



CAPTIVATE
12:30
72°
MONDAY

Jaylon Smith may already have a new team
Linebacker Jaylon Smith, who was surprisingly let go by the
Cowboys last night, is finalizing a deal with the Packers. At 26
years old, Smith is one of the most promising young linebackers
in the league. **BR**

12:30
TODAY 8 PM MON 7:00 PM | NYR 8:00 MON 7:00 PM

CAPTIVATE

MEDIA KIT

THE CAPTIVATE ADVANTAGE

CONNECT BRANDS TO MODERN PROFESSIONALS

Target and engage high-value audiences at scale in curated, brand-safe, contextually-relevant environments throughout the day where upscale professionals **WORK & LIVE.**



100% Viewable

100% Brand Safe

100% Ad Completion Rate

100% Accurate Location Data

ENGAGING VIEWER EXPERIENCE

CAPTIVATE CONTENT

Our professional editorial team curates a brand-safe programming mix that informs and engages on-the-go professionals.

- 100+ trusted, world-class providers
- Exclusive advertiser placement
- Brand safe environment

Forbes POPSUGAR THE WALL STREET JOURNAL. STATS

AccuWeather SBNATION USA TODAY theSkimm

billboard ADWEEK TimeOut B-R

CUSTOM CONTENT COLLABORATIONS

Partner with our team to customize brand alignment and sponsorship executions that increase relevance and elevate engagement. Tailored solutions include ad formats, editorial alignment, branded content, native content, gamification and more.



CAPTIVATE | OFFICE



INFLUENCE DECISION MAKERS DURING THE WORKDAY

Engage high-value, hard-to-reach professionals on digital displays in the elevator, lobby & high traffic common areas of premier office towers in top markets to influence B2B & B2C purchase decisions.

Captivate | OFFICE was established 25 years ago and has grown to become North America's largest digital office network. For brands, Captivate delivers advanced targeting capabilities, customizable on-screen solutions and measurable results to reach campaign objectives.

1.85 BILLION

AVAILABLE MONTHLY IMPRESSIONS

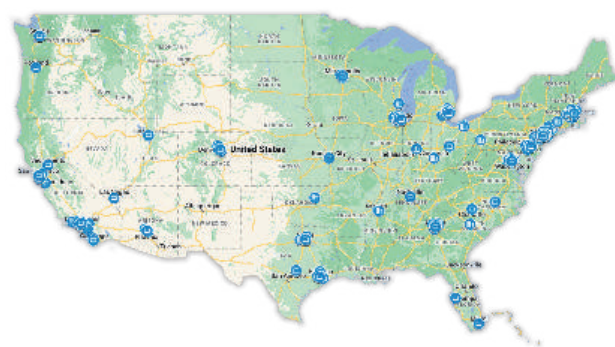
SOURCE: COMSCORE JULY 2023

39
AVG AGE

\$111K
AVG HHI

100%
EMPLOYED

67%
A25-54



31 MARKETS
1,580 BUILDINGS
11,670 SCREENS

SOURCE: MRI-SIMMONS FALL 2022 DOUBLEBASE

TARGET DECISION MAKERS IN FLEXIBLE WORKSPACES

“WeWork powered by Captivate” connects brands with modern professionals in state-of-the-art WeWork locations across North America. Our highly visible, contextually relevant ad experience targets decision makers in lobbies, elevator banks and communal areas of WeWork spaces.

Partnership with WeWork extends reach of coveted B2B and B2C decision makers in the Captivate | OFFICE network during the workday when business and personal purchase decisions are made and influenced.

110 MILLION
AVAILABLE MONTHLY IMPRESSIONS

39

AVG AGE

\$104K

AVG HHI

66%

A25-54

78%

SMALL BUSINESS



200
LOCATIONS

1,140
SCREENS

SOURCE: MRI-SIMMONS FALL 2022 DOUBLEBASE, WEWORK MARCH 2023



CAPTIVATE | RESIDENTIAL



ENGAGE UPSCALE CONSUMERS AT HOME

Reach heads of household/primary shoppers at home where key consumer purchase decisions are made. Residents engage with digital displays in elevators, lobbies, and on interactive displays at package concierge systems in high traffic common areas of luxury residential properties across North America.

Captivate | RESIDENTIAL influences high-value shoppers at multiple points along the consumer journey each day. Ensure your brand is top-of-mind as they head out the door for the day or return home to shop online.

