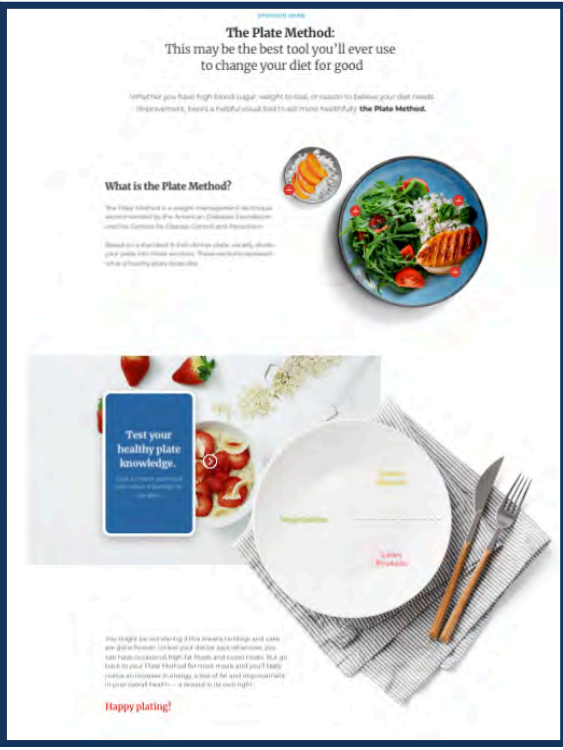


Virginia Media Presents: Get Healthy 757

Virginia Media and Studio 1847 are bringing a new sponsor-branded experience to the 757 focused on health and well-being.

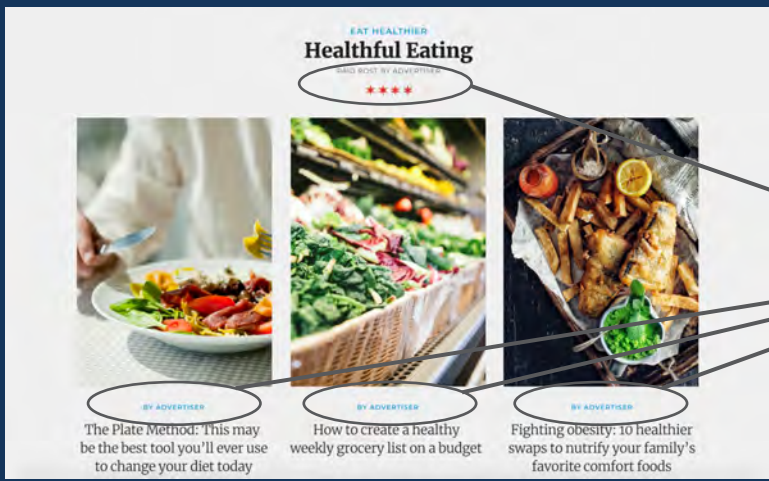


This experience is designed to take users on a well-being adventure through a series of articles, interactive content, recipes and more. Topics covered will include such items as **healthy eating, physical well-being and emotional/mental well-being.**

As a sponsor, **you will help us shape** future branded content topics that align with **your brand objectives.**

We'll engage a qualified audience, driving them to this resource focused on **holistically improving health in the 757!**



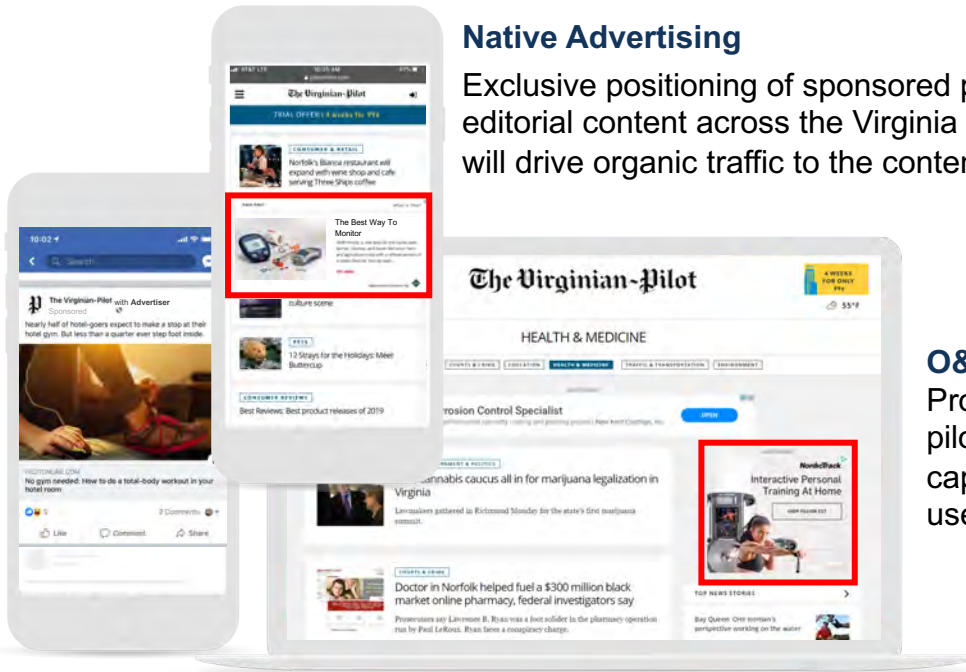


Sample logo/name integration

We've developed a robust media program designed to drive your qualified audiences to this branded destination. Loyal readers will be drawn to engage with the branded content, where your brand will be seamlessly integrated.

Native Advertising

Exclusive positioning of sponsored posts among editorial content across the Virginia Media Network will drive organic traffic to the content.



O&O Display

Prominent display ads across pilotonline.com will be used to capture attention, encouraging users to Get Healthy.

Facebook Handshakes

Views to your content will also be driven socially with co-branded Facebook Paid Posts. Posts show a partnership between your brand and Virginia Media



Email

We'll engage our first-party audience directly via their inbox. The admail will include clips of the content, encouraging users to click through to learn more.

Virginia Media Presents:

Get Healthy 757

Your co-branded promotional schedule will help drive qualified traffic to this experience with highly aligned online users. Your omni-channel digital program is designed to engage those audiences in several ways that include awareness building, data capture, social media promotion and retargeting.

Promotional Schedule Details:

Contextualized Native Advertising

300,000 Impressions (monthly)

Digital Display Across the Virginia Media Network

350,000 Impressions (Monthly)

Facebook Handshake

2 Posts (Quarterly)

Virginia Media First Party Email Push

50,000 Sends (Monthly)

Audience Re-Targeting

75,000 Impressions (Monthly)

6 Month Promotional Value
\$117,350+

**Retargeting impressions will be used to re-engage those who have taken an action. Additionally, the content experience and the promotional ad creative will be pixelated to gain audience insights, which will be shared back with you.*

**The above schedule will be optimized over time to drive ongoing campaign efficiency.*

3 Category Sponsorships Available

Healthy Eating – Physical Health – Emotional Well-Being

Get Healthy 757 Program Investment

\$5,000 / Month (6-Month Minimum Commitment)

**Investment level presented is an introductory offer*



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