

CATEGORY: 01 TV



[\[Edit\]](#) **\$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. Must be used by 12/29/26.

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: 12/29/2026

For questions: email [kate@adclub.org](mailto:kate@adclub.org)

Starting Bid: **\$ 2,750.00**

Value: **\$ 10,000.00**



[\[Edit\]](#) **Comcast Advertising Boston TV Package**

A schedule valued at \$10,000 (net) to air on Comcast 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, 2026.

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

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

Value: **\$ 10,000.00**



[\[Edit\]](#) **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. Must be used by 12/29/26.

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: 12/29/2026

For questions: email [kate@adclub.org](mailto:kate@adclub.org)

Starting Bid: **\$ 2,750.00**

Value: **\$ 10,000.00**



[\[Edit\]](#) **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)  
Expiration Date: 9/30/2026

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.

For questions: email [kate@adclub.org](mailto:kate@adclub.org)

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

Value: **\$ 10,000.00**



[\[Edit\]](#) **WCVB-TV Television and Online Package**

Media donation to be used on WCVB-TV and WCVB.com

TV Component consists of:

- \$10,000 worth of linear TV to be used Q1 – Q2 2026
- Spots can be :15's or :30's

Online Component consists of:

- \$2,500 worth of digital impressions / 250,000 Rotating impressions throughout WCVB.com
- Sizes / Formats included are: 728x90 and 300x250.
- Online media to be used Q1 – Q2 2026

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 historical 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](mailto:kate@adclub.org) with questions

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

Value: **\$ 12,500.00**



[\[Edit\]](#) **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. Must be used by 12/29/26.

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: 12/29/2026

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

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

Value: **\$ 10,000.00**

CATEGORY: 02 Magazine



[\[Edit\]](#) Boston Magazine Integrated Package

**PRINT COMPONENT:**

1 FP4CB (Full Page Four Color Ad Bleed) ad in Boston Magazine  
Net Value: \$28,200  
Rate Base: 55,000

**ONLINE COMPONENT:**

100,000 Lifestyle impressions on Bostonmagazine.com to run during same month the winning bidder runs their print ad.

**Net Value: \$1,800**

Ad sizes include: 300x600, 728x90, 300x250

Restrictions:

- Magazine deadlines are 1 month prior to the desired issue date.
- Strictly for new advertiser (defined as a company that has not run in Boston magazine for Year 2024)
- Or, potentially for an existing advertiser with pre-approval of Lynne Montesanto.
- Must be used within the Year 2025-2026 issuance, and cannot be used in the July Best of Boston issue.

Email [kate@adclub.org](mailto:kate@adclub.org) with any questions

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

**Value: \$ 30,000.00**



[\[Edit\]](#) FP4C Ad in Forbes' June/July 2026 Self Made Women Issue

Full page 4 Color ad in our June/July 2026 Issue / Theme: Self Made Women Issue. (please note 2026 issue themes are subject to change).

Net Rate: Our 1x open rate for full page four color ad is: \$50,000  
Circ Rate: 515,799

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](mailto:kate@adclub.org) with questions

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

**Value: \$ 50,000.00**



[\[Edit\]](#) FP4C Ad in Scientific American Full Page Ad + eBlast & Newsletter Inclusion

One 4-Color page in Scientific American any issue in 2026 / 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 2026, Q2 2026

All advertising creative must be approved by SA.

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

Starting Bid: \$ 4,500.00  
Value: \$ 61,000.00



**[Edit]** 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 2025  
Restrictions: Must be used in 2025

Please email [kate@adclub.org](mailto:kate@adclub.org) with any questions.

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



**[Edit]** Full Page 4-Color Ad in a 2026 Issue of Maine Boats, Homes & Harbors

FP4C in a 2026 issue Maine Boats, Home and Harbors Magazine.  
6x issues every other month: Jan/Feb, March/April, May/June, July/August, Sept/Oct, Nov/Dec.

Reach Maine's most affluent audience by advertising in Maine Boats, Homes & Harbors magazine. Providing numerous benefits for businesses looking to reach a targeted upscale audience of boating enthusiasts, homeowners, and outdoor lovers in Maine and the surrounding regions. The magazine in its 38th year of publication is well-respected and has a loyal readership, which means that advertisements can achieve high visibility and engagement. With its focus on local culture, lifestyle, and the maritime community, businesses can connect with potential customers who are already interested in their products or services. Additionally, the magazine's high-quality content and beautiful design enhance the appeal of advertisements, making them more effective in capturing attention and driving sales.

Net Value is \$3,695  
Print Audience is 19,756  
Creative Deadline: January 10, 2026

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

Starting Bid: \$ 500.00  
Value: \$ 3,695.00



**[Edit]** Full Page 4-Color National Ad in GOLF DIGEST

FP4C National Page in a GOLF DIGEST Issue in 2026. 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 2026 - Q4 2026

Restrictions:

- Creative & placement of advertising contingent on approval by Golf Digest Editorial & 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



**[Edit] Full Page 4-Color National Ad in Sports Illustrated**

FP4CB (Full Page 4-Color Bleed) Ad in Sports Illustrated Magazine (National Insertion).

Gross Open Rate: \$36,750

Net Value: \$31,237

Rate Base: 400k

Winner has the choice to run between Q4 2025 - Q3 2026 (December 2025-August 2026 issues).

Email [kate@adclub.org](mailto:kate@adclub.org) for space, material, and ad close dates.

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

**Value: \$ 31,237.00**



**[Edit] Full Page Ad in Globe Magazine**

One FP4C ad in Globe Magazine.

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.

Net Rate: \$10,000

Expiration: Ad must run during the first half of 2026 year by June 30, 2026.

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: \$ 2,000.00**

**Value: \$ 10,000.00**



**[Edit] 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 from the following:

- March/April 2026 issue (materials due 1/14/2025 & on sale 2/18/2025)
- May/June 2026 issue (materials due 3/11/2025 & on sale 4/16/2025)

Gross Value: \$59,500

Net Value: \$ 50,493

Circulation Rate: 347,551

Rate Base: 210,000

Timing: Will run in either March/April 2026 Issue or May/June 2026 Issue depending on availability

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.

Restrictions:

- **Offer not available to existing or prior advertisers with HBR.**
- Ad must comply with HBR terms and conditions.
- Ad materials must be provided to Harvard Business Review by:
  - Tuesday, January 14, 2026 for March/April issue
  - Tuesday, March 11, 2026 for May/June issue

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

**Starting Bid: \$ 7,000.00**

**Value: \$ 50,493.00**



**[Edit]** Reach 1.3 Million Engaged Magazine Fans through Yankee Magazine

One Full Page advertisement in Yankee magazine celebrating its 90th year in 2025. We cannot guarantee it - but hope to get this ad on Cover 3. We are happy to support the Ad Club mission.

Net Value: \$20,250  
CPM: \$15.57  
Guaranteed Impressions: 1,300,000  
Can be used Q4 2025, Q1 2026, Q2 2026 by 6/30/26

**Restrictions:**

- To be used by June 30, 2026 or forfeited.
- Deadline for:
  - Jan/Feb issue - Winter Special is Nov 8.
  - March/April - HOME Special is Jan 8
  - May/June Travel Guide Special is March 7, 2026
- Available for new advertiser only (defined as someone who hasn't run with us in the last 24 months).
- We hope to be able to build on the results and expand the relationship, thank you.

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

Starting Bid: **\$ 2,500.00**  
Value: **\$ 20,250.00**



**[Edit]** 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 2026 - Q4 2026  
Restrictions: No tobacco, energy drinks, energy products, coffee, hydration products allowed.

Demo: <https://www.redbull.com/us-en/theredbulletin/collections/the-red-bulletin>  
Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

Starting Bid: **\$ 2,500.00**  
Value: **\$ 40,000.00**

CATEGORY: 03 Newspaper



[\[Edit\]](#) **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. 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

Net Value: \$76,169  
Circulation is 448,848 paid for print  
Timing: Q1 2026 and Q2 2026

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
- Must be redeemed by 6/30/26

Please email [kate@adclub.org](mailto:kate@adclub.org) with questions.

Starting Bid: **\$ 6,000.00**  
Value: **\$ 82,792.00**



[\[Edit\]](#) **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.

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.

Net Value: \$76,169  
Circulation is 448,848 paid for print  
Timing: Q1 2026 and Q2 2026

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
- Must be redeemed by 6/30/2026

Email [kate@adclub.org](mailto:kate@adclub.org) with any questions

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



[\[Edit\]](#) **2 FP4C Ads in 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 & 14,000 for South End News  
Media will run in: Q4 2025 - Q4 2026

Email [kate@adclub.org](mailto:kate@adclub.org) with any questions.

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



[\[Edit\]](#) **FP4C Ad in Financial Times North America Edition**

Full page, 4-color weekday ROP color insertion from Financial Times.

Net Value: \$41,100  
Estimated Impressions: Approximately 33,000 circulation

Ad dimensions: 22 1/16in x 13 9/16in  
Insertion must be used between January and August of 2026.

Restrictions:

- The ad will be booked week commencing, meaning that we only guarantee the week the ad will run, not the exact date.

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

Starting Bid: \$ 10,000.00  
Value: \$ 41,100.00



[\[Edit\]](#) **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 2026 year by June 30, 2026.

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](mailto:kate@adclub.com) with questions

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



[\[Edit\]](#) **Full Page 4-Color Ad in The Washington Post Daily Edition**

One FP4C ad in the Daily Edition of The Washington Post Newspaper.

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.

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 2026 through Q3 2026

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: \$ 10,000.00  
Value: \$ 119,700.00



**[Edit] Integrated Package from USA Today**

One full-page, four color 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.

Net Cost Full Page Ad = \$45,000  
Monday – Thursday average circulation = 115,536  
Friday Circulation: 131,359

Net Cost 100k Digital Impressions = \$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 2026, by 12/31/26.

For questions: email kate@adclub.org

Starting Bid: \$ 11,250.00  
Value: \$ 45,000.00



**[Edit] Massachusetts Print Package from USA Today/LocalQ**

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
- 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 2025  
Restrictions: Must be used by 12/31/25

Email kate@adclub.org with questions.

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



**[Edit] Print Ad in the Boston Business Journal 2026 Book of Lists**

FP4C ad in the BBJ's 2026 Book of Lists (publishes Dec. 2025). 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](http://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](mailto:kate@adclub.org) for full specs or questions.

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

**[Edit] 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).

Timing: Can be used now through 12/31/2026

Restrictions:

- Schedule to be determined based on availability.
- 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](mailto:kate@adclub.org) with questions.

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

CATEGORY: 04 Out of Home



[\[Edit\]](#) **\$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 2025, Q1 2026

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

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



[\[Edit\]](#) **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.

Winner has one year until September 30, 2026 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: \$ 1,500.00  
Value: \$ 6,000.00



[\[Edit\]](#) **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.

Winner has one year until September 30, 2026 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: \$ 1,500.00  
Value: \$ 6,000.00



[\[Edit\]](#) **1 Static Bulletin in Providence for 4-Week Flight from Lamar**

One 14' x 48' static bulletin in Providence, 4-week flight.

Net Value: \$7,500  
Lamar will also cover production costs, valued at \$1500.  
Total Value of board + 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](mailto:kate@adclub.org) for full list of locations.

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



**[Edit] 3 Digital Bulletin Spots from Clear Channel Outdoor**

Winning bidder receives 3 (: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: \$24,000.

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 January 1 – March 31, 2026.
- Can start on any available date (January 1 – March 31, 2026).

Email [kate@adclub.org](mailto:kate@adclub.org) with any questions.

Starting Bid: \$ 6,000.00

Value: \$ 24,000.00



**[Edit] 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, and Seaport.

Net Value: \$15,000

CPM: \$20

Estimated Impressions: 750,000

MUST run: Q1 2026

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](mailto: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](mailto:kate@adclub.org) with questions.

Starting Bid: \$ 3,750.00

Value: \$ 15,000.00



**[Edit] 5 Boston Pedicabs with Full Vinyl Wraps from Coaster Cycles**

Four-week, general branding option on FIVE pedicabs. Pedicabs branded with full vinyl wraps.

Excellent opportunity for product launches, store openings, recruiting campaigns, pictures delivered at end of program.

Timing: Campaign available for winner's choice for use any time after Labor Day 2026 (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 in 4 consecutive weeks.

