarded Video Inventory can run on Activision Blizzard Media's owned & operated games - Candy Crush Saga - Candy Crush Soda Saga - Farm Heroes Saga - Farm Heroes Super Saga - Bubble Witch Saga Restrictions: Ad serving limited to direct only. Restricted categories include: alcohol, gambling, pharma (partially). Happy to pre-qualify any interest. Activision reserves the right to approve the final winner of the auction and their creative from a legal, PR and quality standpoint. Email kate@adclub.org with any questions.

Starting Bid:\$ 1,250.00  
Value: \$ 5,000.00



**Flipboard Profile Setup + 1MM Promoted Content Impressions**

1MM Promoted Post Impressions with Flipboard 1P Interest data across the Flipboard App. Flipboard will create a verified profile for your brand and provide an introduction to our curation tools. Net Value: \$12,000 CPM: \$12 Guaranteed Impressions: 1MM Media will run in: Q1 2025, Q2 2025 Program Length: 1 Month Targeting: Behavioral Targeted ROS (customized to client's audience) Restrictions: Client must setup the Flipboard profile to unlock Promoted Post ad format Email kate@adclub.org with questions

Starting Bid: \$ 3,000.00  
Value: \$ 12,000.00



**High-Impact Video Package Targeted With Zero-Party Data & Brand Study Measurement From Jun Group**

Jun Group's package includes \$25k of high-impact video impressions, including full-screen, 100% SOV placements via its direct SDK integrations with premium mobile apps, as well as curated web publishers. These placements see industry-leading VCR, CTR, and viewability. The campaign features custom targeting powered by Schema, utilizing consent-based zero-party data to survey consumers about their interests, lifestyle, and more, alongside real-time AI-powered optimization. The package also includes an added-value brand study to measure outcomes like ad recall, brand lift, or favorability. Net Value: \$25,000 CPM: \$25 Guaranteed Impressions: 1MM Layers of Targeting Included: Behavioral, Demographic, Geo, Custom Audience Targeting Can be used Q4 2024 - Q4 2025 Program Length: 1 quarter Restrictions: Participation is limited to brands/agencies who have not run a Jun Group campaign since September 2023. Email kate@adclub.org with questions.

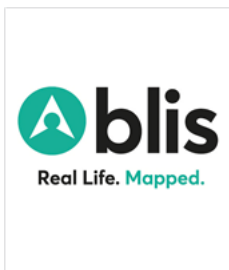
Starting Bid: \$ 6,250.00  
Value: \$ 25,000.00



#### Patient Journeys Program from WebMD

One month Patient Journeys mobile program - leveraging high quality health audiences and geographical signals. Patient Journeys is a product designed by WebMD's Mobile Connections division. The product targets WebMD condition specific users, off platform, on mobile, in non-endemic apps in and around high value, point of care locations. Net Value: \$15,000 CPM: \$17 Estimated Impressions: 1.5M, pending scope of the program Timing: Q4 2024 - Q2 2025 Program Length: One Month: Targeting Included: Geo, Retargeting, latitude/longitude and by zip code Restrictions: The geography will not include: New York, CT, WA and Nevada WebMD Mobile Connections is an intelligent geo-targeting solution that uses a unique combination of 1st party WebMD audience data and location analysis to reach both qualified condition-specific audiences AND Medscape-verified HCPs on their smartphones, off-platform, in and around high value POC locations. All solutions are privacy and state compliant. Email kate@adclub.org with questions.

Starting Bid: \$ 3,500.00  
Value: \$ 15,000.00



#### Privacy-friendly, Audience-first Platform Package from Blis

Blis is the most scaled geo-powered advertising platform in the world, working with major agencies and their brands. We've taken a radically different approach to omnichannel planning, buying, and measurement that's rooted in geography, not just identity. Using AI, we understand and help show what makes audiences unique, in terms of where they can be found online and in the real world and how they engage with content. We can then reach and measure these audiences in a unified way across every device and channel without relying on cookies or IDs. This unique technology consistently delivers substantially better performance, scale, and buying efficiency than ID-reliant strategies alone. Established in the UK in 2004, Blis now operates in more than 40 offices across five continents. Working with the world's largest and most customer-driven companies across all verticals including Unilever, Samsung, McDonald's, HSBC, Mercedes Benz and Peugeot, as well as every major media agency. To learn more, visit blis.com. Net Value: \$10,000 CPM: \$7.50 Guaranteed Impressions: 1.33MM Timing: Can be used Q4 2024 through Q2 2025 Program Length: Up to 8 weeks Vertical: Technology Sizes/Formats: Standard display (mobile/desktop/tablet) - 300x250, 320x50, 728x90, 300x600 Positioning: Behavioral Targeted ROS (customized to client's audience) Targeting: Audience Targeting Restrictions: Available to new advertisers only, defined as someone who has not run with Blis in the last 12 months. Email kate@adclub.org with questions.

