

TITAN TV[®]

2012 MEDIA KIT



CHANGING THE WAY ONLINE ADVERTISERS CONNECT WITH TV AUDIENCES



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 addition 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%

TITAN TV[®]

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 it deserves, from an interactive audience looking to engage.

The screenshot shows the TitanTV homepage interface. At the top, there's a navigation bar with the TitanTV logo and a search bar. Below that is a grid of TV show listings for the week of 11/29. The grid includes shows like 'CBS 2 News at 4', 'Entertainment Tonight', 'New! Meet Your Match', 'Facts of Engagement', 'Two and a Half Men', and 'Mike & Molly'. Two large in-store advertisements are prominently displayed: 'SEARS COME BACK CASH' and 'SAVE ON ALL APPLIANCES'. The interface also features a sidebar with navigation options and a top banner for 'Sears the big switch IS ON'.

This screenshot shows the same TitanTV homepage as the previous one, but with the 'SEARS COME BACK CASH' advertisement expanded. The expanded ad features a video player showing a man in a blue shirt standing in a store aisle, with the text 'the big switch IS ON' and 'Take the pledge for a chance to WIN a suite of EXTERIOR STAIR qualified appliances'. A green button labeled 'TAKE THE PLEDGE' is visible. The rest of the page, including the TV show grid and other ads, remains the same.

TITAN TV®

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.

The screenshot displays the TitanTV mobile app interface. At the top, there's a header for 'LAW & ORDER LOS ANGELES' with a character image. Below is a navigation bar with 'LAW & ORDER' and '#27'. The main area is a program grid with columns for time slots (7:30 PM, 8 PM, 8:30 PM, 9 PM, 9:30 PM) and rows for different channels (1-12). Each cell in the grid contains a program title and a small thumbnail. A large advertisement for 'Small classes. Personal attention. On-campus and online.' is overlaid on the grid. At the bottom, there's another advertisement for 'QWEST HIGH-SPEED INTERNET'.

This screenshot shows the program details page for 'Law & Order: Los Angeles'. The top features the show's title and a character image. Below is a video player showing a scene from the show. To the right of the video, there's a text box with the following content:

Law & Order: Los Angeles
 (WWE, DT - 7 - Wed, 12/01, 10:00 PM ET)
 "Rays Vizeo"
 New, 12/01/2010, Eng, Drama, Crime, Courtroom
 A professional porter turns up murdered, and Vizeo and his deputy discover clues that lead them to believe an other might have been the cause, but further developments leave Vizeo and Stanton trying to find the truth.
Credits: Maggie Crossen (Actor), Shred Ulrich (Actor), Alfred Molina (Actor), Tomer Kohn (Actor), Conny Stolt (Actor), Rachel Trickett (Actress), Regina Hall (Actress)

 Below the video and text are social media sharing icons (Facebook, Twitter, YouTube) and a 'View Additional Details' button. The bottom of the screen shows a navigation bar with 'LAW & ORDER' and '#27'. At the very bottom, there's an advertisement for 'fonts.com' with the text 'find your TYPE' and a search bar.

TITAN TV®

SEARCH RESULTS TARGETED BEHAVIORAL ADS

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

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.

TITAN TV Search

SEARCH RESULTS 1 - 28 OF 27

Criminal Minds - Conflicted
 Nov 19 10 PM | 1000000000 | 100% | 100%
 The team heads to the bedside of Scott Fisher, intent to track a serial killer team targeting "high school" students on campus. But when the team finally catches the suspect, they learn that the killer has a plan.

Criminal Minds - A Shade of Gray
 Nov 19 10 PM | 1000000000 | 100% | 100%
 The team has to find a serial killer who has been releasing a "high school" student on campus. But when the team finally catches the suspect, they learn that the killer has a plan.

Criminal Minds - The Big Wheel
 Nov 19 10 PM | 1000000000 | 100% | 100%
 A serial killer sends the team a challenge: identify one of the victims. And they must discover a hidden message to help them find the killer.

Criminal Minds - Roadkill
 Nov 19 10 PM | 1000000000 | 100% | 100%
 The BAU team investigates a series of vehicular homicides along a dangerous stretch of road that are believed to be the work of a serial killer.

Criminal Minds - To Hell...
 Nov 19 10 PM | 1000000000 | 100% | 100%
 The BAU team is on the trail of a serial killer who has been releasing a "high school" student on campus. But when the team finally catches the suspect, they learn that the killer has a plan.

Criminal Minds - And Back
 Nov 19 10 PM | 1000000000 | 100% | 100%
 The BAU team is on the trail of a serial killer who has been releasing a "high school" student on campus. But when the team finally catches the suspect, they learn that the killer has a plan.

