



# CHANGING THE WAY ONLINE ADVERTISERS CONNECT WITH TV AUDIENCES

Copyright © 2012 Broadcast Interactive Media, LLC For more information about advertising opportunities with TitanTV, please contact Business Development Director, Nate Leaf at nleaf@bimlocal.com or call 608-255-1377.







#### LARGEST TV LISTINGS NETWORK IN THE US

TitanTV is a fast, free and simple way for TV viewers to discover when and where to watch their favorite shows. Since our launch in 2000, TitanTV has been at the forefront of online TV guides. Using unique geo-location patented technology, TitanTV offers the most accurate channel lineups for broadcast, satellite and cable services.

In additional to TitanTV.com, our nationally recognized listings site, TitanTV also partners with local broadcast stations. Today, over 800 TV affiliates across the country rely on TitanTV to provide local listings to their website, mobile sites and mobile apps.

#### HIGHLY LOYAL, ENGAGED USER BASE

Needless to say, our users are TV enthusiasts. Over 22% of our total users frequent the site 200+ times a month, making TitanTV, without a doubt, the most trusted source for television listings.

Take advantage of our audience loyalty and increase the relevancy of your ad campaign. Expand your brand exposure and resonate with a market geared to participate. Build recognition and drive your online conversion rates.

Go ahead, try it. You'll be surprised what TitanTV fanatics can do for you!

### **UNIQUE DISPLAY & VIDEO OPPORTUNITIES**

Tired of trying to cut through the clutter to command your audience's attention? TitanTV's unique display and video opportunities empower our advertisers to reach their key demographic in ways which positively impacts their bottom-line.

When you advertise with TitanTV, you have the flexibility to control and monitor the success of your digital campaigns. Using a combination of innovative targeting methods and integrated rich ad units, we help connect your campaign to the right type of consumers.





#### A DEVOTED DEMOGRAPHIC

TitanTV users are devoted TV enthusiasts who appreciate the simplicity and accuracy of the program listings we provide. With an affinity for other topics like Science/Technology, Politics, Consumer Electronics and News/Information, the TitanTV user base is primarily composed of mature, upper-middle class, educated males.

GENDER	
Male	61%
Female	39%
AGE	
18-34	26%
39-49	33%
50+	31%
HOUSEHOLD INCOME	
\$30-\$60K	26%
\$60-\$100K	31%
\$100K+	28%
EDUCATION LEVEL	
College	48%
Graduate School or Higher	18%
CHILDREN IN HOUSEHOLD	
No Kids	59%
Has Kids	41%

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### HOMEPAGE ROADBLOCKS & EXPANDABLE LEADERBOARD

Tired of being just another boring ad unit lost in a sea of content?

Well it is time for a change and TitanTV.com is here to help! High-impact homepage roadblocks, with customizable ad elements including Integrated Wallpaper, Expandable Leaderboard with In-Banner Video and In-Grid display ads, will give your brand the attention is deserves, from an interactive audience looking to engage.







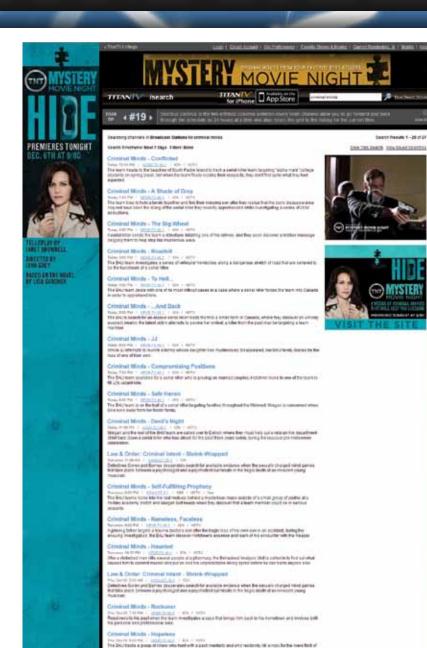
### PROGRAM DETAILS & IN-GRID AD UNITS

Hanging out with the wrong crowd lately?

Change your scene and make a connection with the right audience. Target your ad campaign next to the shows that most appeal to your demographic. TitanTV.com offers Display, Rich Media and Video ad options which can run in-grid or in the program details box. These ads are available for contextual targeting by show title, channel and program genre.



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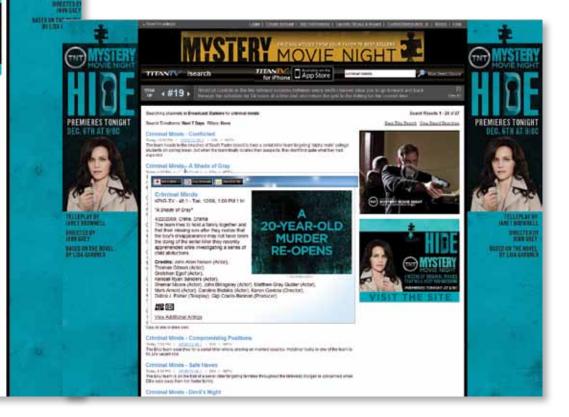


### SEARCH RESULTS TARGETED BEHAVIORAL ADS

Spending too much time and money but not seeing any results?

PREMIERES TONIGH

TitanTV.com offers behavioral targeting through our search driven results pages. Tap into the entertainment topics that appeal to your key demographic and bridge the gap between their lifestyle and your brand relevance. Available ad units include leaderboard, 300x250 display, video and full-length wallpaper.





### **HIGH-IMPACT AD SPECS**

AD UNIT TYPE	SIZE	NATIVE FILE SIZE / POLITE LOAD	ANIMATION TIME	LOOP	FILE FORMAT
STANDARD					
Leaderboard	728 x 90	40K / 80K	15 sec	3	*
Rectangle	300 x 250	40K / 80K	15 sec	3	*
VIDEO					
Pre-roll Video	320 x 240	1.5MB	:15 / :30 sec	N/A	FLV
Pre-roll Companion	300 x 250	40K / 80K	15 sec	3	*
In-banner Pre-roll	300 x 250	1.5MB	15 sec	3	*
EXPANDABLE					
Leaderboard	728 x 90	40K / 80K	15 sec	3	*
Video in Leaderboard	320 x 240	1.5MB	15 sec	N/A	FLV
Rectangle	300 x 250	40K / 80K	15 sec	3	*
PUSHDOWN					
Pushdown banner		40K / 80K	15 sec	3	*
WALLPAPER					
Full Length Page		40K / 80K	15 sec	3	*
Animated Wallpaper		40K / 80K	15 sec	3	*

<sup>\*</sup> GIF, JPEG, HTML, Javascript, SWF, rich media