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

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



**[Edit] 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.

Net Value: \$20,000  
CPM: \$10  
Estimated Impressions & Units: TBD/ dependent upon where in the city the inventory is utilized  
Can Run: Q1 2026 - Q4 2026  
Does not include targeting

**Restrictions:**

- Valid in 2026 only (Q1 2026 - Q4 2026) / campaign must run entirely in 2026
- Production or other service costs not included
- Cannot be won by the 2024's auction winner.
- If winner is an existing JCDecaux client, auction value must be incremental to 2025'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



**[Edit] 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 2026  
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 advertising (containing pictures or text advocating prejudice or discrimination against any race, national origin, religion, disability or handicap, gender, age, or sexual orientation)
- No religious advertising

- 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
- No 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)

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

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



**[Edit] Captivate Office & Residential Screens (RON)**

\$25k of Captivate's Run-of-Network office and residential inventory in the Boston market.

CPM: \$20.60  
 Estimated Impressions: 2,083,333  
 Can be used: Q4 2025, Q1 2026 by 3/31/26  
 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 '26.
- 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



**[Edit] 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: \$56,741  
 Estimated Impressions: 32,955,211  
 Timing: Q4 2025, Q1 2026, Q2 2026 (by 6/26/26)  
 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: \$ 12,500.00  
 Value: \$ 56,741.00



**[Edit] Digital Units on Firefly Digital OOH Network**

We are internet connected smart screens on taxis and ride-shares. Ideal for reaching streetside audiences, Firefly digital tops tower over traffic with 180° of viewability. Digital units deliver dynamic and dayparting capabilities on the highest resolution digital top display in the industry.

Available in markets across the US: New York, Miami, Chicago, San Francisco, Los Angeles, Las Vegas & Boston.

Net Value: \$25,000

CPM: \$10

Estimated Impressions: 2,500,000

Timing: Can run Q1 2026 - Q4 2026

Placement: Available on digital taxi/ride-share network in the markets noted above

Targeting: Geo-targeting available - geo-target ads to run marketwide or in a certain radius, zip codes or neighborhoods.

Size: 560x160

Restrictions:

- Unable to run ads for Tobacco, Cannabis, Political, adult entertainment, gambling among some others.

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

**Starting Bid: \$ 6,250.00**

**Value: \$ 25,000.00**



**[Edit] 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.

Net Value: \$25,000

CPM: \$50 P2+ CPM

Estimated Impressions: 500,000 P2+ admissions

Can be used: Q4 2025, Q1 2026, Q2 2026, Q3 2026

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](mailto:kate@adclub.org) with any questions.

**Starting Bid: \$ 4,000.00**

**Value: \$ 25,000.00**



**[Edit] 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, 2026 and December 31, 2026. 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 1/1/26 thru 12/31/26

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

**Starting Bid: \$ 1,575.00**

**Value: \$ 9,500.00**



**[Edit] 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 2025 - Q4 2026 by 12/31/2026  
Program Length: 4 weeks Size: 1920 x 1080  
Restrictions: Based upon space availability

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

Starting Bid: \$ 1,000.00  
Value: \$ 6,400.00



**[Edit] Liquid's Boston Convention & Exhibition Center Digital Entrance Display**

Two (2) digital spectaculars at the entrance of Boston Convention & Exhibition Center. 10 second spot, 60 second loop. Static video. The massive Digital Tower Spectacular features full motion animation on a scale to match the personality and character of the iconic city. This spectacular unit reads to two directions of traffic on Summer Street in Boston's Seaport District. Standing more than 80' tall, the unit creates a striking presence in the skyline, adjacent to BCEC, the largest convention center in New England. The display features two high resolution panels, as well as an LED Tower composed of louvered LED strips. Truly the most dominant presence in all of Boston.

Net Value: \$6,250  
CPM: 10.60 Estimated Weekly A18+ impressions are 695,617  
Timeframe: Can be used Q4 2025 - Q4 2026 by 12/31/2026  
Program Length: 1 week (7 day) program.  
Restrictions: Client and copy are subject to approval

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

Starting Bid: \$ 1,500.00  
Value: \$ 6,250.00



**[Edit] 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 2025 - Q4 2026 by 12/31/2026  
Program Length: 4 weeks  
Sizes: 1920 x 1080  
Restrictions: Dependent upon space availability

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

Starting Bid: \$ 1,500.00  
Value: \$ 8,100.00



**[Edit] Liquid's MassMutual Center Digital Spectacular**

The unique, 3-panel digital display on the side of Springfield's Mass-Mutual Center is the new advertising centerpiece of this city. Located in Court Square which is currently undergoing a transformative uplift, the MassMutual Center plays a significant role in the cultural and entertainment scene of the Springfield area as a multi-purpose arena serving as home to the Springfield Thunderbirds and hosting a wide range of entertainment and cultural events year round. Locals and visitors come to Springfield for the center's popular live performances and its adjacency to MGM Casino, the NBA Basketball Hall of Fame, City Hall, the Courthouse, and Symphony Hall. The center also serves as a meeting and exhibition space for business conferences and trade shows year round. This outstanding digital is seen by all visitors to the center as well as traffic entering/exiting the downtown area and its variety of businesses via I-91 and stands out as the dominant presence in the market.

Net Value: \$14,400  
CPM: 3.3  
Guaranteed Impressions: 454,595  
Timeframe: Can be used Q4 2025 - Q4 2026 by

12/31/2026  
Program Length: 4 weeks  
Restrictions:

- Static digital, no full motion
- Dependent upon space availability

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

Starting Bid: **\$ 3,500.00**  
Value: **\$ 14,400.00**



**[Edit] 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 2025 - Q4 2026 by 12/31/2026  
Restrictions: Dependent upon space availability

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

Starting Bid: **\$ 3,500.00**  
Value: **\$ 22,500.00**



**[Edit] 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 2025 - Q4 2026 by 12/31/2026  
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**



**[Edit] 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 2025 - Q4 2026 by 12/31/2026

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**



**[Edit] Liquid's Tampa Digital Network – 12 Digital Kiosk Faces**

Digital Kiosk Network within Midtown Tampa Lifestyle Center. Includes 12 Digital Kiosk Faces

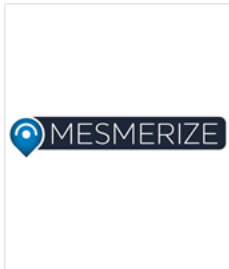
Net Value: \$28,000  
CPM: \$8.60  
Guaranteed Impressions: 3,363,404  
Specs: 1920 x 1080  
Timing: One 4-week period Can be used Q4 2025 - Q4 2026 by 12/31/2026

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: **\$ 28,000.00**



**[Edit] Mesmerize Digital Point of Care & Pharmacy Network:**

Mesmerize Digital Point of Care & Pharmacy Network:

:15 or :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  
Inventory to run: any time between Q4 2025 thru Q3 2026  
Targeting: Based on avails, inventory to run during a 4 week flight duration.

Restrictions:

- 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 across the US, 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 12 months of purchase date.

For more information please email [kate@adclub.org](mailto:kate@adclub.org)

Starting Bid: **\$ 4,500.00**  
Value: **\$ 20,000.00**



**[Edit] NYC Lower Manhattan Dedicated Wildpostings from Pearl Media**

Pearl Media's dedicated wildposting package includes 7 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: \$28,000  
CPM: \$7.97  
Estimated Impressions: 3,744,225 per 4 weeks  
Can be used: Q1 2026 - Q2 2026  
Program Length: 4 Weeks

Associated production/installation fees are included in the net value.

Restrictions: Offensive or explicit content may be denied

Email [kate@adclub.org](mailto:kate@adclub.org) for more details on the 7 specific locations.

Starting Bid: **\$ 7,000.00**  
Value: **\$ 28,000.00**



**[Edit] Poster Space on Martha's Vineyard Route from Steamship Authority**

One poster on the M/V Island Home, the Steamship Authority's largest vessel serving Martha's Vineyard.

Net Value: \$6,000  
Average monthly ridership for the M/V Island vessel during this timeframe: 93,000  
Timing: 6 Month period, 5/1/2026 - 10/31/2026

Restrictions:

- The posters must conform to our advertising policies
- Winner cannot be a brand that would be a direct competitor of an island-based business.

Please email [kate@adclub.org](mailto:kate@adclub.org) for ad policies or clarification on island-based businesses.

Starting Bid: \$ 1,500.00  
Value: \$ 6,000.00



**[Edit] 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 2025 - Q4 2026 by 12/31/2026  
Size: 1920 x 1080

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

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



**[Edit] Static Spectacular in The Square (NYC) from Silvercast**

Static Spectacular known as **The Square** (NYC-500), Facing south into The Penn District/Madison Square Garden showing to pedestrian traffic commuting from NJ Transit, LIRR, Amtrak, and MTA Subway Lines, this illuminated display known as The Square sits above 34th Street and directly across the street from Macy's Herald Square. Surrounded by excellent shopping destinations such as H&M, The GAP, Victoria Secret, American Eagle and many other flagships - this site offers exceptional visibility for advertisers looking to grab the attention of a bustling shopping crowd.

Net Value: \$50,000  
Estimated Impressions: 18,200,000 over 4 weeks  
Media can run: Q4 2025 through Q1 2026 based on space availability  
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 \$9,000
- 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



[\[Edit\]](#) **\$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 2025, Q1 2026, Q2 2026

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](mailto:kate@adclub.org) with questions.

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



[\[Edit\]](#) **\$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 2026  
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](mailto:kate@adclub.org)

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



[\[Edit\]](#) **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](mailto:kate@adclub.org) with questions.

Starting Bid: \$ 625.00  
Value: \$ 5,000.00



[\[Edit\]](#) **88.1 FM El Pinguino BEAT OF THE BEACH**

Nantucket's new Latin radio station plays the hottest beats from artists including Karol G, Marc Anthony, Shakira, Daddy Yankee, Bad Bunny and more. Experience a unique blend of genres like Reggaeton, Salsa, Merengue, Spanish pop and Bachata.

3 months of (90) :20 second underwriting announcements per month to run 6a-6p Monday - Sunday. Total spots 270X.

Net Value: \$6,750  
Underwriting Announcement Length :20s  
Timing: Q4 2025 - Q4 2026 Demo:  
Latino audience  
Donated by Nantucket Multi Cultural Media.

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

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



**[Edit] 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 2025 - Q4 2026  
Demo: <https://vimeo.com/555260614>

Donated by Nantucket Public Radio.

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

Starting Bid: \$ 350.00  
Value: \$ 2,000.00



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

3 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 2025 - Q4 2026  
Demo: <https://vimeo.com/337759311>

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

Starting Bid: \$ 600.00  
Value: \$ 4,590.00



**[Edit] 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

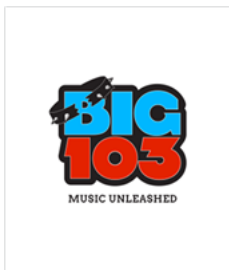
15,000 impressions audio pre-roll  
15,000 impressions [wgbh.org](http://wgbh.org)  
Logo and link in 2 "The Note" eNewsletters

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, 2026

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

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



**[Edit] 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](mailto:kate@adclub.org) with questions

Starting Bid: \$ 875.00  
Value: \$ 10,000.00



**[Edit] Classical 95.9 :60 Spot Schedule**

Choice between: 40 (:60s) commercials OR 55 (:30s) per month, for 9 months in 2026.

Net Value: \$8,640  
Can be used Q1 2026, Q2 2026, Q4 2026

Restrictions:

- Excludes Q3, 2025 entirely.
- Spots must be used monthly.
- Cannot use all 40 spots in two weeks or less.

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

Starting Bid: \$ 450.00  
Value: \$ 8,640.00



**[Edit]** 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](http://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, 2026.

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

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



**[Edit]** JAM'N 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](mailto:kate@adclub.org) with questions

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



**[Edit]** 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](mailto:kate@adclub.org) with questions

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



**[Edit]** 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](mailto:kate@adclub.org) with questions

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



**[Edit]** 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, 2026

Net Value: \$5,000  
Spot Length: :15, :30, :60-second commercials

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)
- WXLF 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)

**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.

Email kate@adclub.org with questions.

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



**[Edit] 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/if inventory is sold-out/eg. May, Political)

Email kate@adclub.org with questions

**Starting Bid: \$ 1,375.00**  
**Value: \$ 8,000.00**



**[Edit] 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: \$ 1,125.00**  
**Value: \$ 5,100.00**



**[Edit] 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/if inventory is sold-out/eg. May, Political)

Email kate@adclub.org with questions.

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



[\[Edit\]](#) **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](mailto:kate@adclub.org) with questions.

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



[\[Edit\]](#) **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](mailto:kate@adclub.org) with questions

Starting Bid: \$ 450.00  
Value: \$ 8,000.00



[\[Edit\]](#) **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](mailto:kate@adclub.org) with questions

Starting Bid: \$ 2,500.00  
Value: \$ 12,000.00



[\[Edit\]](#) **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](mailto:kate@adclub.org) with questions.

