

lucidmedia

are you hyper-targeting?

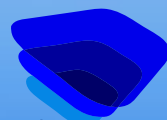


Welcome to LucidMedia, the premier contextual advertising solution provider. We work with advertising networks, exchanges and publishers like you to ensure you gain a deep understanding of your inventory. Using our patented technology, we regularly analyze each page of your inventory, categorize it and then present it to you in an easy to use dashboard. All of our 400-plus platform categories are maintained and updated in real time so you always have the most up to date information about your inventory, down to the page level.

Benefits of working with LucidMedia:

- Real time understanding of your inventory, down to the page level
- Go to market with an enhanced contextual offering
- Increased eCPMs for brand campaigns
- Improved ROI for performance campaigns
- Add another buyer for your media

Contact us at ken@lucidmedia.com for more information.



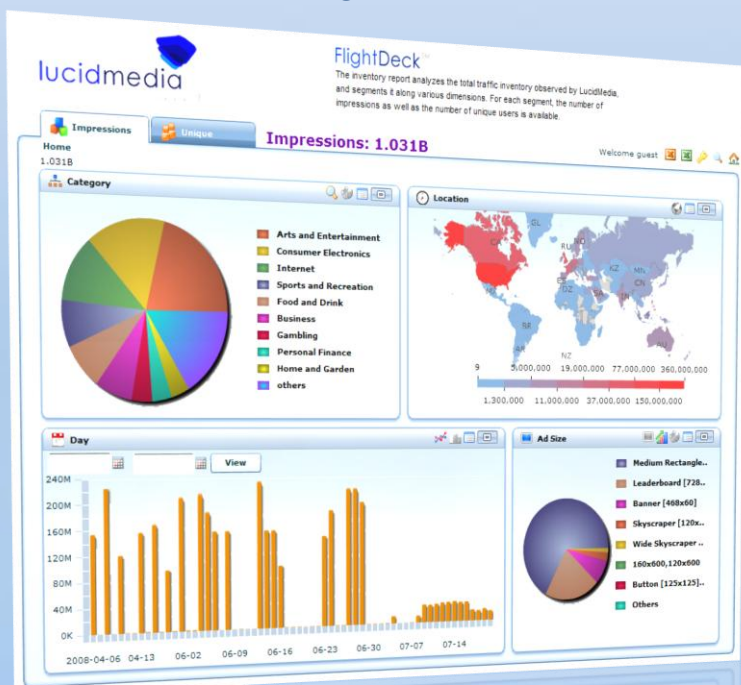
lucidmedia™
see clearly

Platform at a Glance

Top Level Channels	Total Channels	Contextual Targeting	Demographic Targeting	Real-time Optimization
31	400+	Yes	Yes	Yes



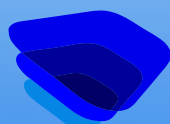
LucidMedia FlightDeck™ Console



Get more from your inventory or network with the LucidMedia FlightDeck™ optimization console. Instantly categorize inventory for targeting and performance. See exactly what is in your inventory and let advertisers target content with pinpoint precision with our automated visualization widgets.

Top Level Channels

Arts & Entertainment	Home & Garden
Automotive	Social Sciences
Business	Internet
Careers & Jobs	Personal Finance
Clothing & Apparel	Pets
Consumer Electronics	Property & Real Estate
Dating & Relationships	Religion & Spirituality
Family & Parenting	Research & Education
Firearms & Weapons	Science & Engineering
Food & Drink	Sports & Recreation
Gambling	Tobacco
Geography	Toys & Games
Government	Travel & Tourism
Health	Weather
Hobbies & Interests	Holidays



LucidMedia Partner Development

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