

Verticalized Packages

Arts & Entertainment PMP



Connatix is a next-generation, end-to-end video marketplace that helps advertisers deliver within pre-roll and mid-roll inventory on top publisher sites. Our proprietary player is placed directly on publishers' pages, offering precise control and transparency over ad relevance, performance, and brand engagement with readers.

- ▶ Spend on Arts & Entertainment category sites have increased 14% since April. Take advantage of reduced competition and more efficient CPMs through our customized PMPs

Example Site List



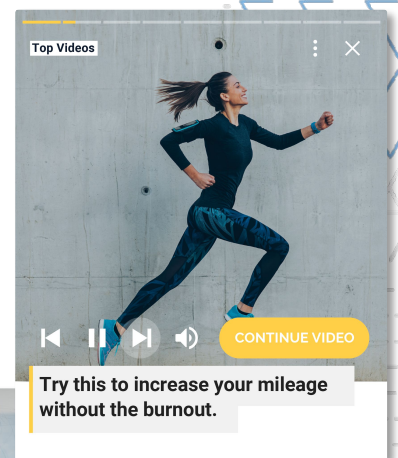
Inventory Overview

Buy through PMP or Managed Service

Available Impressions: 465M Devices: Desktop, Mobile

Flight Dates: Q2 CPM: \$6-\$15

Targeting: Contextual, Sitelist, Video Performance



Performance Metrics

▶ **70%** Viewability ▶ **70%** VCR