Starting Bid: \$ 2,500.00  
Value: \$ 10,000.00



#### Tinder Video Package from Match Group

Tinder package includes the Native Video Card execution. - Looks just like a regular Tinder card but utilizes eye-catching sight, sound, and motion to grab users' attention - Features a strong call to action inviting consumers to engage further with your brand. For Example: Learn More / Download Now / Watch Now / Get Tickets - Users will have the ability to Like, Dislike, Watch Video, Unmute, Replay or Tap the CTA Button - Closed captioning is strongly recommended Net Value: \$10,000 CPM: \$16 Estimated Impressions: 625,000 Media can run: Q1 2025, Q2 2025 Includes Positioning on: Full run of Tinder Targeting Available: Age, gender, geo pending inventory availability. Sizes / Formats: Video/Custom Restrictions: Brand and Creative approval required. Email kate@adclub.org with questions

Starting Bid: \$ 2,500.00  
Value: \$ 10,000.00



#### Wall Street Journal Digital Network (WSJDN) Mobile Package

Wall Street Journal Digital Network (WSJDN) consisting of: - Wall Street Journal Digital Network Run of Network 300x250 (1-Month) - 300x250 rotation - 1.33MM impressions (approximately 5% SOV) Value: \$40K net Timing: One month flight available in Q1 2025 - Q2 2025 We can accept 3rd party tracking and verification. If a buyer would like to exclude specific sites, we can accept that. Tagging abilities: Accept DCM, IAS, MOAT, etc. monitoring tags (not blocking) If buyer would like to exclude specific sites, we can accept that. Tagging abilities: Accept DCM, IAS, MOAT, etc.

monitoring tags (not blocking). Restrictions: - Media donation cannot be used by an existing Wall Street Journal Barron's Group media/advertising partner. - The donation must be purchased by a new advertiser and approved by the WSJ Barron's Group. - Media is subject to availability. - Digital Expiration Date: 6/30/2025 Email kate@adclub.org with questions.

**Starting Bid: \$ 8,000.00**  
**Value: \$ 40,000.00**



**WeatherBug Mobile Application Package**

800,000 ad impressions (Geo/Weather Targeting available) in the 320x50, 300x250, 728x90 packaged size to run on smartphone & tablet apps – value of \$10k. - Impressions may be geo-targeted by state/DMA pending inventory but national is preferred. - Impressions can be weather-triggered. - We can 3rd party serve or 1st party serve. Restrictions: - All creative subject to approval - No Rich Media - Subject to space availability and creative acceptance - Does not include/cover 3rd party measurement fees - Media can run in: Q4 2024 - Q2 2025 - Must run by end of Q2 2025 - We cannot accept media from advertisers that has gambling/adult entertainment themes. Email kate@adclub.org with questions

**Starting Bid: \$ 2,500.00**  
**Value: \$ 10,000.00**

CATEGORY: 08 :: Native



**BLK & Chispa Native Video Package**

Includes Match Group portfolio properties: BLK & Chispa. Native video package looks just like a regular BLK or Chispa card but utilizes eye-catching sight, sound, and motion to grab users' attention. Video plays automatically with sound off. Sound is user initiated. Features a strong call to action inviting consumers to engage further with your brand. For Example: Learn More, Download Now, Watch Now, Get Tickets. Users will have the ability to Like, Dislike, Watch Video, Unmute, Replay, or Tap the CTA button. Closed captioning is strongly recommended. Can be targeted by gender, age, geography, operating system. Net Value: \$10,000 CPM: \$17.00. Guaranteed Impressions: 588,235. Media can run: Q1 2025, Q2 2025. Program Length: 4 Weeks. Maximum Package includes Run of BLK and Chispa apps. Targeting capabilities: gender, age, geography, operating system. Sizes / Formats: 760x760. Restrictions: Brand and Creative approval are required. For questions, email [kate@adclub.org](mailto:kate@adclub.org).