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



[\[Edit\]](#) **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](mailto:kate@adclub.org) with questions

Starting Bid: \$ 600.00  
Value: \$ 8,000.00



[\[Edit\]](#) **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](mailto:kate@adclub.org) with questions.

Starting Bid: \$ 1,125.00  
Value: \$ 5,100.00



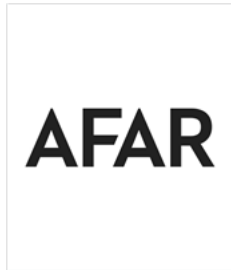
[\[Edit\]](#) **WZRM Rumba 97.7 FM Radio :30 Spot Schedule**

: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 [kate@adclub.org](mailto:kate@adclub.org) with questions.

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

CATEGORY: 06 Digital



[\[Edit\]](#) \$15k ROS Campaign from AFAR.com

\$15k ROS Digital Campaign from AFAR.

Net Value: \$15,000

CPM: \$15

Guaranteed Impressions: 750,000

Can run: Q4 2025, Q1 2026, Q2 2026

Targeting Capabilities Included: Contextual

Positioning Includes:

- Homepage
- Run of a specific section (i.e. Sports, Personal Finance, Parenting, etc)
- Run of site can run on all topics and channels on Afar.com\

Sizes & Formats: 728x90, 300x250, 300x600

Note: Donor would consider working with the winning bidder to do this programatically.

Restrictions:

- All ads and materials must be submitted based on AFAR's specs.
- All inventory must be used by June 30, 2026.
- Dates subject to change based on available inventory.

AFAR is the leader in experiential travel. Our mission is to inspire, guide and enable travelers to have richer, deeper and more fulfilling experiences. AFAR is reaching an influential audience through all of our platforms: AFAR Magazine, AFAR.com, AFAR Experiences and AFAR Experiences. AFAR.com is the world's most comprehensive travel guide and trip planner for the discerning traveler. AFAR.com offers access to an engaged audience who values quality products and experiences. AFAR's dedicated "Wanderlust" emails are a templated promotion on behalf of our partners that reach our audience who have opted in to receive emails.

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

Starting Bid: \$ 3,500.00

Value: \$ 15,000.00



[\[Edit\]](#) \$25k Display Inventory to run via Zeta Global

The Zeta Marketing Platform (ZMP) is a single platform with native ESP, CDP DMP, and DSP capabilities, along with the assets of Zeta's Data Cloud. Flexible integrations also enable the ZMP to inform partner technologies across channels in real-time.

This package is \$25k of display inventory to run through Zeta's DSP (managed service). We will work with the winning bidder to determine audience strategy and provide targeting options using our proprietary Zeta data (which spans 245 million households/~90% of the US population). We are also able to ingest 1P data (all fees for this are the responsibility of the buyer) and augment it with Zeta data.

Net Value: \$25,000

CPM: TBD based on targeting

Estimated Impressions: TBD based on targeting

Sizes: 728x90, 300x250, 300x600, 160x600

Positioning: Behavioral Targeted ROS

(customized to client's audience)

Targeting Layers:

- Behavioral
- Contextual
- Demographic
- Geo
- Retargeting
- Custom Audience Targeting
- Targeting Using Third Party Data

Can be used Q4 2025 - Q3 2026

Restrictions: Available for new clients only.

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

Starting Bid: \$ 6,000.00

Value: \$ 25,000.00



[\[Edit\]](#) **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 2026 - Q4 2026  
Program Length: 30 Days Sizes: 970x250, 300x250, 728x90.  
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:

- Slate reserves the final rights of advertiser approval.
- 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: **\$ 3,000.00**  
Value: **\$ 25,000.00**



[\[Edit\]](#) **1440 On-Site & Newsletter Package**

1440 is offering a mixture of on site media coupled with either two newsletter sponsorships of: Society and Culture, Tech and Science, or one of each.

Net Value: \$15,000  
CPM: \$35  
Estimated Impressions: 429,000  
Can be used: Q1 2026, Q2 2026  
Positioning: Behavioral Targeted ROS (customized to client's audience)  
Sizes: 300x250, 160x600  
Restrictions: Package doesn't include targeting

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

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



[\[Edit\]](#) **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 Q1 2026 - Q2 2026

Please email [kate@adclub.org](mailto:kate@adclub.org) with questions

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



[\[Edit\]](#) **1MM Display Impressions from Martini Media**

1MM display impressions to run across Martini Media's curated passion-based portfolio for Q1 2026 - Q2 2026 with a value of \$14,000. These impressions can be served nationally with standard display ad units including the following ad sizes: 728x90, 300x250, 160x600 and 300x600.

Martini is the leader in reaching and engaging the affluent online. Leveraging our proprietary insights, we provide

solutions for delivering compelling brand campaigns across passion-based niche sites that drive the affluent audience, at work and at play. Martini's curated portfolio of premium media partners allows you to tap into the most relevant environments—and prime passion points—for maximum impact, engagement, and ROI.

Net Value: \$14,000  
Estimated Impressions: 1MM  
Media will run: Q1 2026 – Q2 2026  
Includes positioning on Behavioral Targeted RON (customized to client's audience)  
Targeting Capabilities: Martini uses comScore to create a custom curated site list to ensure all the sites over index for our client's target audience  
Layers of Targeting:  
Demographic  
Sizes / Formats included in this package are: 728x90, 300x250, 160x600 and 300x600.

Restrictions:

- Media to run RON/ cannot guarantee site sections.
- Valid for new advertisers only existing advertisers with pre-approval.
- Prohibited content includes illegal products or activities, weapons, religious organizations, dangerous, dishonest, and inappropriate content, counterfeit goods, suggestive material, or promotion of hatred or violence

Email [kate@adclub.org](mailto:kate@adclub.org) with questions or to seek pre-approval.

Starting Bid: \$ 2,500.00  
Value: \$ 14,000.00



**[Edit] 2MM ROS Impressions across Tripadvisor.com (Desktop & Mobile)**

2 million Run of Site impressions across Tripadvisor.com (Desktop and Mobile).

**Net Value:** \$50,000  
**Impressions:** 2 million Run of Site impressions across Tripadvisor.com (Desktop and Mobile)  
**CPM:** \$25  
**Timing:** Media can run in Q1 or Q2 2026  
**Ad Sizes and Formats:** 728x90, 300x250  
**Positioning:** Inventory will run across the Tripadvisor site and is not limited to any specific section or destination  
**Inventory Type:** IAB-compliant desktop and mobile  
**Verticals:** Travel, Experiences, Dining  
**Restrictions:** Available to all non-hotel, OTA, or destination marketers  
**Disclaimer:** Tripadvisor will determine the campaign timeframe and will aim to deliver the requested impressions within that window. However, priority may be given to paid campaigns

**Why Tripadvisor**

Tripadvisor is the world's most trusted travel guidance platform, reaching 463 million monthly users across 190 countries. With over 9 million listings and 247 reviews submitted per minute, this package provides access to a premium and highly engaged audience at scale.

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

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



[\[Edit\]](#) **Azerion Display Package**

Azerion's Display Package can be executed across our network of 20,000+ owned and operated (O&O) gaming apps and titles, or as a standard IAB display campaign. Our proprietary DMP captures and processes data in real time, making it actionable within 2-3 hours—ensuring timely relevance and measurable incrementality for brands and marketers. Azerion understands both topics and keywords across 3BN articles to define your audience. 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 2025, Q1 2026  
Program Length: 4 Weeks  
Sizes: 728x90, 300x250, 300x600, 160x600

Targeting:

- Behavioral
- Contextual
- Retargeting
- Custom Audience

Targeting Includes Positioning on: Contextual and Behavioral Targeted ROS (customized to client's audience)

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](mailto:nikki.cavanagh@azerion.com)

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

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



[\[Edit\]](#) **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 2026 year by March 30, 2026

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**



[\[Edit\]](#) Custom Bside Extra Edition Newsletter

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.

Net Value: \$10,000

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 2026 (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](mailto:kate@adclub.com) with questions

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

Value: **\$ 10,000.00**



[\[Edit\]](#) Custom YouTube Strategy & Execution from Sightly, Leader in Real-Time Marketing Intelligence

Sightly is donating a \$50,000 bespoke YouTube media campaign, designed to help you unlock smarter, more effective advertising. With over 11 years of experience and a rich foundation of historical data, Sightly powers high-performance, audience-first strategies that drive real results.

As one of only seven global partners in the YouTube Measurement Program (YTMP), Sightly offers exclusive access to enterprise-level video and channel metadata. This allows us to fuse audience, contextual, performance, and brand suitability signals—connecting content to outcomes and continually optimizing campaign performance.

Whether you're launching your first YouTube initiative or looking to refresh a stagnant strategy, this is your chance to reimagine what success looks like on the platform.

Harness Sightly's advanced insights and patented technology to better understand your audience, align media with your brand values, and create meaningful impact through video.

Net Value: \$50,000

Media Can Run: Q4 2024 - Q4 2026

Targeting Layers Included:

- Behavioral
- Contextual
- Demographic
- Geo
- Look-a-Like
- Retargeting
- Placement, Device & Platform
- Keyword & Topic
- Custom Audience Targeting

Restrictions:

The following verticals may have limited targeting capabilities on YouTube:

- Alcohol
- Healthcare
- Gambling

Donor would consider allowing the winning bidder to implement this package programmatically.

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

Starting Bid: **\$ 7,000.00**

Value: **\$ 50,000.00**



**[Edit] 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 2026, Q2 2026

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**



**[Edit] 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

eCPM: \$22

Media Can Run: Q1 2026 (Jan 1, 2026- March 31, 2026)

Program Length: 3 months/1 quarter

Positioning: Run of a specific section & content (i.e. Sport, Business, Inno, 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](mailto:kate@adclub.org) with questions.

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

Value: **\$ 40,000.00**



**[Edit] Digital Package from Fastcompany.com**

We are offering 500,000 ROS banner ad impressions. Impressions must run within Jan-April of 2026 by one advertiser.

Gross Value: \$76,470

Net Value: \$65,000

CPM: \$130

Guaranteed Impressions: 500,000

Can be used Q1 2026 by April 30, 2026

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 2026 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](mailto:kate@adclub.org) with questions

Starting Bid: \$ 5,000.00  
Value: \$ 65,000.00



[\[Edit\]](#) **Digital Package from Inc.com**

Inc.com, the award winning resource for business owners of growing companies, offering 500,000 ROS banner ad impressions.

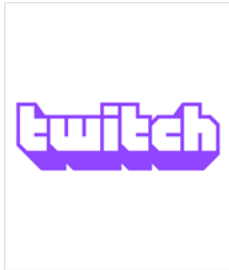
Net Value: \$65,000  
CPM: \$130  
Guaranteed Impressions: 500,000  
Can be used Q1 2025 by April 30, 2025  
Inventory is Run of site  
Does not Including Targeting  
Sizes: 728x90, 300x600, 300x250  
Mobile ad sizes: 320x50, 320x250, 970x250

Restrictions:

- Impressions must run within Jan-April of 2026 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](mailto:kate@adclub.org) with questions

Starting Bid: \$ 7,500.00  
Value: \$ 65,000.00



[\[Edit\]](#) **Display Media from Twitch.tv**

ROS Display media (728x90 & 300x250) running on Twitch.tv

Net Value: \$10,000  
CPM: \$10  
Guaranteed Impressions: 1,000,000  
Media can run: Q1 2026 - Q4 2026  
Restrictions: Must run in FY 2026

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

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



[\[Edit\]](#) **Display Package - CNET Group ROS**

CNET Group is a collective of leading publishers united by a shared belief: technology is today's lifestyle. Our content empowers people to use tech to improve every aspect of their lives, while seamlessly connecting them with the products and services that make life better. Focused on consumer, business, and mobile tech, CNET Group includes premium brands like CNET, ZDNET, Mashable, PCMag, ExtremeTech, Lifehacker, and AskMen - reaching over 80 million users each month.

Net Value: \$25,000  
Estimated Impressions: 2MM Media to run Q4 2025 - Q2 2026 (must be used by June 30, 2026)

Media Mix consists of standard display, finalized based on timing and availability, at CNET Group's discretion

Restrictions:

- Media in Q4 must run a minimum of 4 weeks.
- No ad serving or verification fees paid by CNET Group.
- Sponsorships are excluded.
- Media not subject to viewability metrics.

