

Cox Media partners with both local and national advertisers for marketing success, offering advanced cable and digital advertising products in 23 markets across the United States. In addition to proven advertising solutions, Cox Media offers consultative insights to help our clients reach their audience more effectively and efficiently. From broad reach, highly rated programs to laser-sharp targeting of specific audiences, Cox Media is focused on developing customized marketing solutions that maximize our client's ROI.

Cox Media has emerged as an industry leader in the programmatic advertising space having lead national partnerships recently with TubeMogul, AudienceExpress and MAGNAL GLOBAL.

Cox Media's suite of advertising products, available in all markets, include 30-second commercials on an average of more than 60 cable networks, local news and sports channels; online advertising on cox.com or through the Cox Media Digital Ad Network Solutions; a new Digital VideoX product, available in all markets by 3Q15; and Long Form via VOD Express Link. Cox Media uses advanced research and media planning, customized promotions and state-of-the-art commercial production to help businesses connect with their customers.

- Founded: 1981 as CableRep, the ad sales division of Cox Communications; Renamed Cox Media in 2003.
- Number of Households: Cox Media delivers customized local advertising solutions reaching over 5 million households across 20 primary DMAs. *(NOTE: Additional DMAs covered through partnerships and rep deals).*
- Insertable Networks: Local ad time is available on as many as 86 networks in our larger networks (average of 60+ in most markets), including analog, digital and High Definition channels.
- Digital products deepen the portfolio offered to clients, including online advertising on cox.com offers display and rich media ads on some of the most highly-trafficked and most desirable pages within the site, including WebMail. The 2012 launch of the Cox Digital Ad Network provides local advertisers the opportunity to target the valuable Cox high-speed Internet subscriber with 100% geo-targeting precision down to the ZIP + 4 level, or expand beyond the Cox footprint to reach the entire DMA. The new Digital VideoX product brings online, digital video to the Cox Media portfolio with targeting and reach capabilities that perfectly complement our on-air offerings (Launching in all markets by 3Q15).
- Cox Media was the first to insert local ads into High Definition networks as well as digital insertion into digital networks. In addition, steps towards programmatic ad sales represent industry-leading thought leadership by the organization.

#### **Recent Innovations:**

- Cox Media is on the cutting edge of advertising and leading the industry in programmatic TV advertising.
  - [TubeMogul, an enterprise software company for video advertising, and Cox Media announced a partnership to offer new cross-device video advertising initiatives that empower marketers to more effectively reach local and regional consumers.](#)
  - [Cox Media and MAGNA GLOBAL announced plans to establish the industry's first private programmatic TV marketplace leveraging the AudienceXpress platform.](#)
  - Invidi – Cox Media [recently announced an exploratory agreement](#) to measure the effectiveness of addressable advertising delivered according to specific viewer geographic, demographic, and other pre-determined viewer qualifiers. This revolutionary form of television advertising is efficient, measurable and accountable to the advertiser while providing precise measurement of reach, frequency and precise control of commercial assets.
- Programmatic Media Sales – In early 2014, Cox Media announced a partnership with clypd, a programmatic TV ad platform, to sell linear TV inventory via programmatic. The move represents an ongoing progression by Cox Media to leverage digital technology to unlock new advertising options. This will provide national brand advertisers the ability to use this platform to integrate agency ad buys directly with Cox Media ad inventory and leverage data to more efficiently plan and buy tv advertising.



- Cox Media is a partner with Comcast, Time Warner and NCC Media to launch the "I+" initiative, which will provide increased coverage in local TV markets – combining Cable's local footprint with alternative delivery systems such as Direct TV in select markets. An additional partnership with AT&T ensures we continue to reach the local audiences our advertisers want most.