Starting Bid: **\$ 2,500.00**

Value: **\$ 10,000.00**



**Boston Female Fan Nation Sports Takeover & Virtual Tailgate Package**

Associate your brand with the soon to be most popular, recognizable, FIRST and ONLY female fan club/community in Boston sports. Reach an upscale affluent audience with an average annual household income of over 75K whose average age is 48 and on social media 5 hours a day! Custom facing, retail focused with a turnkey event package over 3 months: Media Benefits: - Inclusion on BFFN (@bostonffn) Website: <https://femalefanation.com> - Inclusion on all press releases - Inclusion on BFFN marketing purchases on FB & Instagram - Mention on any media/interviews related to the trendiest start-up for female fans in Boston - Inclusion on all BFFN social channels - opportunity to create 3 targeted social promotions - Rights to offer a membership benefit, BFFN logo/marks inclusion & access to BFFN mailing list/data base for a mutually beneficial offer. Three virtual tailgates and experiences on IGTV (one per month) brand presence and logo visibility. Net Value: \$10,000. Offer for Q4 2024 - Q1 2025 or otherwise mutually agreed upon dates. Program Length: 3 months. Contributed inventory is in the following verticals: Local, Sports. Includes positioning on: Homepage, Run of a specific Section. For questions, email [kate@adclub.org](mailto:kate@adclub.org).

Starting Bid: **\$ 2,000.00**

Value: **\$ 10,000.00**



**theSkimm's Daily Skimm: Weekend Newsletter "Skimm Picks" Integration**

theSkimm is a digital media company, dedicated to succinctly giving women the information they need to make confident decisions. We've made it our mission to help you live smarter. Everyday we're breaking down the news and trends that impact women so that they can navigate their daily lives and futures – from managing their paychecks to casting their ballots – with confidence. We provide our dedicated audience of millions with reliable, non-partisan information, informing and empowering them while fitting into their daily routines. Since disrupting the media landscape and defining a new category over a decade ago, theSkimm has become a trusted source for its audience of millions by seamlessly integrating into their existing routines, fundamentally changing the way they consume news and make decisions. Today theSkimm ecosystem includes the Daily Skimm, the Daily Skimm: Weekend, Skimm Money and Skimm Shopping newsletters, B2B marketer's newsletter The SKM Report, the "9 to 5ish with theSkimm" podcast, and theSkimm mobile app. theSkimm also houses Skimm Studios which creates innovative in-house video and audio content, and our in-house creative agency SKM Lab, which conceptualizes, develops, and produces innovative solutions and content for brands to engage with generations of informed women. theSkimm's first book, How to Skimm Your Life, debuted at #1 on The New York Times Best Seller list. Through Skimm Impact, theSkimm's purpose-driven platform, the company is dedicated to creating change for women. We are proud to support get-out-the-vote efforts with Skimm Your Ballot, which has spurred over 2 million voting-

related actions across the last four election cycles. We have mobilized hundreds of companies to join our #ShowUsYourLeave movement, which has created transparency and pushed for progress for Paid Family Leave in the U.S. And we're empowering women to take agency of their lives and control of their futures through our State of Women initiative, grounded in a study conducted by The Harris Poll.

Sponsorship Elements:

- Native integration within the Skimm Picks section of the Daily Skimm: Weekend Newsletter (published Saturday & Sunday mornings at 10:00 AM eastern)
- > The Daily Skimm: Weekend is sent Saturday & Sunday mornings at 10:00 AM eastern, giving Skimm'rs everything they need to catch up on from last week, and all the big moments coming up next week, so they can absorb it all in one place, then sign off and maximize their "me" time.
- > A Skimm Picks integration includes one native product or service featured within the Skimm Picks section.
- > The Skimm Picks section highlights top product recommendations across categories, updating Skimm'rs on the newest products to add to their shopping carts.
- Direct brand/product mention - Placement drives traffic to brand's desired landing page (1-2 hyperlinks)

Notes:

- Must be a first-time partner (i.e. has never run a campaign with theSkimm)
- Final circulation is estimated and is subject to change
- Partner will work closely with theSkimm's editorial team to translate copy into theSkimm's unique voice
- Partner will provide brand guidelines, brand restrictions, and copy points and will receive one (1) round of approval

Media Value: \$55,000 Estimate Impressions (Email Sends): 5,000,000 Timing: Can be used Q1 or Q2 2025 Program Length: theSkimm Picks placement runs for one (1) day. Restrictions: theSkimm must sign off on partner, dates, and final copy before inclusion in Skimm Picks. Partner must be a first-time advertiser with theSkimm. For questions, please contact and kate@adclub.org