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

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



**[Edit]** DraftKings Media Package

DraftKings Daily Fantasy Mobile App Display:  
300x250, 320x50  
Run of DraftKings Network CTV: :30s  
commercial spot

Net Value: \$15,000  
CPM: Display \$18, Video \$30  
Estimated Impressions: 800,000  
Can be used: Q1 2026 - Q4 2026  
Program Length: TBD, depending on timing  
Section: In-App  
Sizes/Formats: 300x250 & Pre-Roll

Restrictions: Must be contracted via DraftKings IO Template

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

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



**[Edit]** 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 2026 - Q3 2026  
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 2026 - Q3 2026

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

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



**[Edit]** Fortune.com Digital Media

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 global 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 Impressions 500,000  
Package includes Run of a specific Section Does not include targeting  
Ad Sizes: 728x90, 300x250, 970x250 and 320x50  
Can be used Q1 2026, Q2 2026  
3 month flight – to be approved by publisher in advance and run first half of 2025.

Restrictions:

- Available to first time advertisers only
- Flight must be approved by publisher

More details:

[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](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](mailto:kate@adclub.org) with any questions.

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



**[Edit]** GumGum Contextually Targeted In-Screen and In-Image Impressions

GumGum's MRC accredited, proprietary technology scans article pages in real time (including audio, video, imagery & text) to fully understand and identify moments where ads will be relevant and brand-safe. We reach audiences based on *mindset*, not past browsing behavior to ensure we are reaching them exactly where they are, at the right time. All of GumGum's ad 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 which run cross platform:

- 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.
- 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.

Net Value: \$30,000  
CPM: 10.50  
Guaranteed Impressions: 2,857,142  
Targeting: Contextual category targeting of brand's choice (Automotive, Finance, Sports, Technology, Travel, Health/Pharma, Food and Recipe Content, Entertainment, Fashion/Retail, Home & Garden, Lifestyle).  
Sizes: Custom In-Screen and In-Image units (specs to be provided).  
Can be used Q1 2026 - Q3 2026  
Program Length: One full quarter.

Restrictions:

- Only available to new auction winners.
- 1 creative version per unit.

Please email Kate@adclub.org with questions

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



**[Edit] Health & Wellness Audience Targeted Digital Campaign from Outside**

Outside Interactive Inc., the largest independent media platform for health, wellness and active lifestyle enthusiasts, encompassing 30+ brands, events, apps, and more. Partnership opportunity to connect with our highly active 114M+ visitors through a 50k "brand campaign" that includes ROS, RON, newsletters, eblasts, and high impact video units.

Net Value: \$50,000  
CPM: \$20  
Guaranteed Impressions: 1,300,000  
Can be used: Q4 2025, Q1 2026, Q2 2026  
Program Length: 3-6 Months  
Positioning:

- Run of a specific Section (i.e. Sports, Personal Finance, Parenting, etc)
- Behavioral Targeted ROS (customized to client's audience)
- Section Customized Based on Client Direction

Available Targeting:

- Behavioral
- Contextual
- Demographic
- Geo
- Look-a-Like
- Retargeting
- Placement, Device & Platform
- Keyword & Topic
- Custom Audience Targeting
- Targeting Using Third Party Data

Sizes

- 728x90
- 300x250
- 300x600
- 160x600
- 600x400

Restrictions: No CTV, Pre-Roll, Audio or Custom Content.

Demo Reel/Link: [https://docs.google.com/presentation/d/1LOBNrrRuhvQIuv2FYr\\_QMqC-dGDl4sV7GZ32jn148bbs/preview](https://docs.google.com/presentation/d/1LOBNrrRuhvQIuv2FYr_QMqC-dGDl4sV7GZ32jn148bbs/preview)

Email kate@adclub.org with questions

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



**[Edit] High Impact Digital Creative w/ Dynamic First Party Targeting Package from AccuWeather**

As a key part of the consumer planning process AccuWeather offers an audience of ~40MM US monthly unique users with an intent driven mindset who come to us at least 3x per day to plan their lives and make decisions. Leverage this forward-thinking audience and create contextual relevance through our unique 1P targeting tactics to reach the right audiences at key moments when they're most likely to take-

action, eliminating ad waste and maximizing effectiveness.

Net Value: \$25,000  
Impressions: Varies based on desired placements  
Estimated Impressions: 2,200,000  
Media can run during: Q4 2025 - Q1 2026

**Targeting:** Yes, first party targeting only.  
Opportunity to leverage the following 1P targeting tactics:

- Proprietary weather triggering
- Verified location targeting
- Intent targeting (i.e. Travel Intenders, Outdoor Enthusiasts, etc.)
- Dayparting
- Technology (i.e. Device Type, Age, Network, Carrier, etc.)

**Placement Sizes:** Custom Units Only Produced by AccuWeather as additional Added Value

- [Cross-Platform Hero](#) (desktop, mweb & App) or [App Background Integration](#)

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

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



**[Edit] High Impact Interactive Digital Video (IDVx) from Infillion**

IDVx is Infillion's premium, interactive video solution that transforms standard video into a customizable, choice-driven experience across CTV, desktop, and mobile. As the only fully scalable interactive video on the market, IDVx moves beyond passive impressions to deliver meaningful engagement, proven lift in brand awareness and consideration, and robust reporting on true consumer interaction.

The Infillion Interactive Video package includes 500,000 guaranteed impressions against our customizable IDVx Product. All creative services as well as dedicated Account team to manage the campaign is also included. Video spots are required and can be :15 or :30.

Net Value: \$35,000  
Guaranteed Impressions: 500,000  
Can be used Q4 2025, Q1 2026  
Included Targeting Layers Include:

- Behavioral
- Demographic
- Geo
- Retargeting
- Custom Audience Targeting
- Targeting Using Third Party Data

Positioning: Behavioral Targeted ROS (customized to client's audience)  
Formats: Pre-Roll

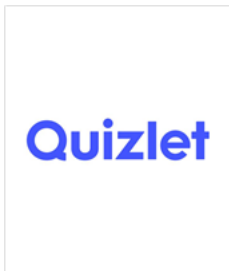
Link: [https://cdn.videostorm.com/c/4e732ced3463d06de0ca9a15b6153677/CYYT\\_D2GA\\_MQUO/demo.html](https://cdn.videostorm.com/c/4e732ced3463d06de0ca9a15b6153677/CYYT_D2GA_MQUO/demo.html)

Restrictions:

- Not subject to makegoods
- Video spots are required and can be :15 or :30
- Advertiser and creative must adhere to the Infillion Ad Content guidelines. (<https://infillion.com/legal/ad-content-guidelines>)
- 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.
- No credits, substitutions, or rebates will be allowed. No cash transacted.

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

**Starting Bid: \$ 7,500.00**  
**Value: \$ 35,000.00**



[\[Edit\]](#) **IAB Standard Media from Quizlet**

Quizlet is an AI-powered learning platform with 60M+ monthly users, mostly Gen Z and millennials. We help learners study smarter through flashcards, practice tests, and personalized tools. It's a unique way to connect with this audience while they're in a focused, intentional mindset vs. passively scrolling. This package includes IAB standard media, which we can target using our unique 1P data.

Net Value: \$25,000  
CPM: \$5  
Guaranteed Impressions: 5,000,000  
Program Length: 1 Month  
Sizes: 300x250, 300x600, 320x50  
Can be used Q1 or Q2 2026

**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 Capabilities Available:**

- Demo (geo/age)
- Contextual (subject matter)
- Student segment
- Interest

**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.

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

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



[\[Edit\]](#) **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  
Leaderboard Position: 1200 x 110 pixels  
Can Run: Q4 2025, Q1 2026, Q2 2026

Restrictions: Subject to availability/open dates

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

Starting Bid: **\$ 1,000.00**  
Value: **\$ 5,200.00**



[\[Edit\]](#) **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 2025 - Q4 2026  
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](mailto:kate@adclub.org) with questions

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



[\[Edit\]](#) **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 2026 by 12/31/2026  
Positioning: Targeted ROS (customized to clients audience) Runs on all sites included in Teads' media platform

Targeting 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.

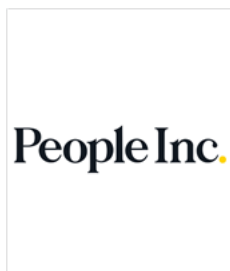
Notes: This package can be transacted either via managed service or self-serve via Teads Ad Manager.

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](mailto:kate@adclub.org) with questions.

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



[\[Edit\]](#) **People Inc. Finance - D/Cipher Financial Consumer Intent-Targeting Segment**

People Inc. (formerly Dotdash Meredith) is America's largest digital and print publisher— with 50+ iconic brands within our portfolio. People Inc. 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 38M questions each month, empowering people to make informed financial decisions. This year, People Inc. is proud to offer The Ad Club Auction an opportunity to experience and utilize the power of [D/Cipher](#) our groundbreaking, 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 People Inc.'s platform, aligning with the most relevant content as determined by People Inc.'s tool, D/Cipher.

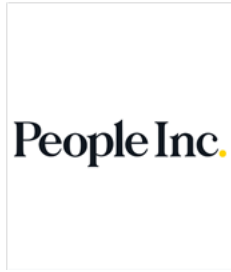
Net Value: \$50k  
CPM & guaranteed impressions: TBD, dependent intent segment  
Flight: 1 Month TBD  
Media/Sizes: 300x250, 728x90, 320x50, 300x600, cross-platform  
Targeting: To be aligned with advertisers needs/pending availability

Restrictions:

- Available to new advertisers and current advertisers with new campaigns

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

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



**[Edit] People Inc. Finance - D/Cipher+ CTV Broad Investors Intent-Targeting Segment**

People Inc.'s (formerly Dotdash Meredith) new-to-market first-party intent targeting solution D/Cipher+ connects what consumers are reading to what they're watching across the most comprehensive CTV supply - to drive performance and reach. D/Cipher makes AI-powered connections across People Inc.'s 40 essential brands, identifying user intent, and unlocking performant audiences and powering ad targeting. D/Cipher+ then extends intent to the premium open web and CTV with 28K points of interest, 100M data connections, 1.5M pieces of content, and 11B predictive intent actions.

Net Value: \$50k  
CPM: TBD dependent on scale of content  
Guaranteed Impressions: TBD dependent on content alignment  
Flight: 1 Month TBD  
Media/Sizes: 1920x1080  
Targeting: To be aligned with advertisers needs/pending availability

Restrictions: Available to new advertisers and current advertisers with new campaigns

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

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



**[Edit] Premier Financial Services Publisher Package from Mitre Media**

Mitre Media is a premier, independent financial services destination for investors. Our audience consists of HWN investors and financial advisors. We own and operate a suite of brands: MutualFunds.com, Dividend.com and MunicipalBonds.com. Media will include impressions on all three sites.

Net Value: \$10,000  
CPM: \$50  
Guaranteed Impressions: 200,000  
Impressions will be served Q1 2026, Q2 2026  
Available IAB Ad Units 300x250, 728x90, 160x600  
Includes positioning on: Homepage, Section Homepage, Run of a specific Section, ROS (customized to client's audience).  
Inventory will be able to run on all pages as an ROS placement.

This package includes contextual targeting based on our URLs. So, if someone wants to run ads within fixed income content for example, they can run on the fixed income related sections of all our sites to reach that relevant audience.

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

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



[\[Edit\]](#) **ROS Display Media on CNN/CNNBusiness**

Run of Site display units on CNN & CNNBusiness.

Net Value: \$50,000  
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

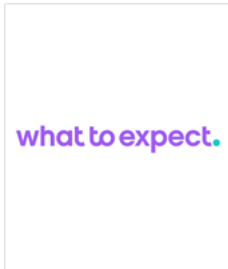
Restrictions:

- Must run Q1/Q2 2026 (1/1/26 - 6/30/26)
- Inventory is subject to availability at the time of sale

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

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

Value: **\$ 50,000.00**



[\[Edit\]](#) **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 and iOS. 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, 2026.

Net Value: \$25,000  
Guaranteed Impressions: 1.5MM  
Media Can Run Q1 2026 - Q2 2026

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 6/30/26

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

Starting Bid: **\$ 4,500.00**

Value: **\$ 25,000.00**



[\[Edit\]](#) **Run of Network Banners from Business Insider**

Run of network banners on Businessinsider.com (Business, Life, Market, News)

Net Value: \$10,000  
CPM: \$20  
Guaranteed Impressions: 500,000  
Timing: Q4 2025, Q1 2026  
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](mailto:kate@adclub.org) with questions.

