

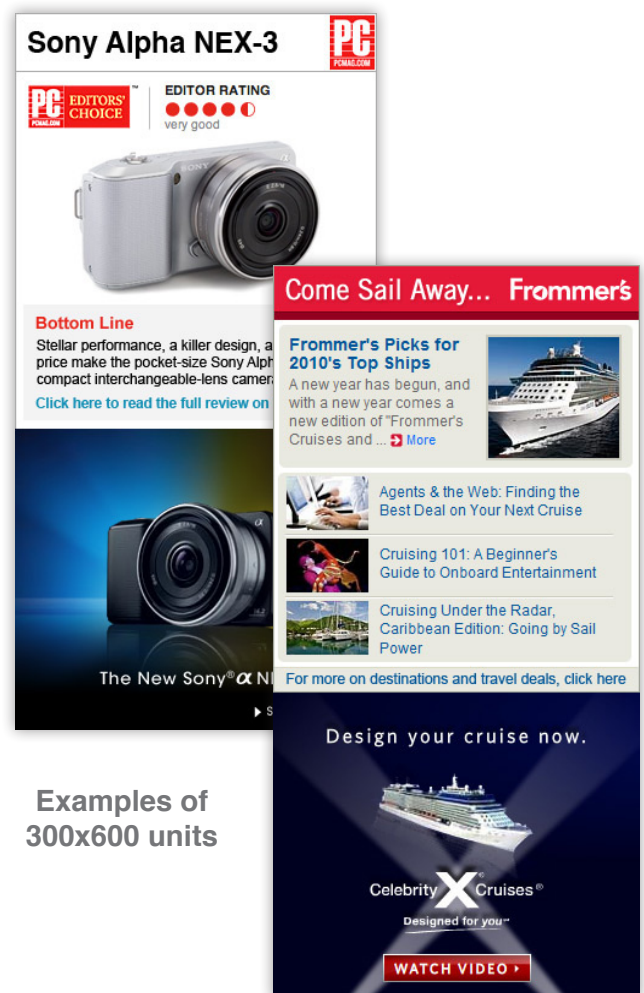
Amplify your audience by packaging your premium content with advertising for distribution on Mochila's transparent, targeted network.

With our extensive network of over 1,500 top-tier distributors, Mochila can extend your brand's footprint and create large-scale advertising opportunities all supported by deep-dive metrics.

## Amplify • Surround • Attract

### Benefits include:

- Amplify your audience and ad revenue with Mochila's platform and distribution network
- Your content as well as your advertiser's content can be packaged and regularly refreshed in standard IAB units, ranging in size from 300x250 to full websites
- Tap into Mochila's distribution offerings:
  - Geo-targeting
  - Audience targeting/retargeting
  - Behavioral targeting
  - Content retargeting
  - Contextual/conceptual targeting
  - Fully transparent site buy
- Turnkey offering includes optimization and customized weekly reporting
- Complete approval over the entire process, from article selection and creative direction to distribution
- Improve management of editorial content and simplify distribution using Mochila's proprietary platform



Examples of 300x600 units

*Let Mochila deliver for you!*

High Impact

Deep Engagement

Transparent

Global Scale