*Starting Bid:* **\$ 12,500.00**

*Value:* **\$ 55,000.00**

CATEGORY: 09 :: Programmatic



**CTV Package from StackAdapt**

CTV Package from StackAdapt, the #1 Programmatic DSP according to G2 Crowd StackAdapt is a self-serve advertising platform that specializes in multi-channel solutions including native, display, video, connected TV, DOOH, and audio ads. StackAdapt's state-of-the-art programmatic platform is where some of the most progressive work in machine learning meets cutting-edge user experience. StackAdapt is designed around the three core pillars of programmatic—planning, executing, and analyzing. StackAdapt is ranked as the number one DSP on G2. For six consecutive years, StackAdapt has been recognized as a high performer and the highest-ranking DSP in customer satisfaction by G2, and also placed on the Top 100 Software Products list, and the Highest Satisfaction list for 2020, 2021, 2022, and 2023. StackAdapt has been named one of the 2022, 2023, and 2024 Ad Age Best Places to Work. For this package, we're offering \$10,000 to run with StackAdapt's CTV offering. Refine your reach with audience data, and further engage them through CTV retargeting. Media can be run between Q4 2024 to Q3 2025. Net Value: \$10,000 CPM: \$25 Estimated Impressions: 400,000 Media can run anytime between: Q4 2024 and end of Q3 2025. Program Length: One month / 4 Weeks Positioning: Behavioral Targeted ROS (customized to client's audience) Targeting: Behavioral, Contextual, Demographic, Geo, Look-a-like, Re-targeting, ABM, ISP Size/Formats: 16:9 Aspect Ratio, :15sec or :30sec, MP4 or VAST tags (no VPAID) Restrictions: Package valid for CTV. OTT can be accommodated at purchaser's request. Demo: <https://www.youtube.com/watch?v=CnSj4Sffflg> Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

Starting Bid: \$ 2,500.00  
Value: \$ 10,000.00



**Custom Performance Targeted Display Package from Quantcast (Package #1)**

Efficiently drive new customers and gain granular audiences insights with our Custom Performance Targeting (Prospecting or Prospecting and Retargeting) Display Package. Leveraging our powerful live dataset, we build lookalike models from your site pixel or 1st party data to drive new customers, conversions, and sales. Quantcast owns and operates the world's largest audience insights and measurement platform on the open internet. Fueled by live data drawn from our direct publisher relationship of 100+ million web and mobile destinations, Quantcast applies machine learning technology to help marketers and agencies grow their brands by better understanding and predicting consumer interactions in real-time. Net Value: \$5,000 CPM: Fluctuates based on dCPM Estimated Impressions: Fluctuates based on dCPM Timing: Q4 2024 - Q1 2025 Program Length: 1-2 months Targeting: Contextual, Demographic, Geo, Look-a-Like, Retargeting, Keyword & Topic, Custom Audience Targeting Sizes: 728x90, 300x250, 300x600, 160x600 Restrictions: - Client must place Quantcast pixel package onsite prior to launch - Client/agency cannot have activated with Quantcast in the 12 months preceding auction date - Display only. Viewability is not guaranteed. Does not include ad serving fees. Must adhere to T&Cs and industry regulations. Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

Starting Bid:\$ 1,250.00  
Value: \$ 5,000.00



**Custom Performance Targeted Display Package from Quantcast (Package #2)**

Efficiently drive new customers and gain granular audiences insights with our Custom Performance Targeting (Prospecting or Prospecting and Retargeting) Display Package. Leveraging our powerful live dataset, we build lookalike models from your site pixel or 1st party data to drive new customers, conversions, and sales. Quantcast owns and operates the world's largest audience insights and measurement platform on the open internet. Fueled by live data drawn from our direct publisher relationship of 100+ million web and mobile destinations, Quantcast applies machine learning technology to help marketers and agencies grow their brands by better understanding and predicting consumer interactions in real-time. Net Value: \$5,000 CPM: Fluctuates based on dCPM

Estimated Impressions: Fluctuates based on dCPM Timing: Q4 2024 - Q1 2025 Program Length: 1-2 months Targeting: Contextual, Demographic, Geo, Look-a-Like, Retargeting, Keyword & Topic, Custom Audience Targeting Sizes: 728x90, 300x250, 300x600, 160x600 Restrictions: - Client must place Quantcast pixel package onsite prior to launch - Client/agency cannot have activated with Quantcast in the 12 months preceding auction date - Display only. Viewability is not guaranteed. Does not include ad serving fees. Must adhere to T&Cs and industry regulations. Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

Starting Bid: \$ 1,250.00  
Value: \$ 5,000.00



**Dynamic Self Service Inclusion or Exclusion list Powered by Brand Mentality® from Sightly**

Create dynamic inclusion or exclusion lists at scale with data accessed through Sightly's exclusive YTMP (Youtube Measurement Program) partnership. Videos or Channels are selected based on Brand Mentality™ profile parameters and vetted using our proprietary scoring system. Sightly's approach to list building is 17x more dynamic than competitor list building approaches! Sightly is an insights and intelligence partner that leverages over 80,000 data sources to help power media activation and business intelligence for brands and agencies. Sightly is 1 of 7 partners globally to be part of the YouTube Measurement Program. Net Value: \$10,000 Media Can Run: Q4 2024 - Q4 2025 Program Length: 30 Days Targeting: We are able to build our own custom audiences via topics, keywords, interests, search, affinities, custom intent, customer match, competitive conquesting and more. Coupled with our knowledge of Google Products and Innovations we are able to reach the exact target audiences you are looking for as well as drive campaign KPIs Sizes: Pre-roll Note: Sightly is open to doing this buy programmatically with the winning bidder. Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