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

Value: **\$ 10,000.00**



[\[Edit\]](#) **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 2026 - Q4 2026

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

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



[\[Edit\]](#) **Run of Site Package from Future — The Global Leader in Specialist Media**

Partner with Future — with over 200 owned and operated brands, we reach 1 in 3 U.S. adults online each month, excelling 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 across interests like gaming, tech, fashion, beauty, home design, music, sports, and more. Our flagship brands include Marie Claire, Who What Wear, Tom's Guide, TechRadar, 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 2026 - Q4 2026

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

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



[\[Edit\]](#) **Run of Yahoo Package**

Yahoo's Donation Package offers organizations the opportunity to reach a nationwide audience of more than 90 million engaged users with 5 million guaranteed impressions across Yahoo properties. Valued at \$50,000 with a \$10 CPM, the package includes premium ad sizes (300x250, 300x600 and 970x250) and is available for campaigns running in Q1 and Q2 of 2026. Designed for new advertisers to Yahoo, this offering provides a trusted, large-scale platform for nonprofits and brands to drive awareness, credibility, and meaningful social impact in a premium digital environment.

Net Value: \$50k  
CPM: \$10  
Guaranteed Impressions: 5,000,000  
Ad sizes: Standard ad sizes (320x50, 300x250, 728x90, 300x600, 970x250)

Restrictions:

- Package does not include targeting
- Can be used Q1 2026 and Q2 2026
- Advertiser must be approved by publisher in advance of running.
- Advertisers must be a new partner

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

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



**[Edit] 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.

Net Value: \$25,000  
Estimated Impressions: 1.25MM  
to be used Q1 2026, Q2 2026  
Media must run by June 30th, 2026

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: **\$ 5,000.00**  
Value: **\$ 25,000.00**



**[Edit] Standard ROS Display Media on IGNE O&O**

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 490 million monthly users around the world, and is followed by more than 73MM 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, 2026

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](mailto:kate@adclub.org) with questions

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



**[Edit] 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 2025 - Q4 2026  
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) with questions

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



[\[Edit\]](#) **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 2026 or Q2 2026

Restrictions: Must run between 1/1/2026 - 6/30/2026

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

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

CATEGORY: 07 Mobile



[\[Edit\]](#) **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 2026, Q2 2026  
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](mailto:kate@adclub.org) with questions

*Starting Bid:* **\$ 2,500.00**  
*Value:* **\$ 12,000.00**



[\[Edit\]](#) **Footfall Attribution Package from Locala**

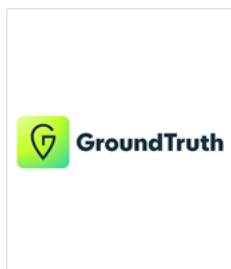
Locala's standalone store attribution solution empowers marketers to measure the true impact of their campaigns with unmatched precision. Built on a robust mobility database sourced from millions of mobile devices worldwide, our solution aggregates dynamic geolocation data through multiple SDK integrations.

This comprehensive dataset fuels Locala's advanced visit determination algorithms, enabling accurate attribution of store visits.

Net Value: \$25,000  
CPM: \$.50  
Guaranteed Impressions: 50,000,000  
Timing: Can be used Q4 2025 - 24 2026  
Package does not include targeting  
Requirements: At least 20 Locations, 2.5million impressions and 1 month flight  
More specs/details [available here](#)

Email [kate@adclub.org](mailto:kate@adclub.org) with questions or for more details on package and capabilities

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



[\[Edit\]](#) **GroundTruth Mobile Campaign**

Run a \$10,000 mobile campaign with GroundTruth.

Net Value: \$10,000  
CPM: \$7  
Guaranteed Impressions: 1,428,572  
Can be used Q4 2025 - Q4 2026  
Available Targeting:

- Behavioral
- Contextual
- Demographic
- Geo
- Look-a-Like
- Retargeting

Positioning:

- Run of a specific Section (i.e. Sports, Personal Finance, Parenting, etc)
- Behavioral Targeted ROS (customized to client's audience)

Mobile Sizes:

- 300x250
- 300x600

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

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



**[Edit] 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

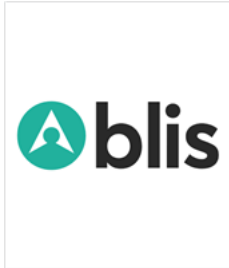
Guaranteed Impressions: 1MM  
Layers of Targeting Included: Behavioral, Demographic, Geo, Custom Audience Targeting  
Can be used Q4 2025 - Q4 2026  
Program Length: 1 quarter

Restrictions:

- Participation is limited to brands/agencies who have not run a Jun Group campaign since September 2024.

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

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



**[Edit] Privacy-friendly, Audience-first Platform Package from Blis**

Blis is a radically different advertising platform that structures data based on geography rather than identity, linking real-world actions to digital behaviors. Our advanced omnichannel targeting capabilities enable advertisers to connect with audiences often missed by ID-based solutions, ensuring greater accuracy and efficiency. Blis remains at the forefront of innovation, delivering future-proof technology that drives measurable performance and helps advertisers reach and engage audiences across all screens. Founded in the UK in 2004, Blis employs over 300 global employees across 14 offices in 11 countries.

To learn more, visit [blis.com](https://blis.com).

Net Value: \$10,000  
CPM: \$6.67  
Guaranteed Impressions: 1.5MM  
Timing: Can run some time between Q4 2025 through Q1 2026  
Program Length: Up to 4 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](mailto:kate@adclub.org) with questions. Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

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



**[Edit] 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: \$19

Estimated Impressions: 526,315  
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](mailto:kate@adclub.org) with questions

Starting Bid: \$ 2,500.00

Value: \$ 10,000.00

**[Edit]** Wall Street Journal Digital Network (WSJDN) Mobile Package

Wall Street Journal Digital Network (WSJDN) consisting of:

- 300x250 rotation (1-Month)
- 1.33MM impressions

Net Value: \$40K

Timing: One month flight available in Q1 2026 - Q2 2026

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, etc. monitoring tags (not blocking)

If buyer would like to exclude specific sites, we can accept that.

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: 6/30/2026

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

Starting Bid: \$ 8,000.00

Value: \$ 40,000.00



**[Edit]** 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,

Net value: \$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.

Media can run in: Q4 2025 - Q2 2026.

Restrictions:

- All creative subject to approval
- No Rich Media
- Subject to space availability and creative acceptance
- Does not include/cover 3rd party measurement fees
- Must run by end of Q2 2026
- We cannot accept media from advertisers that has gambling/adult entertainment themes.

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

Starting Bid: \$ 2,500.00

Value: \$ 10,000.00

CATEGORY: 08 Native



[\[Edit\]](#) **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: \$20.00  
Guaranteed Impressions: 500,000  
Media can run: Q1 2026, Q2 2026  
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: **\$ 2,000.00**  
Value: **\$ 10,000.00**



[\[Edit\]](#) **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://femalefannation.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 2025 - Q1 2026 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**



[\[Edit\]](#) **Nativo - Native Display Package**

Nativo is an advertising technology platform enabling advertisers to automatically syndicate brand content directly into native placements across contextually relevant publisher sites, across multiple publications and across all devices. What makes Nativo unique is that the brand content lives within the publisher's editorial site. By providing this non-interruptive experience – advertisers achieve better results for their brand objectives: higher engagement rates and positive brand perception. Nativo also provides deep insights around engagement and content analytics around influence.

Net Value: \$10,000

CPM: \$11

Guaranteed Impressions: 900,000

Media will run in: Q1 2026

Program Length: One month

Includes positioning on: Run of a specific Section (i.e. Sports, Personal Finance, Parenting, etc)

Targeting Capabilities: All placements are 100% contextually relevant at the site, section and page level. 100% Viewability Guaranteed, and Fraud Free Guarantee

Targeting Layers Available: Cookieless, Behavioral, Contextual, Geo

Sizes/Formats: Native Display ad unit is dynamically rendered, consists of 1-3 preview images, 5-10 headlines for one custom [in-feed ad unit](#).

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

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

Value: **\$ 10,000.00**



[\[Edit\]](#) **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, Skimm Sports, and Skimm Shopping newsletters, and the "Well Played" vodcast. 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.

**Sponsorship Elements:**

- Native integration within the Just Trust Us 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 Just Trust Us integration includes one native product or service featured within the Just Trust Us editorial section. Just Trust Us highlights top product recommendations across categories, updating Skimm'rs on the newest products to add to their shopping carts.
- Integration includes one (1) brand/product integration with two hyperlinks.

Net Media Value: \$55,000

Estimated Impressions (Email Sends): 5,000,000

Timing: Can be used Q1 or Q2 2026

Program Length: theSkimm Picks placement runs for one (1) day.

**Restrictions:**

- Must be a first-time partner (i.e. has never run a campaign with theSkimm).

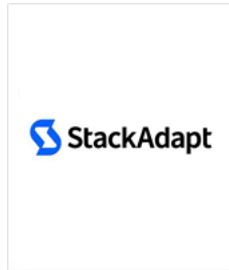
- Final circulation is estimated and is subject to change
- Partner will work closely with theSkimm's editorial team to translate copy into theSkimm's unique voice
- Partner will provide brand guidelines, brand restrictions, and copy points and will receive one (1) round of approval

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

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

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

CATEGORY: 09 Programmatic



[\[Edit\]](#) 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.

Net Value: \$10,000

CPM: \$25

Estimated Impressions: 400,000

Media can run anytime between: Q4 2025 and end of Q3 2026.

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=CnSj4Sfflg>

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

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

Value: **\$ 10,000.00**

CATEGORY: 10. OTT & Digital Streaming



[\[Edit\]](#) CTV/OTT Package from Digital Remedy

Digital Remedy is a premier digital advertising platform specializing in connected TV (CTV) solutions, delivering highly targeted, impactful campaigns through its advanced programmatic technology. With a focus on CTV/OTT, Digital Remedy's platform leverages sophisticated audience data and innovative retargeting capabilities to maximize engagement and ROI. Built on the pillars of strategic planning, seamless execution, and in-depth analysis, Digital Remedy's CTV solutions empower brands to connect with audiences on premium streaming platforms. We can curate a publisher package based on your target audience and measure campaign effectiveness with attribution across online conversions, page visits, form fills, etc.

This package offers \$10,000 to harness Digital Remedy's CTV solutions, designed to refine audience targeting and amplify engagement through precise CTV retargeting on top streaming platforms.

Net Value: \$10,000

CPM: \$25

Estimated Impressions: 400,000

Sizes/Formats: Pre-Roll

Spot Length: :15s and :30s

Targeting Layers Available:

- Behavioral
- Contextual
- Demographic
- Geo
- Custom Audience Targeting
- Targeting Using Third Party Data

Positioning: Behavioral Targeted ROS

(customized to client's audience)

Can run Q1 2026 - Q4 2026

Restrictions:

- Package only available for new advertisers (defined as a company that has not run with Digital Remedy in 2024 or 2025 calendar year)
- Winning bidder will be verified by Digital Remedy as a new advertiser.
- If interested in adding Peacock, HBO MAX, or other premium publishers, the CPM rate may change.

Demo Link/Reel:

[https://www.youtube.com/watch?v=1r\\_Fup0rau8](https://www.youtube.com/watch?v=1r_Fup0rau8)

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

Starting Bid: \$ 2,500.00

Value: \$ 10,000.00



[\[Edit\]](#) 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 = :15s & :30s
- # 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 3/31/26

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

Starting Bid: \$ 750.00

Value: \$ 5,000.00



[\[Edit\]](#) **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 2025, Q1 2026, Q2 2026, Q3 2026  
Sizes/Formats: Pre-Roll  
Donor would consider doing this buy programatically  
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**



[\[Edit\]](#) **NPR Podcast Package**

A \$10k run of network NPR podcast campaign including our top performing mix of :15 pre-roll, :15/:30 mid-roll, and :15 post-roll. Package also includes creative production.

Description of NPR podcast titles is here: <https://www.nationalpublicmedia.com/programs/>  
NPR podcast copy guidelines are here: <https://www.nationalpublicmedia.com/products/podcast-mid-roll/>

Net Value: \$10,000  
CPM: \$7  
Guaranteed Impressions: 714,285  
Timing: Q4 2025 - Q3 2026  
Program Length: One month or more  
Targeting: Not Included  
Sizes/Format: Pre-Roll, Mid-Roll, Post-Roll  
Spot Lengths:

- :15 pre-roll
- :15/:30 mid-roll
- :15 post-roll.

Restrictions: Must be used within the date range of 11/1/25 - 9/30/26

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

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



[\[Edit\]](#) **Perion Branded CTV Custom Unit Build - 250k Impressions**

Utilize Perion'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 Perion's in-house creative team, PIXL 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:

- Impressions can be run anytime before the end of 2026 with the exception of Q4 (October-December) in a 2-4 week flight.

Creative Examples:

- [Clover Farms](#)  
[Hallmark Channel](#)

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

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



**[Edit] Targeted National or Local CTV Campaign on Atmosphere across all Venues**

Targeted national or local CTV campaign on Atmosphere across all venues.

