

# TITAN TV<sup>®</sup>

# 2012 MEDIA KIT



## CHANGING THE WAY ONLINE ADVERTISERS CONNECT WITH TV AUDIENCES



## LARGEST TV LISTINGS NETWORK IN THE US

TitanTV is a fast, free and simple way for TV viewers to discover when and where to watch their favorite shows. Since our launch in 2000, TitanTV has been at the forefront of online TV guides. Using unique geo-location patented technology, TitanTV offers the most accurate channel lineups for broadcast, satellite and cable services.

In addition to TitanTV.com, our nationally recognized listings site, TitanTV also partners with local broadcast stations. Today, over 800 TV affiliates across the country rely on TitanTV to provide local listings to their website, mobile sites and mobile apps.



## HIGHLY LOYAL, ENGAGED USER BASE

Needless to say, our users are TV enthusiasts. Over 22% of our total users frequent the site 200+ times a month, making TitanTV, without a doubt, the most trusted source for television listings.

Take advantage of our audience loyalty and increase the relevancy of your ad campaign. Expand your brand exposure and resonate with a market geared to participate. Build recognition and drive your online conversion rates.

Go ahead, try it. You'll be surprised what TitanTV fanatics can do for you!



## UNIQUE DISPLAY & VIDEO OPPORTUNITIES

Tired of trying to cut through the clutter to command your audience's attention? TitanTV's unique display and video opportunities empower our advertisers to reach their key demographic in ways which positively impacts their bottom-line.

When you advertise with TitanTV, you have the flexibility to control and monitor the success of your digital campaigns. Using a combination of innovative targeting methods and integrated rich ad units, we help connect your campaign to the right type of consumers.



## A DEVOTED DEMOGRAPHIC

TitanTV users are devoted TV enthusiasts who appreciate the simplicity and accuracy of the program listings we provide. With an affinity for other topics like Science/Technology, Politics, Consumer Electronics and News/Information, the TitanTV user base is primarily composed of mature, upper-middle class, educated males.

### GENDER

Male	61%
Female	39%

### AGE

18-34	26%
39-49	33%
50+	31%

### HOUSEHOLD INCOME

\$30-\$60K	26%
\$60-\$100K	31%
\$100K+	28%

### EDUCATION LEVEL

College	48%
Graduate School or Higher	18%

### CHILDREN IN HOUSEHOLD

No Kids	59%
Has Kids	41%

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## HOMEPAGE ROADBLOCKS & EXPANDABLE LEADERBOARD

*Tired of being just another boring ad unit lost in a sea of content?*

Well it is time for a change and TitanTV.com is here to help! High-impact homepage roadblocks, with customizable ad elements including Integrated Wallpaper, Expandable Leaderboard with In-Banner Video and In-Grid display ads, will give your brand the attention it deserves, from an interactive audience looking to engage.

The screenshot shows the TitanTV homepage interface. At the top, there's a navigation bar with the TitanTV logo and a search bar. Below that is a grid of TV show listings for the week of 11/29. The grid includes shows like 'CBS 2 News at 4', 'Entertainment Tonight', 'New! Meet Your Match', 'Facts of Engagement', 'Two and a Half Men', and 'Mike & Molly'. Two large in-store advertisements are prominently displayed: 'SEARS COME BACK CASH' and 'SAVE ON ALL APPLIANCES'. The interface also features a sidebar with navigation options and a top banner for 'Sears the big switch IS ON'.

This screenshot shows the same TitanTV homepage as the previous one, but with the 'SEARS COME BACK CASH' advertisement expanded. The expanded ad features a video player showing a man in a blue shirt standing in a store aisle, with the text 'the big switch IS ON' and 'Take the pledge for a chance to WIN a suite of EXTERIOR STAIR qualified appliances'. A green button labeled 'TAKE THE PLEDGE' is visible. The rest of the TV show grid and navigation elements remain the same.







## HIGH-IMPACT AD SPECS

AD UNIT TYPE	SIZE	NATIVE FILE SIZE / POLITE LOAD	ANIMATION TIME	LOOP	FILE FORMAT
<b>STANDARD</b>					
Leaderboard	728 x 90	40K / 80K	15 sec	3	*
Rectangle	300 x 250	40K / 80K	15 sec	3	*
<b>VIDEO</b>					
Pre-roll Video	320 x 240	1.5MB	:15 / :30 sec	N/A	FLV
Pre-roll Companion	300 x 250	40K / 80K	15 sec	3	*
In-banner Pre-roll	300 x 250	1.5MB	15 sec	3	*
<b>EXPANDABLE</b>					
Leaderboard	728 x 90	40K / 80K	15 sec	3	*
Video in Leaderboard	320 x 240	1.5MB	15 sec	N/A	FLV
Rectangle	300 x 250	40K / 80K	15 sec	3	*
<b>PUSHDOWN</b>					
Pushdown banner	---	40K / 80K	15 sec	3	*
<b>WALLPAPER</b>					
Full Length Page	---	40K / 80K	15 sec	3	*
Animated Wallpaper	---	40K / 80K	15 sec	3	*

\* GIF, JPEG, HTML, Javascript, SWF, rich media