

STREAMING TV MARKETING & TARGETED LEAD GENERATION PROGRAM

-You'll co-author a LTC focused book with perennial **Million Dollar Advisor Don Quante!** Including **25 copies of your book!**

-You'll receive a **:15 & :30 second LTC focused TV commercial** customized with your co-authored book cover & contact phone number for lead generation and branding of YOU as the LTC expert in your market.

-Targeted marketing to your choice of **local Zip Codes & targeted LTC focused demographics, audience categories, & income levels** to focus directly on the prospects you need to reach!

-You'll receive **monthly reporting metrics** with clicks, click thru rates, impressions served and video completions.



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74 percent of all U.S. households now have some form of subscription video-on-demand service *

Users are willing to watch ads through Streaming TV. In fact, a recent survey from the [Interactive Advertising Bureau \(IAB\)](#) revealed 40% of streaming TV viewers have paused content to learn more or make a purchase.

STREAMING TV

TV'S IMPACT. DIGITAL'S PRECISION.

Reach users on all of their screens as they view live or on-demand programming through any connected device.



One-fifth or **nearly 20% of TV-time is going to streaming** according to Nielson.**

Streaming TV Details

Streaming TV allows your commercial to be served across ALL DEVICES and is broken down into the following two categories:

- **Large Screens:** these are Smart TVs or TVs that are connected to the internet via a gaming console, puck, stick or dongle (Xbox, AppleTV, Amazon's FireStick, Roku and others).
- **Small Screens:** these are all other devices (mobile, tablet and desktop) where a user is watching TV programming.

Benefits of Streaming TV

All TV buying needs in a single platform.

- Robust targeting
- Data-driven decisioning
- Ad experience control
- Cross-device attribution
- Brand-safe environment
- Impactful insights via updated reporting

Sources:

* <https://www.statista.com/chart/19171/share-of-households-with-access-to-a-subscription-video-on-demand-service/#:~:text=The%20Leichtman%20Research%20Group%20recently,and%2052%20percent%20in%202015.>

** <https://www.cnn.com/2020/02/11/nielsen-fifth-of-tv-time-in-ott-enabled-homes-spent-streaming.html>



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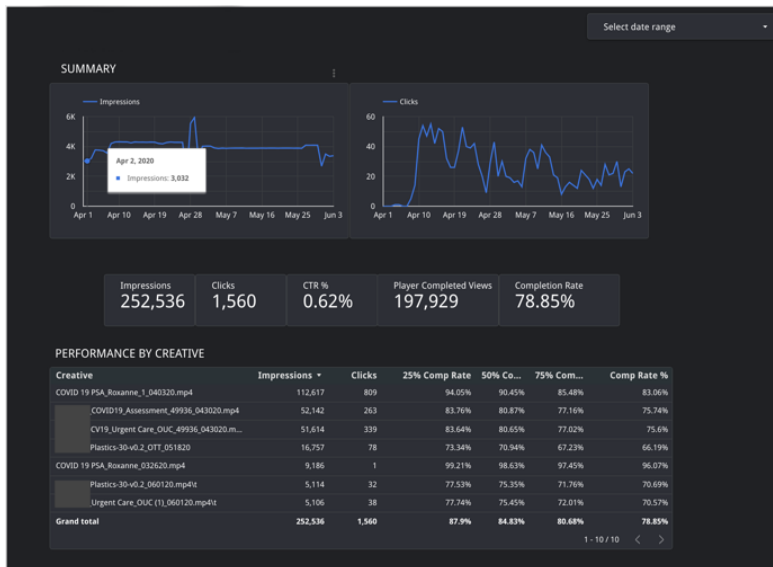
Reporting

Measure and analyze the impact of your Streaming TV campaigns to inform future strategies.

Key Reporting Metrics Include:

- Impressions Delivered
- Clicks & CTR
- Completed Views
- Video Completion Rates

*Note: these images are just a mockup of sample reporting. Your report content may differ.



MONTHLY PLANS & CUSTOMIZED SOLUTIONS AVAILABLE*

Tier 1

\$2000 per month

- 44,400 impressions
- 4-5 zip codes (additional for smaller markets/ rural areas)
- Pixel to be placed on their website to retarget visitors
- Monthly reporting metrics with clicks, click thru rates, impressions served, video completions

Tier 2

\$4500 per month

- 100,000 impressions
- 4-5 zip codes (additional for smaller markets/ rural areas)
- Pixel to be placed on their website to retarget visitors
- Monthly reporting metrics with clicks, click thru rates, impressions served, video completions

Tier 3

\$9000 per month

- 200,000 impressions
- 4-5 zip codes (additional for smaller markets/ rural areas)
- Pixel to be placed on their website to retarget visitors
- Monthly reporting metrics with clicks, click thru rates, impressions served, video completions

*Program & pricing based on 3-month minimum order & with a minimum of 40,000 monthly impressions.



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