Net Value: \$50,000  
CPM: \$15  
Guaranteed Impressions: 3,300,000  
Media can run: Q4 2025, Q1 2026, Q2 2026  
Program Length (if applicable): Flight variable based on campaign length  
Does package include targeting? Yes  
Targeting Layers  
Available: Contextual, Demo, Geo, Targeting Using 3rd Party Data

Restrictions: Must be redeemed by 2Q 2026

Demo Reel/Video Link:  
<https://www.youtube.com/watch?v=cjMYPxO8pJ0>  
Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

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



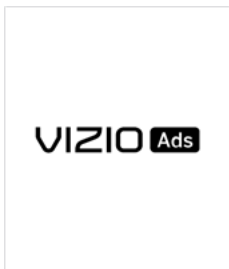
**[Edit] The Roku Channel Media from Roku**

Roku is the #1 Streaming Platform in the US. More than 125M people see our home screen, every day. 69% 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, the Roku Channel now represents 2.5% of total TV viewing (Nielsen Gauge; July 2025), and we expect viewers will continue to appreciate the wide variety of free, ad-supported content that we offer. The 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: \$10,000  
Can run: Q1 2026 - Q4 2026  
Program Length: Media will air across a 1-month time-period in 2026. (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](mailto:kate@adclub.org) with questions

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



**[Edit] 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](mailto:kate@adclub.org) with questions

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

CATEGORY: 11. Services



[\[Edit\]](#) :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 2026. 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, 2026 (important note: special requests for timing will be considered). Demo Reel/Video Link: <https://mk3creative.com/#video-gallery-1> Email [kate@adclub.org](mailto:kate@adclub.org) with questions.

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



[\[Edit\]](#) Branded Mobile Messaging GIFs from Bare Tree Media

This package includes the set up of (a) A brand page on the popular Giphy mobile messaging platform, (b) Creative services of 12 animated GIFs to promote your brand or message on Giphy, and (c) Official verification status for your Giphy page.

Your branded Giphy page and the 12 animated GIFs will run for a minimum of three months on Giphy. This package must be claimed by 12/31/25, with a plan to run during Q1 of 2026 or at the discretion of Bare Tree Media and Giphy.

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, Samsung Galaxy, GIPHY, Tenor, Snapchat, TikTok, X(Twitter), Facebook, and Instagram. Clients include ABC TV, Disney, DreamWorks, Duracell, Life is Good, L'Oreal, Mars-Wrigley, MuscleTech, NBC Universal, New England Patriots, Paramount, SnapOn Tools, The Game Show Network, Universal Pictures, 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: \$ 26,000.00



[\[Edit\]](#) Create a Podcast Pilot with CitySpace Productions from WBUR

Turn your idea into a podcast reality! This package includes production for one custom podcast pilot episode for your organization or client. It includes everything from planning and consultation to recording, editing and polishing, all the way through to a fully produced podcast episode that is ready to share with the world. The exact scope of the production services may vary and will be defined during the pre-production phase in consultation with the winner.

Net Value: \$10,000  
Can be used: Q1 2026, Q2 2026, Q3 2026, Q4 2026

Restrictions:

- Pilot to be produced in 2026
- The pilot is non-transferable and cannot be exchanged for cash or other services.
- Any additional costs outside the standard production services, such as travel, specialized equipment or specific talent requests, will be the responsibility of the Ad Club auction winner unless otherwise agreed upon

Link: <https://www.wbur.org/inside/cityspaceproductions>

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

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



[\[Edit\]](#) **Mix to Picture Package from Soundtrack**

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.

Net Value: \$2,500

Can be used: Q4 2025, Q1 2026, Q2 2026

Restrictions:

- This package is valid through Q2, 2026 and must be used by 6/30/26
- Must be used for one session, not combined

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

Starting Bid: **\$ 500.00**

Value: **\$ 2,500.00**



[\[Edit\]](#) **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 9/30/26.

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

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

Value: **\$ 7,500.00**

CATEGORY: 12 Meetings & More



[\[Edit\]](#) **30 Minute Meeting with Megan McGuinness, CMO, McGuinness Media**

Winner receives 30-minute one-on-one minute meeting with Megan McGuinness, CMO, McGuinness Media.

Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster

**BIOGRAPHY:**

MCGUINNESS MEDIA & MARKETING is an award-winning, full-service advertising agency located in Warwick, Rhode Island. MMM has been providing effective and comprehensive marketing solutions to clients since April 2012. Regional and national clients include Bally's Corporation, Navigant Credit Union, Willow Tree Farm, The Block Island Ferry, Sportsbook Rhode Island, Children's Wishes, The State of Rhode Island and more.

Owner Megan McGuinness has 20+ years' experience in marketing and media strategy development, both in agency and client-side roles. She has worked on national and global brands such as Reebok, Bally's Corp, Philips Electronics, as well as countless regional brands.

McGuinness Media services include Branding/Strategy Consulting, Media Buying & Planning, Multi-Media Design, Social Media Management, Web Development, Video Production and more.

*Starting Bid:* \$ 250.00



[\[Edit\]](#) **30 Minute Meeting with Samantha O'Regan, Havas Media**

Winner receives a 30-minute one-on-one meeting with Samantha O'Regan, VP Group Investment, Havas Media.

Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster

**BIOGRAPHY:**

Samantha O'Regan joined Havas Media in May of 2018. As the VP Group, Investment her responsibilities include overseeing integrated campaigns across digital, video and audio, creating a strategic approach to grow awareness, drive consideration and change brand perception, as well as leveraging overall digital investment to gain efficiencies and create impactful programs for her brands. Her accounts at Havas Media include PUMA, Wolverine, Famous Footwear and NAR.

Prior to coming to Havas, Samantha spent 7 years at Mediahub working on a variety of accounts and categories including Bose, MassMutual FAGE, Wyndham and Chipotle.

Samantha graduated with a degree in communications from the University of Michigan. When outside the office she enjoys spending time with her two daughters, looking for inspiration for home projects, reading and bingeing Netflix when she can find the time.

*Starting Bid:* \$ 250.00



[\[Edit\]](#) **\$500 Gift Card to Douzo in Boston**

\$500 Gift Card to Douzo in Boston.

Boston's favorite sushi restaurant, located conveniently in the Back Bay. Offering cutting-edge sushi dishes, and award-winning cuisine.

*Starting Bid:* \$ 50.00  
*Value:* \$ 500.00



[\[Edit\]](#) **30 Min Meeting with Katie Thakur, Workhuman**

Winner receives a 30-minute one-on-one meeting with Katie Thakur, Senior Director, Paid Media at Workhuman.  
Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster.

**Biography:**

Katie Thakur is a seasoned marketing leader with over 15 years of expertise in paid media strategy and execution. As the Senior Director of Paid Media at Workhuman—the world's fastest-growing social recognition and performance management platform—Katie leads a high-performing team dedicated to amplifying brand visibility and driving business growth through innovative, data-driven media campaigns.

Katie oversees an eight-figure advertising budget spanning digital and traditional channels, fueling initiatives across brand awareness, customer acquisition, customer development, and event marketing. Her strategic oversight includes media planning and buying, agency and partner management, AdTech evaluation and implementation, and campaign performance optimization.

An expert in paid search, paid social, programmatic display, online video, TV, CTV, radio, content syndication, SEO, and advanced analytics such as multi-touch attribution and media mix modeling, Katie brings a holistic and results-oriented approach to every campaign.

Her career includes managing high-impact campaigns at the Fortune 500 level, most notably leading Staples' iconic back-to-school advertising efforts. Katie also holds a Foundations of Leadership certification from Harvard Business School, underscoring her commitment to continuous growth and leadership excellence.

*Starting Bid: \$ 250.00*



[\[Edit\]](#) **30 Minute Meeting with Adam Telian, GYK Antler**

Winner receives a 30-minute one-on-one meeting with Adam Telian, Head of Media, GYK Antler.  
Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster

*Starting Bid: \$ 250.00*



[\[Edit\]](#) **30 Minute Meeting with Andrea Lenig, CTP**

Winner receives a 30-minute one-on-one meeting with Andrea Lenig, SVP Media Director, CTP.  
Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster

**Biography:**

Andrea Lenig is a seasoned media professional with over 25 years of experience in advertising, specializing in media strategy, planning, and team leadership. As Media Director at CTP since 2019, she leads integrated media efforts across a wide range of clients and categories. Before joining CTP, Andrea held senior roles at agencies including MRM/McCann and Match Marketing Group, where she drove media strategy for national brands like ExxonMobil and Energy Star. Known for her love of Mondays, Andrea brings a relentless energy to driving media innovation across retail, CPG, higher education, and the non-profit sectors.

*Starting Bid: \$ 250.00*



[\[Edit\]](#) **30 Minute Meeting with Annie Zinkus, Workhuman**

Winner receives a 30-Minute one-on-one Meeting with Annie Zinkus, Paid Media Manager, Workhuman. Biography: Annie Zinkus is the Paid Media Manager at Workhuman focusing on brand, paid PR, events, and customer marketing. She has been at Workhuman for one year, but has seven years of media planning and buying experience from previous agency roles.

*Starting Bid:* \$ 250.00



[\[Edit\]](#) **30 Minute Meeting with Barb Goose, Rocket Software**

Winner receives a 30-Minute one-on-one meeting with Barb Goose, CMO at Rocket Software.

Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster

**Biography:**

Barbara Goose is the Chief Marketing Officer for Rocket Software, an enterprise software company headquartered in Waltham, MA. Ms. Goose leads Rocket Software's communications, brand, demand generation, field marketing, partner marketing, product marketing, and customer retention marketing to support awareness and growth plans. Previously, she served as Chief Marketing Officer for John Hancock, the U.S. division of Toronto-based Manulife. Ms. Goose joined John Hancock from Altisource, a leading financial technology company in the mortgage and real estate industries, where she had been Global Chief Marketing Officer.

Ms. Goose, who has more than 20 years of experience in the digital marketing space, had been President of DigitasLBi Boston and Detroit, where she was responsible for the overall growth of both offices as well as the strategy and execution of client programs.

Ms. Goose serves as co-chair of the Board of the Ad Club of Boston. She served on the Cradles to Crayons board for 9 years. She has also previously served as chair of the New England AAAA (American Association of Advertising Agencies), and on the boards of the Massachusetts Innovation & Technology Exchange (MITX), the Greater Boston Chamber of Commerce, and the Boch Center/Wang Center.

Ms. Goose earned a B.A. in Economics from the University of Pennsylvania and an MBA from Harvard University. She lives in Boston's South End with her husband Jon and two sons.

*Starting Bid:* \$ 250.00



[\[Edit\]](#) **30 Minute Meeting with Blair Ramsey, Havas Media**

Winner receives a 30-minute one-on-one meeting with Blair Ramsey, Managing Partner, Client Experience, Havas Media.

Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster

**Biography:**

Blair Ramsey is a Managing Partner, Client Experience overseeing the Havas Media Boston and Chicago offices. Blair has been with Havas for over 20 years, responsible for managing client relationships and creating connected and dynamic teams for clients.

*Starting Bid:* \$ 250.00



[\[Edit\]](#) **30 Minute Meeting with Chuck Gannon, LLBean**

Winner receives a 30-minute one-on-one meeting with Chuck Gannon, Director, Customer Marketing at LLBean.

Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster.

**BIOGRAPHY:**

Chuck Gannon is a seasoned media executive with over two decades of experience spanning traditional and digital media. He has led high-performing teams and managed multimillion-dollar budgets across top agencies and brands, including L.L.Bean, Digitas, and Connelly Partners. Chuck's expertise lies in omni-channel media strategy, performance marketing, and data-driven audience segmentation, consistently driving measurable growth and ROI. His leadership style fosters cross-functional collaboration and innovation, aligning creative, analytics, and media to deliver cohesive campaigns. Throughout his career, Chuck has remained passionate about evolving media landscapes and unlocking value through strategic partnerships and customer-centric marketing.

*Starting Bid:* \$ 250.00



[\[Edit\]](#) **30 Minute Meeting with Derek Welch, Allen & Gerritsen**

Winning bidder receives a 30-minute one-on-one meeting with Derek Welch, VP Media at Allen & Gerritsen.

Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster

**Biography:**

A seasoned media study with 14 years of experience, Derek proudly displays his battle scars from the early days of programmatic, The Great Influencer Craze, and filling bunkers with canned food in preparation for GDPR. He is tireless in his pursuit of better media value and innovative approaches across the digital landscape, exposing undifferentiated offerings and holding media partners accountable for their role in achieving marketing objectives. He is a proudly progressive manager and mentor blazing a trail to the future of work. His B2C and B2B experience stretches across tourism, banking, education, finance, healthcare, retail, entertainment, restaurant, non-profit, business services, and technology verticals. Derek never takes himself too seriously, and outside of the office you can find him on stage at stand-up comedy open mics, playing board games, and traveling with his wife on weekends.