Criminal Minds - JJ
 Nov 19 10 PM | 1000000000 | 100% | 100%
 JJ is on the trail of a serial killer who has been releasing a "high school" student on campus. But when the team finally catches the suspect, they learn that the killer has a plan.

Criminal Minds - Compromising Positions
 Nov 19 10 PM | 1000000000 | 100% | 100%
 The BAU team is on the trail of a serial killer who has been releasing a "high school" student on campus. But when the team finally catches the suspect, they learn that the killer has a plan.

Criminal Minds - Safe Haven
 Nov 19 10 PM | 1000000000 | 100% | 100%
 The BAU team is on the trail of a serial killer who has been releasing a "high school" student on campus. But when the team finally catches the suspect, they learn that the killer has a plan.

Criminal Minds - Devil's Night
 Nov 19 10 PM | 1000000000 | 100% | 100%
 The BAU team is on the trail of a serial killer who has been releasing a "high school" student on campus. But when the team finally catches the suspect, they learn that the killer has a plan.

Law & Order: Criminal Intent - Struck Wrecked
 Nov 19 10 PM | 1000000000 | 100% | 100%
 Detective Corbin and Sgt. Gurney investigate a homicide case where the victim's charged mind games with the police between a psychologist and a psychopathic murderer in the tragic death of an innocent young man.

Criminal Minds - Self-Fulfilling Prophecy
 Nov 19 10 PM | 1000000000 | 100% | 100%
 The BAU team is on the trail of a serial killer who has been releasing a "high school" student on campus. But when the team finally catches the suspect, they learn that the killer has a plan.

Criminal Minds - Nameless, Faceless
 Nov 19 10 PM | 1000000000 | 100% | 100%
 The BAU team is on the trail of a serial killer who has been releasing a "high school" student on campus. But when the team finally catches the suspect, they learn that the killer has a plan.

Criminal Minds - Insulted
 Nov 19 10 PM | 1000000000 | 100% | 100%
 The BAU team is on the trail of a serial killer who has been releasing a "high school" student on campus. But when the team finally catches the suspect, they learn that the killer has a plan.

Law & Order: Criminal Intent - Struck Wrecked
 Nov 19 10 PM | 1000000000 | 100% | 100%
 Detective Corbin and Sgt. Gurney investigate a homicide case where the victim's charged mind games with the police between a psychologist and a psychopathic murderer in the tragic death of an innocent young man.

Criminal Minds - Backstage
 Nov 19 10 PM | 1000000000 | 100% | 100%
 The BAU team is on the trail of a serial killer who has been releasing a "high school" student on campus. But when the team finally catches the suspect, they learn that the killer has a plan.

Criminal Minds - Hopes
 Nov 19 10 PM | 1000000000 | 100% | 100%
 The BAU team is on the trail of a serial killer who has been releasing a "high school" student on campus. But when the team finally catches the suspect, they learn that the killer has a plan.

TITAN TV Search

SEARCH RESULTS 1 - 28 OF 27

Criminal Minds - Conflicted
 Nov 19 10 PM | 1000000000 | 100% | 100%
 The team heads to the bedside of Scott Fisher, intent to track a serial killer team targeting "high school" students on campus. But when the team finally catches the suspect, they learn that the killer has a plan.

Criminal Minds - A Shade of Gray
 Nov 19 10 PM | 1000000000 | 100% | 100%
 The team has to find a serial killer who has been releasing a "high school" student on campus. But when the team finally catches the suspect, they learn that the killer has a plan.

Criminal Minds
 Nov 19 10 PM | 1000000000 | 100% | 100%
 A 20-YEAR-OLD MURDER RE-OPENS

Credits: John Allen Hansen (Actor), Thomas Gibson (Actor), Christopher Egan (Actor), Marshall Ryan Maresca (Actor), Spencer Moore (Actor), John Binkley (Actor), Matthew Gray Gubler (Actor), Mark Arnold (Actor), Caroline Bushara (Actor), Karen Gansler (Director), David J. Fisher (Display), Greg Coates (Producer)

Criminal Minds - Compromising Positions
 Nov 19 10 PM | 1000000000 | 100% | 100%
 The BAU team is on the trail of a serial killer who has been releasing a "high school" student on campus. But when the team finally catches the suspect, they learn that the killer has a plan.

Criminal Minds - Safe Haven
 Nov 19 10 PM | 1000000000 | 100% | 100%
 The BAU team is on the trail of a serial killer who has been releasing a "high school" student on campus. But when the team finally catches the suspect, they learn that the killer has a plan.

Criminal Minds - Devil's Night
 Nov 19 10 PM | 1000000000 | 100% | 100%
 The BAU team is on the trail of a serial killer who has been releasing a "high school" student on campus. But when the team finally catches the suspect, they learn that the killer has a plan.



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	*

* GIF, JPEG, HTML, Javascript, SWF, rich media