With more people working from home due to hybrid work schedules, B2B decision making from home is more prevalent than ever before.

368 MILLION

AVAILABLE MONTHLY IMPRESSIONS

SOURCE: COMSCORE JULY 2023

44

AVG AGE

\$121K

AVG HHI

100%

EFFECTIVE DELIVERY
OF PRINCIPAL
SHOPPER

64%

A25-54



30 MARKETS

5,350 BUILDINGS

6,950 SCREENS

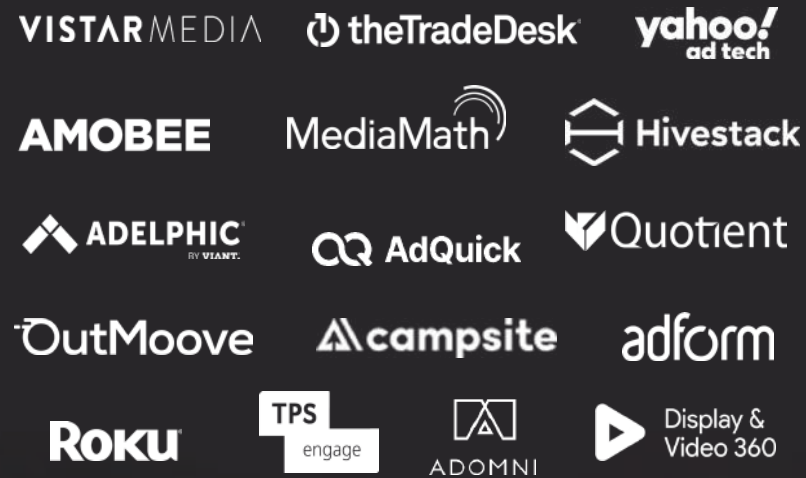
2M HOUSEHOLDS

SOURCE: MRI-SIMMONS FALL 2022 DOUBLEBASE, COSTAR

CAPABILITIES

PROGRAMMATIC

Activation through DSP of your choice including data driven targeting solutions



MEASUREMENT & ATTRIBUTION

Custom research solutions and data partners track campaign performance to measure a range of goals from brand lift to app downloads



ADVANCED TARGETING

Dynamic planning tools target buildings that over-index for key audience segments.

Opportunity to leverage 1st party client data to identify venues with key target audience



ON-SCREEN SOLUTIONS

ELEVATOR EXPERIENCE



CAPTIVATE

12:30

72° 

MONDAY

FB puts new products on hold

Facebook slowed the rollout of new products in recent days, sources said, amid media reports and congressional hearings related to internal documents showing harms from its platforms.

THE WALL STREET JOURNAL

NHL TOR @ PHI MON 7:00 PM | NYR @ BOS MON 7:00 PM

STANDARD AD



FULL SCREEN AD



AT&T Business

AT&T Business Unlimited™ Elite

with Fast Track™

Google treats iPhones as security keys

The latest update to Google's Smart Lock app on iOS lets you use your iPhone as a 2FA key for logging into first-party services in Chrome.


THE VERGE



BRAND INTEGRATION AD

LARGE FORMAT EXPERIENCE

TODAY

79°/58° 

RealFeel 80°


Precipitation 10%

Humidity 80%

Wind 15 mph ESE


Sunrise 5:30am Sunset 8:30pm

AccuWeather



CAPTIVATE

12:30




72° 

MONDAY

Home Depot raises outlook

Home Depot boosted its outlook for the year after reporting Q1 sales rose 3.8%, as fewer shoppers spent much more per shopping trip. Earnings of \$4.09 a share beat expectations of \$3.71 a share.

THE WALL STREET JOURNAL

Tuesday 60°/50°  | Wednesday 60°/50°  | Thursday 60°/50° 

STANDARD AD


MARKETS

DJIA (\$DOWI)
24133.78
+358.51(+1.51%)
YTD: 15.43%

S&P 500 (\$SPX)
2878.48
+41.74(1.47%)
YTD: 10.90%

Volatility (\$VIX)
33.29
2.64(-7.35%)
YTD: +141.58%

barchart



NHL MTL: 2 @ BOS: 4 | TOR: 2 @ PHI: 4 | NYR: 1 @ WPG: 0

FULL SCREEN AD

MARKETS

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barchart



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THE VERGE



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BRAND INTEGRATION AD

IN GOOD COMPANY

B2B



B2C



CONTACT US

ADVERTISING SALES

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CAPTIVATE