*Starting Bid:* \$ 250.00



[\[Edit\]](#) **30 Minute Meeting with Diego Vaccarezza, CVS Health**

Winner receives a 30-minute one-on-one meeting with Diego Vaccarezza, VP, Enterprise Media at CVS Health.

Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster

**Biography:**

As Vice President of Enterprise Media for CVS Health, Diego is responsible for leading the teams that create the media strategies and manage the execution of paid media campaigns in support of all business units including Pharmacy, Front Store, Aetna, Minute Clinic, Health Services, and Enterprise Brand.

At CVS Health for over fourteen years, Diego has led the evolution of media from a primarily Retail print circular-driven organization, to an Enterprise that executes multi-channel campaigns with sophisticated audience segmentation and strategic use of data and technologies. He has played a leadership role in proving the value of marketing investments in effectively driving core business KPIs in an ROI-positive manner leading to increased investments year over year. A key accomplishment during his tenure was the original development and launch of a retail media network, CVS Media Exchange (CMX), allowing for the activation of first party loyalty data for both audience targeting and closed-loop measurement in partnership with top CPG brands. As an extension and evolution of that

work, Diego engaged in solving the digital identity challenge posed by the demise of the cookie. Finally, Diego is responsible for the design and implementation of media policies including brand safety/responsibility and data usage and technology.

*Starting Bid: \$ 250.00*



**[Edit] 30 Minute Meeting with Emily Trent, TJX**

Winner receives a 30-minute one-on-one meeting with Emily Trent, SVP, Marketing Director, TJ Maxx & Marshalls at the TJX Companies.

Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster.

**BIOGRAPHY:**

Emily Trent is the Senior Vice President, Director of Marketing, for TJ Maxx and Marshalls, a division of The TJX Companies, Inc., the leading off-price apparel and home fashions retailer in the U.S. and worldwide.

Emily is a seasoned marketing executive working with the country's leading brands and building strong, purposeful, connections with their customers. In her current role, Emily provides overall leadership and strategic management of all marketing efforts for TJ Maxx & Marshalls, the portfolio's two largest chains with over 2,500 stores nationwide. Emily has been part of the TJX family for over 20 years where she has held numerous leadership positions, including oversight of marketing for HomeGoods and Homesense.

Prior to TJX, Emily spent time at both Houston, Herstek, Favat and Arnold Worldwide, working on key accounts, such as Volkswagen, anti-smoking efforts for the Massachusetts Department of Public Health, and the American Legacy truth campaign. Emily's ability to drive business results and inspire strong internal and agency teams has led to breakthrough marketing, proven sales results, and a passionate customer base.

Emily currently sits on the board of Home for Little Wanderers, an organization building better, brighter, futures for kids, as well as, the Boston Ad Club board. She is a graduate of Ohio University and resides outside of Boston with her husband and three children. They remind her to keep everything in perspective, have fun and laugh every day.

*Starting Bid: \$ 250.00*



**[Edit] 30 Minute Meeting with Gogi Gupta, Gupta Media**

Winner receives a 30-Minute one-on-one meeting with Gogi Gupta, Founder, Gupta Media.

Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster

**Biography:**

A graduate of Cornell University, Gogi founded Gupta Media over 20 years ago with the goal of creating a better way to buy ads online. Seeing where the digital world was trending, he launched an agency that would shape a new media landscape. Over two decades, Gogi and Gupta Media have united data, technology, and human ingenuity to redefine what is possible for clients seeking to supercharge their marketing.

As digital advertising evolves with greater complexity and opportunity, Gogi and his company have been at the forefront of maximizing advertising effectiveness for some of the biggest global names in music and entertainment, professional sports, and consumer brands. Gupta Media's innovations in the digital media business became the subject of a Harvard Business School case study, which was taught to all incoming students for three years.

Gogi has shared his passion and wisdom at industry events for Apple, Sony, Billboard, and as a guest on "Squawk Box." Gupta's data and insights on the digital marketing business have been cited by the New York Times, CBS News, Goldman Sachs, and Guggenheim, among many others. He lives in Wellesley, Massachusetts with his wife and three daughters.

*Starting Bid: \$ 250.00*



[\[Edit\]](#) **30 Minute Meeting with Jessica Bridges, Citizen**

Winner receives a 30-minute one-on-one Meeting with Jessica Bridges, SVP Head of Media at Citizens.

Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster

**Biography:**

Jessica Bridges currently serves as SVP, Head of Media at Citizens. In this role, she oversees an internal team and external agencies managing full-funnel paid media investments on behalf of the enterprise.

Jessica built her career in the Boston ad community, starting at local agencies MPG Arnold and Hill Holliday, and later holding roles at PUMA and Keurig Dr Pepper, among others.

*Starting Bid: \$ 250.00*



[\[Edit\]](#) **30 Minute Meeting with Joe Schlesinger, Gupta Media**

Winner receives a 30-minute one-on-one meeting with Joe Schlesinger, Group Account Director, Gupta Media.

Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster

**Biography:**

Joe Schlesinger is a Group Account Director, who has worked with the agency for more than 17 years. He is wholeheartedly trusted by our clients and manages some of the agency's longest-running relationships including Sony Music and many units of Amazon. Joe and his team have deep experience in both the e-commerce space working with clients like Sonneman Lighting and Industry West, along with food & beverage working with Island Creek Oysters and more. Joe is a 2023 graduate of the Chamber of Commerce's Boston's Future Leaders program, developed in partnership with Harvard Business School.

*Starting Bid: \$ 250.00*



[\[Edit\]](#) **30 Minute Meeting with Joslin Higgins, Staples**

Winner receives a 30-minute one-on-one meeting with Joslin Higgins, VP, Marketing at Staples.

Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster

**Biography:**

Joslin Higgins is a dynamic marketing executive with a distinctive blend of agency and brand-side expertise, shaped by her work at Mediahub, Dunkin', and iRobot. Now serving as Vice President of Marketing at Staples, she brings together creative vision, media fluency, and analytical precision to drive brand growth and impact. Her team is focused on reinvigorating the Staples brand, balancing short-term performance with long-term strategic growth.

*Starting Bid: \$ 250.00*



[\[Edit\]](#) **30 Minute Meeting with Julie Cotton, DraftKings**

Winner receives a 30-minute one-on-one meeting with Julie Cotton, Senior Director, Integrated Marketing, Brand Partnerships at DraftKings.

Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster.

*Starting Bid: \$ 250.00*



**[Edit] 30 Minute Meeting with Kate Ardini, Mariner Wealth**

Winner receives 30-Minute one-on-one meeting with Kate Ardini, CMO of Mariner Wealth. Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster.

**Biography:**

Kate Ardini is the Chief Marketing Officer at Mariner, a national advisory firm committed to positively impact the lives of many. Mariner puts the client at the center of everything, offering individuals and businesses an integrated approach to wealth management, tax, estate, trust, insurance, valuation and investment banking services. In her role, Kate leads the team responsible for brand building, digital strategy, media and creative excellence, advisor and client attraction, services marketing and events. Kate is also a member of Mariner's Enterprise Leadership Team.

Kate was previously the Global Chief Marketing Officer at SimCorp, a financial technology provider, and prior to that was the Chief Marketing Officer for John Hancock, the U.S. segment of Toronto-based Manulife. Before joining John Hancock, Kate oversaw and grew integrated digital marketing programs for Deloitte.

Kate graduated from New York University and currently resides in Cambridge, Massachusetts.

Starting Bid: \$ 250.00



**[Edit] 30 Minute Meeting with Kathy Klingler, Earnix**

Winner receives a 30-minute one-on-one meeting with Kathy Klingler, CMO, Earnix. Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster

**Biography:**

Kathy is a C-Suite global leader with a consistent track record of profitably growing and transforming global businesses across geographies and industries; including financial services, healthcare, higher education, digital media and technology; including cybersecurity. She also has strong international experience leading teams across EMEA, APAC and Japan. Kathy is a qualified financial expert, starting her career as a CPA, obtaining her Series 7,24, 65 security licenses and leveraging her financial acumen to bring a disciplined approach to driving business impact.

With over 25 years of experience in corporate leadership roles, Kathy has championed transformative change improving the impact of marketing to elevate brands, drive revenue growth, operational efficiency and shareholder value. As the CMO for Brightcove, a streaming technology company, she drove revenue growth through digital and AI product and marketing transformation. In her role as CMO for cybersecurity technology company Rapid7, she raised global brand relevance and business impact in a highly disruptive category. She served as Chief Marketing and Customer Experience Officer at Blue Cross Blue Shield, leading critical customer experience transformation through digital and AI advancements and repositioning the brand for growth. As the Chief Marketing and Communications Officer for Santander Bank, she led the Bank's expansion and launch into the U.S. market. Additionally, Kathy has held senior leadership roles at Fidelity Investments, Kaplan Higher Education, John Hancock, and KPMG.

In 2023, Kathy was recognized by CMOConnect as a top CMO in Boston, and she previously received recognition from Boston for Boston's 50 on Fire award, celebrating innovators in marketing and advertising. As an advocate for eliminating homelessness, Kathy has served on the board of Horizons for Homeless Children for over 15 years.

Kathy is a champion for developing organizational alignment and talent, galvanizing teams and building strong cultures. She is a champion for women's career advancement and sponsoring the next generation leaders to "embrace their superpowers".

Starting Bid: \$ 250.00



**[Edit]** 30 Minute Meeting with Kristin Lane, MassMutual

Winner receives a 30-minute one-on-one meeting with Kristin Lane, Head of Customer Activation and Engagement, MassMutual. Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster

**Biography:**

As Head of Brand and Customer Growth at MassMutual, Kristin leads a dynamic team dedicated to ensuring the brand remains top-of-mind and resonates with both consumer and business audiences. Her team is pivotal in driving long-term customer growth and demand for MassMutual's solutions by aligning customer needs with the company's offerings.

In 2024, Kristin was honored with The Quantum Leap Award by She Runs It, recognizing her bold moves and innovative strategies that have transformed the MassMutual brand. Under her leadership, MassMutual earned a Silver Effie in the Financial Services and won the YouTube Grand Prix for Big Screen, Bigger Results, among many other prestigious industry awards.

Outside of her professional achievements, Kristin enjoys a vibrant family life on the South Shore of Massachusetts. She balances her career with raising her 10-year-old son, a King Charles Cavalier and two rescue cats. Her passion for interior design has led to her home being featured in numerous design publications.

Kristin's extensive experience as an executive at Arnold Worldwide and a partner at Forty Forty has equipped her with a deep understanding of both large-scale brand strategy and boutique, hands-on creative work. This blend of big agency experience and intimate branding expertise positions Kristin to lead the MassMutual brand into a promising future.

*Starting Bid:\$ 250.00*



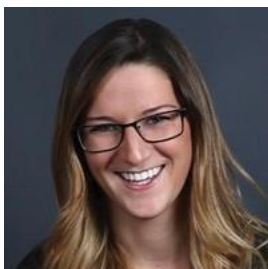
**[Edit]** 30 Minute Meeting with Liane Nadeau, Digitas

Winner receives a 30-minute one-on-one meeting with Liane Nadeau, Chief Investment Officer, Digitas. Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster

**Biography:**

Liane Nadeau is a seasoned media executive with over a decade of experience leading high-performing teams and building data-driven strategies for top global brands. As Chief Investment Officer at Digitas, she oversees a team of 300+ investment professionals, supporting clients like Panera Bread, Norwegian Cruise Lines, Whirlpool, Rivian and Sephora. Renowned for her expertise in managing media programs that transcend channels to create truly networked consumer experiences, Liane blends technology with creativity to deliver measurable results. A recognized industry thought leader, Liane has spoken at major conferences such as POSSIBLE and Programmatic/IO, participated in panels and podcasts, and judged awards for AdExchanger and Campaign. A fierce advocate of women in media, she serves as a She Runs It mentor and has been honored as a Top Woman in Media by Cynopsis.

