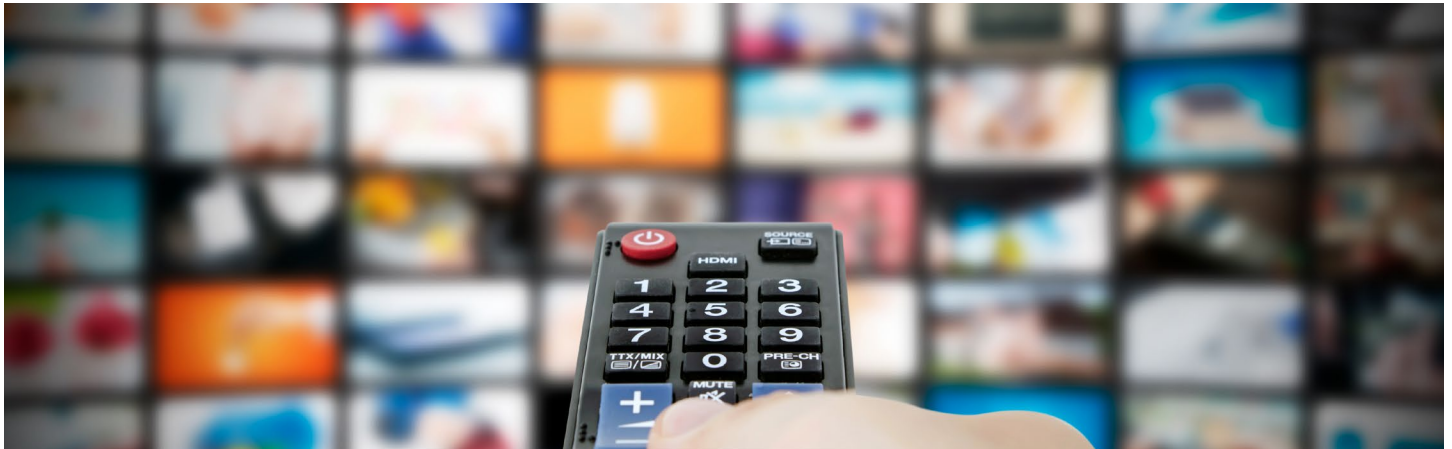


# OTT ADVERTISING

## EXTENDS YOUR MARKETING MESSAGE



OTT (over-the-top) represents any content that is delivered directly to viewers via a streaming video service over the internet, instead of through traditional distributors such as broadcasters and cable providers. OTT content is watched on a smartphone, laptop, tablet, or Connected TV (CTV).

OTT ads are delivered to viewers within this video content.

MANSI Media will help define your target audience and capture their attention with non-skippable video ads on any device through any streaming platform.

MANSI Media is here to simplify all of your print and digital newspaper ad planning and placement needs. From market research and rate negotiation to flawless execution of multi-market campaigns, we streamline the media buying process to ensure that your campaign successfully reaches your target audience.



**MANSI Media**  
The Newspaper & Digital Advertising Authority

Get started today  
by calling 717-703-3070  
or email  
Help@mansimedia.com.

## OTT ADVERTISING REACHES A LARGE AND ENGAGED AUDIENCE

**108 million** U.S. homes (89%) watch CTV.<sup>1</sup>

CTV reaches adults of **all ages.**<sup>2</sup>



**Over half** (54%) of Americans **have never, or no longer, subscribe to cable TV.**<sup>3</sup>

CTV viewers are **42% more likely to buy a product** in comparison to traditional TV viewers.<sup>4</sup>

Like advertising in newspapers, **OTT advertising allows you to engage with in-market audiences** in a brand-safe environment.

First and third party, demographic and contextual data targeting available.