Starting Bid: \$ 2,500.00  
Value: \$ 10,000.00



**Programmatic Display Campaign on AdTheorent's Machine Learning-Powered Predictive Platform**

Drive business outcomes for your brand by activating a programmatic campaign across AdTheorent's Machine Learning-Powered Advertising Platform. Choose Predictive Targeting with Real-Time Signals or layer on geo intelligence for a predictive geo campaign across mobile and desktop display units. Contributed inventory is in the following vertical: Run of Platform Media with the highest predictive scores indicating likelihood of engagement. Media will run in: 2H 2024 or 1H 2025 Program Length: 1 month flight Estimated Impressions: 2 million Predictive Geo-targeting also available Sizes / Formats: 320x50, 728x90 and 300x250 Restrictions: Does not include Rich Media, Video or 3rd party data targeting AdTheorent uses advanced machine learning technology and privacy-forward solutions to deliver impactful omnichannel advertising campaigns for marketers. AdTheorent's machine learning-powered media buying platform powers its predictive targeting, predictive audiences, geo-intelligence, audience extension solutions and in-house creative capability, Studio A/T. Leveraging only non-sensitive data and focused on the predictive value of machine learning models, AdTheorent's product suite and flexible transaction models allow advertisers to identify the most qualified potential consumers coupled with the optimal creative experience to deliver superior results, measured by each advertiser's real-world business goals. Email [kate@adclub.org](mailto:kate@adclub.org) with questions

Starting Bid: \$ 2,500.00  
Value: \$ 10,000.00



## CATEGORY: 10 :: OTT & Digital Streaming Services



### Livestream / OTT Impressions on WFXT Boston 25

WFXT Boston 25 is happy to provide in consultation with the buyer/client: \$5k worth of Boston 25's Livestream, which averages over 85% of video ads being served on Connected TV devices. Video Commercial Spot lengths = :15's & :30's # Impressions inserted via Dynamic Ad Insertion which enables additional targeting, such as geographic targeting. All standard digital video reporting will be available with our OTT and FEP inventory. Restrictions: Subject to availability and copy approval Must run by 3/31/25 Email [kate@adclub.org](mailto:kate@adclub.org) with questions

Starting Bid: \$ 1,000.00  
Value: \$ 5,000.00



### NBCU Streaming :15/:30 Video Package

NBCUniversal Peacock Audience Extension (Peacock AX) - All longform/shortform content across NBCU Portfolio of Networks inclusive of Peacock Content (excluding Originals, Live Sports, Pay1 and Top 10 Peacock shows) - Delivery across all platforms and distribution partners; no exclusions. - :15 required, :30 accepted Net Value: \$25,000 CPM: \$18 Estimated Impressions: 1,388,889 Can be used: Q4 2024, Q1 2025, Q2 2025, Q3 2025 Sizes/Formats: Pre-Roll Donor would consider doing this buy programmatically Creative Guidelines: <https://together.nbcuni.com/nbcu-creative-guidelines/> Email [kate@adclub.org](mailto:kate@adclub.org) with questions

Starting Bid: \$ 2,500.00  
Value: \$ 25,000.00



### Premion CTV/OTT Advertising Package

Placement in long-form premium content across top-tier CTV/OTT Platforms and Providers. 125+ Leading TV and Media Brands TAG Brand Safety Certified TAG Certified Against Fraud Targeting: A18+ Geo: Any or all DMAs or States Format: Video time length is strictly 15s or 30s Net Value: \$12,750 Guaranteed Impressions: 375,000 Can be used Q1 - Q2 2025 Targeting: Geo Demo: <https://vimeo.com/755609061> Restrictions: - Ads must comply with Premion's brand safety requirements and IAB standards - Media must run in Q1 and Q2 of 2025 - Media will be targeted to A18+ across our network providers - Additional targeting is subject to incremental costs Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

