MAX MEDIA DIGITAL

PRODUCT OVERVIEW

# Alt **Network**

Reach adults 21+ on mainstream websites, with compliance built in.



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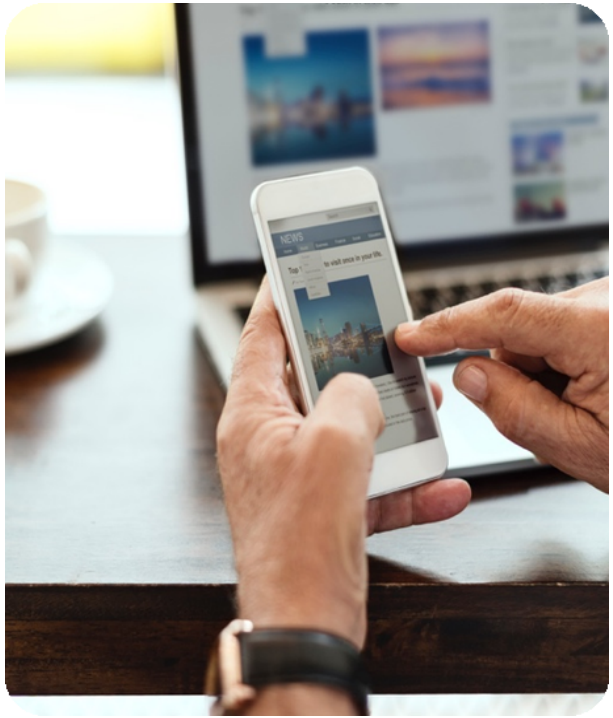
# What Is the Alt Network?

Most ad platforms block cannabis, tobacco, and gambling advertisers. The Alt Network is a group of websites and apps that have opted in to show ads from these industries.

**Mainstream reach**
Run on general-market news, sports, and entertainment sites.

**Optimized as you go**
We find the best locations, times, and audiences mid-campaign.

**Compliance built in**
21+ targeting and legal-area targeting on every campaign.



# Who the Alt Network Is For



## Cannabis & CBD

Dispensaries, delivery services, and cannabis and CBD brands.



## Tobacco & vape

Vape shops, smoke shops, cigar lounges, and hookah products.



## Casinos

Casinos, gaming venues, and resorts.



## Sports betting

Licensed sports betting and online gaming operators.

Available for advertisers in the United States and Canada.

# Why Advertise on the Alt Network?

### Mainstream websites

Reach people on popular sites they visit every day, not just cannabis-related sites.

### 21+ on every campaign

Age targeting is built into every campaign from day one.

### Ad updates included

If an ad needs changes to get approved, our team takes care of it.

### In-depth reporting

Daily results by campaign, ad group, creative, and location.

### Tracking and retargeting

Conversion tracking and site retargeting are included.

### Low minimums

Start with as few as 40,000 impressions per month.

# Built for Compliance

## How we keep ads 21+

- Every campaign uses age data from trusted third-party sources or directly from consumers.
- Ads only run in areas where your product is legal.
- Your ads are labeled as sensitive, so publishers can choose to show them only to approved audiences.

## Good to know

**No site lists**

Ads can't be targeted to specific sites, which keeps placements compliant.

**Know your local laws**

You're responsible for the rules where you operate. We'll help you plan around them.

**Delivery can vary**

Fewer sites accept these ads, so daily delivery can rise and fall.

# Display Targeting Options

## Run of Network

Reach anyone 21+ in your chosen area. Great for broad reach, or when you're targeting a small area.

## Dominant Display

Layer on targeting to reach the right people.

**Content targeting**
Reach people reading content related to your business.

**Search retargeting**
Reach people based on their past searches.

**Behavioral and demographic**
Target by interests, online behavior, and demographics.

**Site retargeting**
Re-engage people who already visited your website.

# Audience Targeting Ideas

## Behavioral targeting

- Cannabis consumers
- CBD users
- Arts & entertainment
- Consumer goods
- Enthusiasts
- Family
- Finance & insurance
- Home
- Lifestyle
- Pets
- Professional services
- Purchase behaviors
- Real estate
- Shopping
- Travel

## Content targeting

- Arts & entertainment
- Auto
- Business
- Cycling
- Education
- Fashion
- Food & dining
- Gaming
- Hobbies & interests
- Home
- Music
- News
- Real estate
- Retail
- Sports
- Technology
- Travel

# Device ID Geofencing

We draw custom boundaries around specific locations, then reach people whose devices were seen there, from 7 days to 12 months ago.

**Custom polygons**
Built around the addresses and dates you choose.

**Household reach**
Extend your ads to other devices in the same home.

**Audience insights**
Visitor age, income, top ZIP codes, days, and times.

**Foot traffic results**
See how many people visited your store after seeing ads.



# Video and Streaming TV



## Online video

15- or 30-second ads before online videos

- Builds brand recall and purchase intent
- Target by behavior, demographics, and location
- Retarget website visitors
- Choose the days and times your ads run



## Streaming TV

Big screen and small screen, together

- Smart TVs, streaming sticks, and game consoles
- Fewer ad breaks, so your brand stands out
- Ads are typically non-skippable, with high completion rates
- Phones, tablets, and laptops add clicks and visits

# Email for the Alt Network

## Targeting options

- Adults 21+
- Wellness
- Cannabis-curious
- Shopping habits
- Homeowners
- Income & wealth
- Interests & hobbies
- Occupation
- Auto intenders
- High tech

## Tips for a great email

- **Lead with a strong subject line**
  It's your first impression.
- **Speak to your audience**
  Match your message to who you're targeting.
- **Avoid spam triggers**
  Skip words like "Free" and "Act now."
- **Keep imagery compliant**
  No plants or people smoking.

# Reporting and Tracking

Your results are available 24/7 in your online dashboard, with data through yesterday.

**Daily performance**
Impressions, clicks, and conversions by day.

**Detailed breakdowns**
By campaign, ad group, creative, and location.

**Video completion**
See how many viewers watch to the end.

**Tracking and retargeting**
We set up pixels, ideally through Google Tag Manager.



# Creative Rules at a Glance

## Cannabis

- Include your name and logo
- Link to your website
- No product images or consumption
- No health claims or appeal to minors
- California: show your license number

## Tobacco & vape

- Pre-approval required
- Nicotine warning on every ad
- Must be a licensed business
- Follow local rules

## Gambling & casino

- Pre-approval required
- Responsible gaming message
- Licensed in each target area
- No appeal to minors or promises of success

Every Alt Network ad is reviewed before launch. See our Alt Network Creative Guide for full details.

# Getting Started

**01**

### Check your local laws

Know any targeting or ad restrictions where you operate.

**02**

### Allow time for review

Ad review takes up to 3 business days, or 5 for Device ID.

**03**

### Share your goals

We'll set up your KPIs, specs, and tracking pixels.

**04**

### Get a forecast

We'll estimate your reach before you commit.

Tobacco, casino, gambling, and sports betting ads must be pre-approved before launch.

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# Reach
# **Without Limits.**

Let’s build an Alt Network campaign that reaches the right adults, the right way.

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