

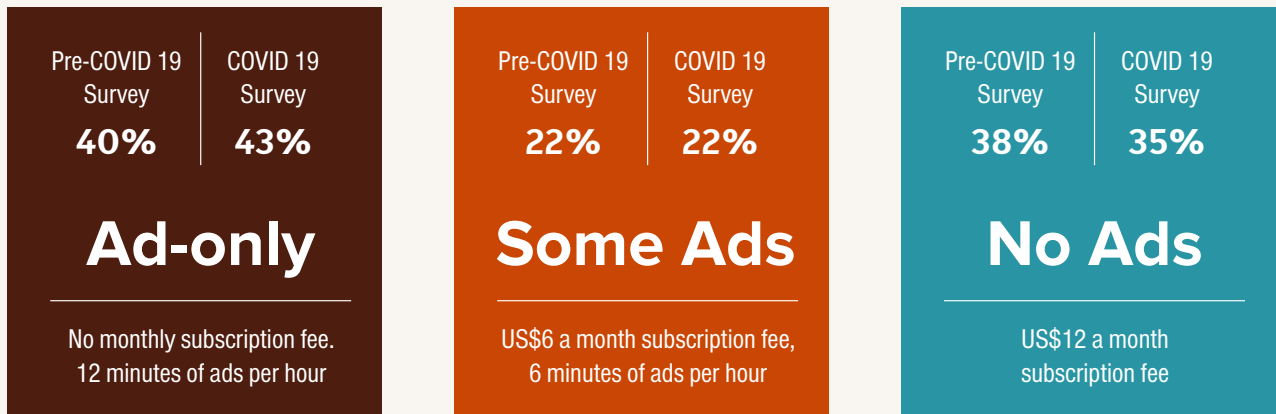
Roku's Brown Box Television channel delivers relevant audiences and measurable results. We provide advertisers the opportunity to fuel their marketing programs through innovative solutions that efficiently maximize brand exposure across their desired targets. Advertisers are empowered to employ strategically positioned, demographically-targeted buys to enhance results of their media campaigns.

Brown Box Television is the leading provider of free culturally-diverse programming where all minorities can be seen, heard and understood. We genuinely want to help people and businesses by empowering them through education to make informed decisions. By creating a conscious global experience for all viewers, Brown Box delivers an entertainment destination that offers cultural connectedness of topics, the opportunity to discover issues and ideas and a safe space where courageous conversations can occur.

FIGURE 7

Most consumers want ad-supported streaming services

Preference when subscribing to a new streaming video service



Source: Digital media trends, 14th edition (COVID-19 survey) Deloitte Insights | deloitte.com/insights

OTT

Advertise on Brown Box Television (Roku)

As traditional TV advertising dries out, over-the-top (OTT) advertising remains an increasingly viable option for brands that want to increase impressions but don't have direct broadcast budgets. We offer **:15 [static full screen]**, **:30 [static full screen or video]** and **:60 second [video only] spots on Brown Box Television** to be played at the beginning of and/or intermittently throughout select programming. Advertisers are required to produce the advertisement and submit adhering to our requirements outlined on page 2.



Network Launch Introductory Advertising Package

Commercial Ads run 20 per day. A total consist of 5 fixed ads between 5am-10am. 5 fixed ads between 7pm-11pm and 10 ads to be spread throughout other day parts and the weekend.

:15 second ad	:30 second ad	:60 second ad
\$99 per month	\$149 per month	\$249 per month

This price is based on a 6 month commitment from July 1 - Dec 31, 2021. Ad changes are limited one in the 6 month time frame. Additional ad changes will incur a \$100 change fee.

OTT REQUIREMENTS

OPTION 1:

High Quality – XDCAM .MXF VIDEO
 Format: MXF OP1a
 Video Codec: XDCAM 50 NTSC (4:2:2)
 Width and Height: 1920 x 1080
 Interlaced: Yes
 Frame Rate: 29.97
 Field Order: Upper First
 Aspect: Square Pixels (1.0)

AUDIO

Audio Codec: Uncompressed
 Sample Rate: 48000 Hz
 Channels: 2 channel
 Sample Size: 24 bit

CAPTIONING

Preferred embedded as 608 AND 708.
 Separate .SCC file is acceptable, if embedding captioning is not possible.

OPTION 2:

High Quality – ProRes .MOV VIDEO
 Format: ProRes 422
 Video Codec: Apple ProRes (4:2:2)
 Width and Height: 1920 x 1080
 Frame Rate: 29.97
 Interlaced: Yes
 Field Order: Upper First
 Aspect: Square Pixels (1.0)

AUDIO

Audio Codec: Uncompressed
 Sample Rate: 48000 Hz
 Channels: 2 channel
 Sample Size: 24 bit

CAPTIONING

Preferred embedded as 608 AND 708. Separate .SCC file is acceptable if embedding captioning is not possible.

OPTION 3:

Medium Quality
 Other codec MXF OP1a (.mxf)
 Other codec QuickTime (.mov)
 H264 (.mp4)
 MPEG-1 or MPEG-2 (.mpg)

DIGITAL

Advertise on BrownBoxTV.com

Up your integrated marketing approach with a unified and seamless experience for your customers who watch Brown Box Television. Add BrownBoxTV.com to your advertising mix and ensure that all your brand messaging and communications strategies are consistent across all channels in your mix and are centered on the customer. We offer the following opportunities to engage with your target audience on BrownBoxTV.com:

300x250	728x90	160x600	468x60	300x600	970x250	336x280
Medium Rectangle	Leaderboard	Wide Skyscraper	Banner	Half Page	Billboard	Large Rectangle
\$500*	\$500*	\$800*	\$550*	\$1000*	\$2000*	\$550*

* Prices do not include design. Design services are additional and can be purchased at the time of ad placement.

300x250 Medium Rectangle

336x280 Large Rectangle


970x250 Billboard

300x600 Half Page

160x600 Wide Skyscraper

468x60 Banner

728x90 Leaderboard

 Design and Production services available

ADVERTISING SELECTION

OTT [6 months] Option 1 Option 2 Option 3
 15 second 30 second 60 second

Digital [6 months] 300x250 Medium Rectangle 336x280 Large Rectangle
 970x250 Billboard 300x600 Half Page
 160x 600 Wide Skyscraper 468x60 Banner
 728x90 Leaderboard

TOTAL \$

Contact us today.

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