Starting Bid: \$ 3,000.00  
Value: \$ 12,750.00



### Spotter Ads - Creator Video Media

Spotter empowers top YouTube creators to accelerate their business by giving them access to the capital, knowledge, community, and tools needed to succeed at scale as the storytellers of today. What does this mean for advertisers: Spotter owns the monetization rights across the top tier creator(s) library and in some cases future content where we sell curated media programs to meet the brand's needs (audience, contextual, etc). Since we are providing a highly engaging portfolio of long-form creator content, and reaching audiences that have the highest affinities and behaviors towards brands' needs we see incredible lift in campaign performance on our campaigns. All creators are brand safe, vetted and transparently shared with brands prior to the campaign running. Spotter Ads is donating \$25K worth of media for the Boston Ad Club Auction. - Media to run Q1 2025 - Q2 2025 - Video inventory, Run of Spotter Net Value: \$25,000 CPM: \$19 Guaranteed Impressions: 1,315,789 Media can run: Q1 2025, Q2 2025 Package does not include targeting Sizes / Formats: Pre-roll Email [kate@adclub.org](mailto:kate@adclub.org) with questions

Starting Bid: \$ 6,250.00  
Value: \$ 25,000.00



**Targeted National or Local CTV Campaign on Atmosphere**

Targeted National or Local CTV Campaign on Atmosphere Net Value: \$50,000 CPM: \$15 Guaranteed Impressions: 3,300,000 Media can run: Q4 2024, Q1 2025, Q2 2025 Program Length (if applicable): Flight variable based on advertiser campaign Does package include targeting? Yes Targeting Layers Available: Contextual, Demo, Geo, Targeting Using 3rd Party Data Restrictions: Redeem by 2Q 2025 Demo Reel/Video Link: <https://www.youtube.com/watch?v=cjMYPxO8pJ0> Email kate@adclub.org with questions.

Starting Bid: \$ 10,000.00  
Value: \$ 50,000.00



**Targeted National or Local CTV Campaign on Atmosphere**

Targeted National or Local CTV Campaign on Atmosphere Net Value: \$50,000 CPM: \$15 Guaranteed Impressions: 3,300,000 Media can run: Q4 2024, Q1 2025, Q2 2025 Program Length (if applicable): Flight variable based on advertiser campaign Does package include targeting? Yes Targeting Layers Available: Contextual, Demo, Geo, Targeting Using 3rd Party Data Restrictions: Redeem by 2Q 2025 Demo Reel/Video Link: <https://www.youtube.com/watch?v=cjMYPxO8pJ0> Email kate@adclub.org with questions.

Starting Bid: \$ 10,000.00  
Value: \$ 50,000.00



**The Roku Channel Media from Roku**

Roku is the #1 Streaming Platform in the US. In Q2'24, our Active Households grew to 83.6M, a net increase of 2M from Q1'24, and our streaming hours were 30.1 billion, up 5 billion hours YoY. 66% of our audience is cordless, meaning, with your donation, you will reach an incremental audience to your linear buy. Roku's growth continues to accelerate as people cut the cord and move to CTV/OTT. With this donation, you will have the opportunity to air on the Roku Channel. A Roku-owned and operated channel, Roku Channel is a top 10 streaming service in the U.S. (Nielsen Gauge 2024) and a top 3 channel on the Roku platform (Roku 1P Data 2024). Roku Channel is our response to the consumer desire for free, premium content and provides streamers with access to exclusive ad-supported inventory including 80+ Roku Originals; 80,000+ movies and TV episodes; 450+ live-linear channels; and 250+ music channels. Net Value: \$5,000 Can run: Q1 2025 - Q4 2025 Program Length: Media will air across a 1-month time-period in 2025. (Media will run within the same calendar month). Restrictions: Roku reserves the right of refusal if client doesn't meet our ad guidelines: Ad Guidelines: <https://docs.roku.com/published/advertisingguidelines/en/us> Data Guidelines: <https://docs.roku.com/published/dataguidelines/en/us> Caveat: IO will be required Email kate@adclub.org with questions

Starting Bid: \$ 1,250.00  
Value: \$ 5,000.00



**Undertone Branded CTV Custom Unit Build - 250,000 Impressions**

Utilize Undertone's industry leading Branded CTV spots that features full-screen CTV ads (100% on the big screen) that reveal the advertiser's branded canvas or overlay with the ability to add light animation or auto-rotating carousel features. These can be 15 or 30 second spots with the custom skin surrounding the video spot with supportive branding. This can also feature a QR code for user interaction and additional traffic to your website. This includes a custom design consult and execution from Undertone's in-house creative team, PXL Studios. Demo, age, and geo-targeting accepted. Net Value: \$10,000 CPM: \$20 Guaranteed Impressions: 250,000 Timing: Q1 2025, Q2 2025 or Q3 2025 Program Length: Recommended 2-4 week flight but flexible Positioning: Behavioral Targeted ROS (customized to client's audience) Targeting: Demo, age, and geo-targeting (state or DMA) included Sizes/Formats: Branded CTV Restrictions: These impressions can be run anytime before the end of 2025 with the exception of Q4 (October-December) in a 2-4 week flight. Creative Examples: Clover Farms - <https://admin.sparkflow.net/d/?d=eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJpZCI6OTY1NjcsImZvcmlhdCI6ImJlE3fQ.eEjUms0kGouAvCngeAwBOulkBgZlJfllnrkLV0k8k&nodevices=1&zoom=1&device=Full-screen> Hallmark Channel - <https://admin.sparkflow.net/d/?d=eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJpZCI6ODgyODMsImZvcmlhdCI6ImJlE3fQ.qFS8embf6jCcg5GCVCyBrcCHUBDeU2LJA15UHb9jOqw&nodevices=1&zoom=1&device=Full-screen> Email kate@adclub.org with questions.

