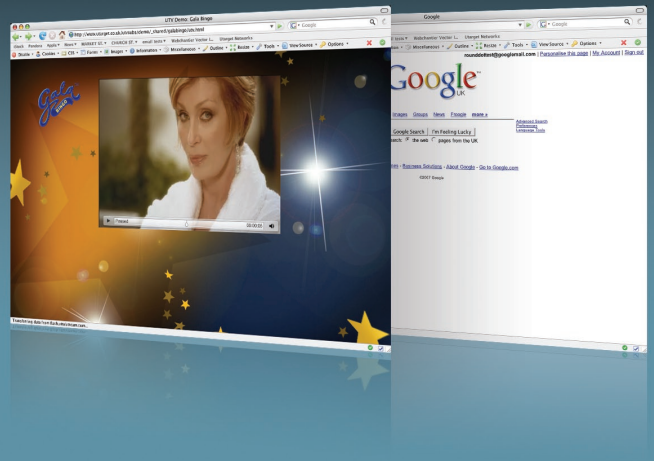


VIDEO CONTEXTUAL

This PDF is designed to give a brief overview of the chosen product. Should you have any further questions then please feel free to contact us using the details below.

When an opt-in user searches "bingo" on any search engine, we then deliver the highly targeted, high impact 15 to 20 second TV/Video ad (Gala Bingo). Upon completion of the ad the user is then delivered to a landing or splash page, offering superb opportunities for call-to-action.



VideoContextual offers advertisers the ability to deliver targeted, full page, high impact 15 and 20 second TV and video ads to a global opt-in user base. These short and highly targeted ads are triggered by keywords and URLs, booked by the advertiser, and searched on by the opted-in users.

With access to more than 5.5 million users in the UK and millions worldwide you can now deliver your TV and video ads to receptive users at the exact moment of their interest in your type of product or service.

VideoContextual takes your search marketing one step further.

QUICK FACTS:

- New, compelling, high-impact online advertising
- Suitable for branding & direct response campaigns
- Keyword and URL targeting
- Demographically matched host sites or channels
- High View-Through-Rates (VTR) deliver impressive campaign ROI targeted users
- Cost-effective solution to reinforce TV brand advertising
- Existing TV creative suitable so extra creative costs & lead times unnecessary
- Opportunity to enhance TV creative with interactive elements
- Larger screen size than a standard on-page MPU
- Lower costs than traditional rich and TV ad media

Call Utarget for an immediate quote on:

T: 01753 860 700

E: fturner@utarget.co.uk



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