*Starting Bid:\$ 250.00*



**[Edit]** 30 Minute Meeting with MaryKate DeSimone, DraftKings

Winner will receive a 30-minute one-on-one meeting with MaryKate DeSimone of DraftKings. Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster

*Starting Bid:\$ 250.00*



[\[Edit\]](#) **30 Minute Meeting with Megan Jones, Digitas**

Winner receives a 30-minute one-on-one meeting with Megan Jones, Chief Media Officer, Digitas.  
Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster

**Biography:**

Megan Jones is Chief Media Officer at Digitas, based out of the Boston office. Megan has led the media capability for the last 4 years and driven substantial revenue growth and expanded offerings to include full funnel media, commerce, social transformation and DE&I solutions. She now oversees 550+ media professionals across North America. Megan's strategic vision combines creativity & data to deliver transformative results for key clients like Bank of America, Crocs, CVS Health, Panera, Rivian, Sephora and Sol de Janeiro. Having joined the agency in 2012, Megan is an active member of the leadership team at Digitas and across Publicis Media. She has been recognized in the last year as both a Campaign US 40 under 40 winner and one of AdMonsters & AdExchanger's Top Women in Media, and her team was recognized as Top Media Network of 2024 by Cannes Lions. She is part of the ANA's mentorship program, and a guest speaker at both Emerson and BU.

*Starting Bid:\$ 250.00*



[\[Edit\]](#) **30 Minute Meeting with Nicole Estebanell, Mediahub**

Winner receives a 30 Minute one-on-one meeting with Nicole Estebanell, U.S. CEO at Mediahub.  
Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster

**Biography:**

Over the course of her 25+ year career in media and marketing, Nicole Estebanell has been a transformational leader, bringing a global perspective and cultural aptitude that deeply resonates with marketers, partners and colleagues alike. Nicole's passion lies at the intersection of media, technology, and culture, where she has spearheaded award-winning work with a focus on driving tangible business outcomes. Her leadership combines sharp strategic insight with emotional intelligence, fostering a culture of community and excellence.

As Mediahub's U.S. CEO, Nicole is responsible for furthering Mediahub's position as a top media agency, overseeing its U.S.-based client portfolio.

She also regularly speaks at industry events, having taken the stage at Advertising Week New York and Cannes Lions, and has been honored with some of the industry's top accolades, including She Runs It's 2021 "Changing the Game" award.

Prior to joining Mediahub, Nicole was Global Chief Client Officer at Initiative, and has previously held roles across media leadership at Mindshare, Digitas, Neo Media World, and Ogilvy.

*Starting Bid:\$ 250.00*



[\[Edit\]](#) **30 Minute Meeting with Pat LaCroix, MissionOne Media**

Winner receives a 30-Minute one-on-one Meeting with Pat LaCroix, EVP, Media & Growth, MissionOne Media, part of BarkleyOKRP.  
Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster

**Biography:**

Pat LaCroix is a distinguished marketing and media executive with over two decades of experience driving growth, innovation, and strategic partnerships across the global media, sports, and technology landscapes. As Executive Vice President of Media Growth at MissionOne Media, Pat leads the expansion of media capabilities, forging high-impact partnerships and delivering transformative results for clients in highly competitive markets.

Previously, Pat held senior leadership roles at renowned organizations, including serving as Head of Global Media & Sponsorship at Bose. There, he was responsible for global brand marketing, media, and strategic partnerships with iconic organizations such as the NFL, Formula 1's Mercedes-AMG Petronas Motorsport Team, US Ski & Snowboard Association, and leading technology platforms like Google, YouTube, Amazon, and Spotify. His expertise spans brand activation, sponsorship, paid media, social strategy, and agency management, consistently elevating brand presence and engagement on a global scale.

Pat's exceptional achievements have been recognized industry-wide. In 2018, he was honored by Sports Business Journal as a member of its prestigious "Forty Under 40" class, celebrating the most influential young executives in sports business. This accolade reflects Pat's leadership, vision, and impact in shaping the intersection of sports, media, and technology.

Prior to his tenure at Bose, Pat served as Senior Advisor of Marketing at CVS Health and held senior agency roles at Mediahub/Mullen and Havas Media, managing blue-chip accounts such as Fidelity, Goodyear, and National Geographic.

Pat is also a Certified Brand Strategist and has contributed his expertise as a judge for the Clio Sports Awards and the Effie Awards, further cementing his reputation as a thought leader in the industry.

*Starting Bid: \$ 250.00*



**[Edit] 30 Minute Meeting with Patrick Kelly, Havas Media**

Winner receives a 30-minute one-on-one meeting with Patrick Kelly, EVP Investment at Havas Media.

Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster.

*Starting Bid: \$ 250.00*



**[Edit] 30 Minute Meeting with Paula Berkel, AMP**

Winner receives a 30-minute one-on-one meeting with Paula Berkel, VP Media at AMP. Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster

**BIOGRAPHY:**

Paula has 20+ years of experience turning consumer insights into cross-channel campaign activations that drive consumer engagement and action with a focus on multiscreen video, branded content and social activation. Since joining Amp in 2018, she has led the integrated media team and managed planning and execution for multiple accounts including the Caleres and Combe portfolios. Prior to Amp, Paula worked at Mediahub and Carat, where she ran accounts across a number of client verticals including retail (Reebok, Rockport), entertainment (Global Road), finance (Wells Fargo/Wachovia), small business (MOO business cards, Constant Contact), travel (JetBlue, Marriott CFRST) and CPG (FAGE, Philips consumer products).

*Starting Bid: \$ 250.00*



**[Edit] 30 Minute Meeting with Rob Auger, Digitas**

Winner received a 30-minute one-on-one meeting with Rob Auger, EVP, Media & Technology at Digitas.

Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster

**Biogprahy:**

Rob leads the Digitas Media Technology practice nationally and is the head of our broader Media capability for the Boston region, overseeing media strategy, investment and operations functional teams supporting businesses such as iRobot, Klaviyo, Titleist, Panera and CVS.

As head of Media Technology, his team serves as the foundation for successful digital media execution, focusing on taxonomy and data governance, process and flawless execution, and technology partnerships and integrations.

Rob has a passion for driving creative personalization through technology. His hands-on experience with DCO tools have naturally enabled him to guide clients through their personalization journey, having built playbooks that span across multiple platforms, channels and levels of complexity.

Outside of creative personalization, Rob and his team have stayed at the forefront of industry shifts and emerging solutions. He's been an agency champion for navigating cookieless targeting and measurement solutions with increasing privacy legislation and deprecations of third-party cookies. He's also an advocate for brand safety, suitability and sustainability in digital advertising. From driving best practices in quality traffic to building custom fraud prevention solutions for Publicis, he has been passionate about upholding brand safety and brand integrity in media. Most recently, Rob has led the education, adoption and integration of AI across the Digitas Media capability, working across disciplines to develop a suite of functional digital agents and solutions to drive efficiency and futureproof the agency and its clients' business.

Outside of work, Rob is a running enthusiast (he recently completed the New York City Marathon, and completed the Boston Marathon in 2018), and also enjoys spending time with his family, including two daughters/media-technologists-in-training: Cecilia and Colette.

*Starting Bid:\$ 250.00*



**[Edit] 30 Minute Meeting with Samantha Thu, Monks**

Winner receives a 30-minute one-on-one meeting with Samantha Thu, VP Group Media Director at Monks.

Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster

**Biography:**

Samantha is a seasoned media executive with over 20 years of media experience leading cross-functional teams in strategic media planning, digital activation, and performance analytics on both the brand and agency side. Prior to joining Monks, Sam was the VP of Media at AMP Agency, overseeing a team of 20+ across more than 10 accounts, including Velcro, Maruchan, AAA Northeast, The GIANT Company, Ultradent and Happy Egg. She has spent her entire career in the Boston area, working at agencies such as Hill Holliday, leading the Frontier Communications media business, and also brand side focusing on digital media at Fidelity Investments and Citizens Bank. Her experience spans across a broad range of industries — including retail, CPG, education, healthcare, and tech —and is known for her collaborative leadership, results-driven mindset, and passion for building strong client relationships.

*Starting Bid:\$ 250.00*



**[Edit] 30 Minute Meeting with Sarah Pelletier, Mediahub**

Winner receives a 30-minute one-on-one meeting with Sarah Pelletier, SVP, Group Media Director, Mediahub.

**BIOGRAPHY:**

Sarah Pelletier has over 15 years experience in the media industry and over a decade of that spent at Boston's Mediahub. During her time at Mediahub she has covered a range of industries from entertainment, travel, consumer electronics and B2B. Currently, she leads a combination of US and Global media teams responsible for Hasbro, Hallmark Entertainment, and Silversea Cruises with over 100MM in annual media billings. Sarah is passionate about innovation and emerging media trends and how they can drive results and progress for client's business; she currently serves on IPGs Media Lab Council responsible for discovering new technology partners and fielding research studies on behalf of clients.

Starting Bid:\$ 250.00



**[Edit] 30 Minute Meeting with Sonny Kim, Verite Agency**

Winning bidder receives a 30-minute one-on-one meeting with Sonny Kim, CEO of VERTE Agency.  
Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster.

**Biography:**

Sonny Kim has spent more than 20 years at the forefront of digital marketing and integrated media strategy, navigating the ever-evolving media and mar-tech landscape with a business-first mindset. A true digital native, she fuses the art of media, data-driven insights, and business strategy — believing the most effective plans live where creativity, revenue growth, and analytics intersect.

Her career spans a diverse range of industries — from luxury fashion to technology, healthcare, financial services, and education — partnering with iconic brands such as John Hancock, Lands' End, Harry Winston, Santander, Purdue Global University, and Blue Cross Blue Shield of Massachusetts. Sonny is known for aligning marketing investments with overarching business objectives, ensuring strategies not only engage audiences but also deliver measurable impact on brand equity, customer acquisition, and bottom-line performance.

Recognized for her collaborative approach, Sonny has built a reputation as a trusted advisor who challenges assumptions, inspires informed decision-making, and views every initiative through the lens of both consumer and B2B value creation. Whether guiding a heritage luxury house into the digital age or helping a tech brand generate high-quality MQLs, her work bridges brand storytelling with tangible business results.

Beyond the boardroom, Sonny is a passionate advocate for innovation, lifelong learning, and mentoring the next generation of marketers — believing curiosity and adaptability are the ultimate competitive advantages. She is equally committed to work-life balance, often blending professional pursuits with her love for travel, working from inspiring destinations around the world. (Ask her about her favorites!)

Starting Bid:\$ 250.00



**[Edit] 30 Minute Meeting with Taylor Byrnes, Liberty Mutual**

Winner receives a 30-Minute one-on-one meeting with Taylor Byrnes, VP, Media and Martech at Liberty Mutual.  
Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster

**Biography:**

Taylor Byrnes is Head of Media and Martech at Liberty Mutual Insurance. Within his role, Taylor is responsible for leading teams that drive profitable business growth across all media investments and ensuring that we invest in the marketing technology to power our strategies, insights, and execution. He is based in Boston, MA.

Taylor joined Liberty Mutual in 2010 and has worked across multiple departments and functions. For the past 12 years he has held ascending leadership positions across the media organization.

Outside of work Taylor is a father of three. His kids both keep him busy and limit any control he has over his own household media consumption choices.

Liberty Mutual Group is an American diversified global insurer. It ranks 87th on the Fortune 100 list of largest corporations in the United States. Based in Boston, Massachusetts, it has annual revenue of \$50B, ranking it the 9th largest global P&C insurer.

Starting Bid:\$ 250.00



**[Edit] 30 Minute Meeting with Tracie Chinetti, Fuseideas**

Winner receives a 30-Minute one-on-one meeting with Tracie Chinetti, Vice President, Integrated Media at Fuseideas.

Restrictions: No creative, media or PR agencies can bid on meetings with the purpose of pitching in fairness to a brand's current AOR/agency roster

**Biography:**

Tracie is a media professional with 40 years' experience developing media strategies, and planning, buying, and managing media campaigns. Tracie's experience encompasses traditional media, direct response, and programmatic buying in the US and Canada. Her roots are in broadcast, but she is adept at digital, OOH and print; truly understanding media in an integrated environment.

Tracie has been with Fuseideas for over a decade, currently in the role of Vice President, Integrated Media. Prior to joining Fuseideas, she was employed as the Associate Director/Broadcast at Blitz Media and as a Senior Vice President/Director of Broadcast Services at Pro Media, Inc. She is a graduate of Assumption University.

Tracie has managed media in every state except Alaska, as well as Puerto Rico, Canada, and Mexico. She has not given up on Alaska!

*Starting Bid:* \$ 250.00



**[Edit] Catering Package from American Provisions**

American Provisions is donating catering for up to 50 people.

Net Value: \$700

Restrictions: This donation is for food only. Any additional services including alcohol, rentals and staffing will be subject to payment.

View catering menu here:

<https://www.toasttab.com/catering/american-provisions-dorchester-1971-dorchester-avenue/menu/catering/>

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

*Starting Bid:* \$ 175.00

*Value:* \$ 700.00