Starting Bid: \$ 2,500.00  
Value: \$ 10,000.00



**VIZIO Video Package**

Video distributed across the VIZIO/SmartCast platform. Full-screen video running within premium environments. Net Value: \$15,000 CMP: \$30 Guaranteed Impressions: 750,000 Media can run: Q1 2025 - Q4 2025 Program Length 4 Quarters Positioning: Run of a specific Section / SmartCast Platform Targeting: AD18+ Targeting Layers: Demographic Sizes / Formats: Pre-roll Restriction: Targeting will be limited to AD 18+ Email kate@adclub.org with questions

Starting Bid: \$ 3,250.00  
Value: \$ 15,000.00

CATEGORY: 11 :: Services



**:30 Second Animated Web Ad or PreRoll Video from MK3 Creative**

30 second Animated Web Ad or PreRoll Video that can include concept development, project management, copywriting, storyboarding, 2D animation, music, VO and file conversion. Net Value: \$36,300 Package includes three rounds of changes. Restrictions: The animation must be completed between Q2 to Q4 2025. This is for motion graphics-based animation and not character animation. Minimum turnaround time for completion is 90 days and project inception must be submitted no later than July 1, 2025 (important note: special requests for timing will be considered). Demo Reel/Video Link: <https://mk3creative.com/#video-gallery-1>

Starting Bid: **\$ 4,000.00**  
Value: **\$ 36,300.00**



**Animated Promotional Video from Bare Tree Media**

Animated promotional video: A 5-10 second motion graphics video, released as an MP4, and formatted for social media. Add movement and effects to a single frame promotional design, or create a story based promotional video with multiple frames. Must be used within 120 days from the close of the Media Auction, by 1/31/2025 the latest. Bare Tree Media is a Boston based digital creative studio helping brands and agencies reach and engage consumers through branded mobile messaging solutions and AR experiences. The company's expertise is in the design and placement of digital content within iMessage, Google, GIPHY, Tenor, Snapchat, TikTok, Twitter, Facebook, and Instagram. Clients include ABC TV, Disney, DreamWorks, Duracell, Life is Good, L'Oreal, Mars-Wrigley, MuscleTech, NBC Universal, New England Patriots, SnapOn Tools, The Game Show Network, Warner Bros and other great brands. More info at [www.baretreemedia.com](http://www.baretreemedia.com) See sample promotional video below:  
<https://www.baretreemedia.com/portfolio/interwell-health/> Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

Starting Bid: **\$ 1,000.00**  
Value: **\$ 10,000.00**



**Branded Apple iMessage Page & Animated Mobile Messaging Stickers from Bare Tree Media**

This Ad Club Media Auction Package is valued at \$25K and Includes: Creative services for 12 custom designed animated messaging stickers to run for three months on iMessage. The iMessage experience will be featured for 90 days. Must be used within 120 days from the close of the Media Auction, by 1/31/2025 the latest. Bare Tree Media is a Boston based digital creative studio helping brands and agencies reach and engage consumers through branded mobile messaging solutions and AR experiences. The company's expertise is in the design and placement of digital content within iMessage, Google, GIPHY, Tenor, Snapchat, TikTok, Twitter, Facebook, and Instagram. Clients include ABC TV, Disney, DreamWorks, Duracell, Life is Good, L'Oreal, Mars-Wrigley, MuscleTech, NBC Universal, New England Patriots, SnapOn Tools, The Game Show Network, Warner Bros and other great brands. More info at [www.baretreemedia.com](http://www.baretreemedia.com) Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

Starting Bid: **\$ 2,000.00**  
Value: **\$ 25,000.00**

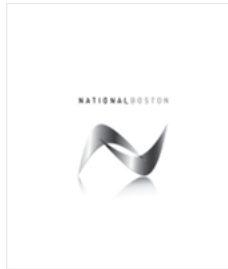


**Branded Giphy Page and 12 Animated/Branded GIFs from Bare Tree Media**

This Ad Club Media Auction Package is valued at \$22K and Includes: Creative services for 12 custom designed animated GIFs to run for three months on Giphy. The Giphy experience will be featured for 90 days. Must be used within 120 days from the close of the Media Auction, by 1/31/2025 the latest. Bare Tree Media is a Boston based digital creative studio helping brands and agencies reach and engage consumers through branded mobile messaging solutions and AR experiences. The company's expertise is in the design and placement of digital content within iMessage, Google, GIPHY, Tenor, Snapchat, TikTok, Twitter, Facebook, and Instagram. Clients include ABC TV, Disney, DreamWorks, Duracell, Life is Good, L'Oreal, Mars-Wrigley, MuscleTech, NBC Universal, New

