

TRIBUNE INTERACTIVE VIDEO OPPORTUNITIES

Facts:

Tribune Interactive serves over 5 million video streams each month.

- News stories are the most commonly viewed type of online video content according to recent studies. More than 60% of TI content is news.
- Daily online video usage is up 50% in the past year across all sites.
- Online video ads deliver your message to an engaged audience.

Advertising Opportunities:

We offer multiple video advertising programs to meet your campaign objectives:

- **New** – QuickStream (3-5 second pre-roll)
- Pre Roll (15 second max)

Coming Soon –

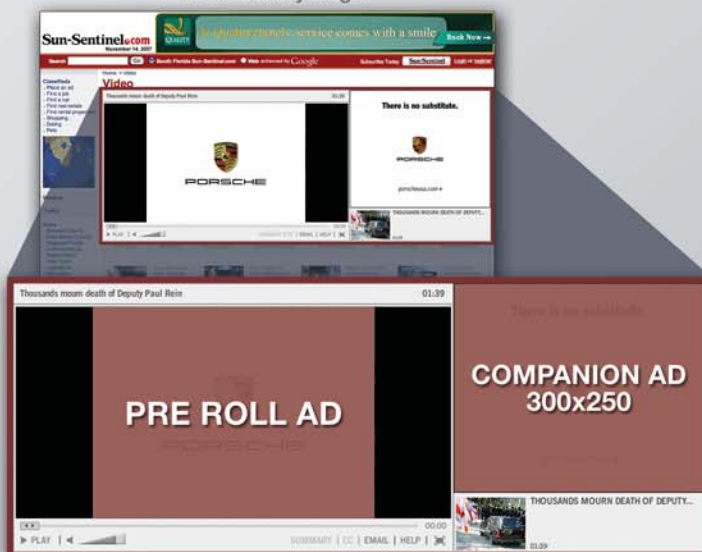
- Expandable Bar
- Expandable Ticker
- Full Screen Takeover
- Expandable Bug

Visit www.tribuneinteractive.com/clients/videoads to view examples online.

Home Page/Section Front



Video Gallery Page



Location of Video Players:

1. Home Page
2. Targeted Section Front/Story Level
3. Video Gallery Page

Acceptable Video Formats

- MPEG-1
- MPEG-2*
- MPEG-4
- H.264
- WMV
- MOV*
- AVI

* Preferred format for best results.

Visit <http://www.tribuneinteractive.com/specs/AcceptedDigitalFiles.pdf> to view or download a TI video specifications sheet.

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