

BOOSTLAYER ENABLED

The impact of TV. The precision of digital.

Connected TV delivers video through streaming apps and internet-connected televisions — the reach of television, with audience targeting, flexible buying and reporting that ties big-screen exposure to real business outcomes.

BUILT AROUND WHO'S ACTUALLY WATCHING



80M+

Households reached via Amazon + Roku ad-supported inventory

+24%

Incremental reach when live-streaming is added to the mix

Audience-first targeting

First-party data, demographic and behavioral audiences, contextual signals and geography.

Livesports & big moments

Extend into the moments when attention runs highest, with flighting that adapts as schedules shift.

Pause Ads

The viewer stopped the show themselves — the screen is already theirs, and nothing gets interrupted.

AD FORMATS — EVERY WAY TO SHOW UP ON THE BIG SCREEN

In-Stream Video

Runs before, during or after streaming content. :15 and :30 are standard.

Pause Ads

Static or lightly animated creative, shown while playback is paused.

SocialExtend Video

Approved social posts rebuilt as interactive units for the big screen.

Home-Screen & Companion

Sponsored tiles, display companions and units beyond the commercial break.

WHERE YOUR CTV RUNS



The logos and brands shown are only a representation of the network we provide; actual publishers may vary. Inventory, formats, targeting, attribution, Brand Lift and foot-traffic measurement vary by publisher, technology partner, geography, campaign objective, budget and advertiser eligibility.

**PROOF, NOT JUST
IMPRESSIONS**

AdLink brings impressions, reach, frequency and completion into one client-facing dashboard — and BoostLayer reinforces the message on the devices they pick up next.

Request a CTV media plan.

Tell us the market and the goal — we'll come back with inventory, audience and a plan built around it.

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Let's Link Up!