England Patriots, SnapOn Tools, The Game Show Network, Warner Bros and other great brands. More info at [www.baretreemedia.com](http://www.baretreemedia.com)  
Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

**Starting Bid: \$ 2,000.00**  
**Value: \$ 22,000.00**



#### **Color Grading Package from National Boston**

Package includes 16 hours of color grading using daVinci Resolve with an Eclipse control panel. Resolve is the standard for high-end color grading and is used for finishing more Hollywood feature films, episodic television programming and TV commercials than any other software. The Resolve suite at National is a dedicated color grading room, handling resolutions up to 4K. Session time can be supervised or unsupervised. Can be redeemed Q4 2024 - Q1 2025 by 3/30/25 Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

**Starting Bid: \$ 500.00**  
**Value: \$ 5,000.00**



#### **Mix to Picture Package from Soundtrack/Finish Edit**

4 hours of mix to picture with one of our award winning engineers. Mix to picture: the last step before you launch your product video, commercial, or content...we will take your audio assets (whether it's dialogue or ambient sound, music) and mix these assets to create a finished piece, market ready. Can be used: Q4 2024, Q1 2025 Restrictions: \* Must be used for one session, not combined This package is valid through Q2, 2024 and must be used by 6/30/24. Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

**Starting Bid: \$ 500.00**  
**Value: \$ 2,500.00**



#### **Post Production Services from ELEMENT**

Includes up to 3 Days of Offline Editorial and up to 8 Hours of Color Correction in DaVinci Resolve. Does not include any Audio fees: Music, VO, Record or Mix. Package must be used on 1 project and cannot be broken up against several projects. Usage Must be scheduled at least 2 weeks in advance. This does not include incidental costs. Deal expires 1 year from date of purchase or by 10/4/2025 Email [kate@adclub.org](mailto:kate@adclub.org) with questions

**Starting Bid: \$ 1,000.00**  
**Value: \$ 7,500.00**



#### **Private Screening Package from Soundtrack Boston**

Use our 4k digital projector for your next screening. Our room seats 6-10 people comfortably. (4 hours of time). Can be used Q4 2024, Q1 2025. Restrictions: - Use of room between 9AM & 6PM, M-F. - This package is valid through Q2, 2025 and must be used by 6/30/25. Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

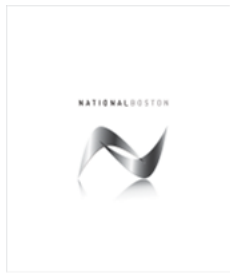
**Starting Bid: \$ 250.00**  
**Value: \$ 1,500.00**



#### **Search and Social Audit from Dig & Dig**

Dig & Dig's in-depth audits get to the root cause of your performance concerns and identify the path to lasting growth. We leave no stone unturned, digging into everything from the strength of your on-site content through to audience taxonomies. This Search and Social audit will encompass organic and paid channels, including SEO, Content Marketing, PPC, and up to two paid social accounts. Net Value: \$10,000 Can be used: Q4 2024, Q1 2025, Q2 2025 Program Length: 4 Weeks Restrictions: Does not include auditing organic social channel(s). Will require view access to company(s) GA4, Google Ads, Google Search Console, and Paid Social accounts. Email [kate@adclub.org](mailto:kate@adclub.org) with questions

**Starting Bid: \$ 1,500.00**  
**Value: \$ 10,000.00**



#### Studio Package from National Boston

(2) 8 hour day use of 48' x 48' acoustically insulated studio with drive in access and a hard cyclorama; (1) dressing/make-up room with shower; use of kitchen for meals (unprovided); lighting and grid package; and assorted grip equipment if available. National Boston will also supply (3) parking spaces in front of the building, wi-fi, and a studio manager. The studio is half chroma-green and half white and can be painted (fee applicable) for your needs. Restrictions: Does not include crew and equipment or pre-light/build day(s) Net Value: \$5,000 Can be redeemed Q4 2024 - Q1 2025 by 3/30/25 Scheduling based on studio availability. Email [kate@adclub.org](mailto:kate@adclub.org) with questions

*Starting Bid:* **\$ 500.00**

*Value:* **\$ 5,000.00**