



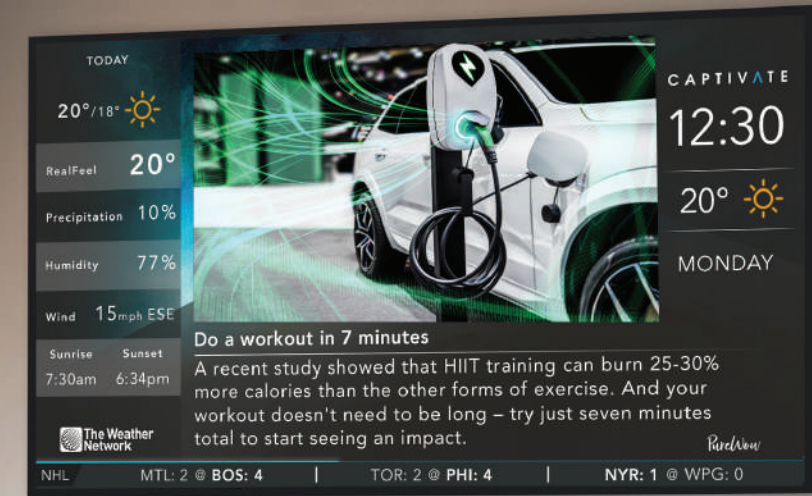
CAPTIVATE
12:30
23°
MONDAY
Jaylon Smith may already have a new team
Linebacker Jaylon Smith, who was surprisingly let go by the
Columbus Blue Jackets, is finalizing a deal with the Packers. At 26
years old, Smith is one of the most promising young linebackers
in the league.
TOR & THE MON 7:00 PM | NY & BOS MON 7:00 PM
B R

CAPTIVATE

CANADA MEDIA KIT

OUR MISSION

To serve as turnkey connector between our clients and the modern professional by offering unique programming that invites engagement, builds community, and delivers value for everyone in front of and behind our screens.



CAPTIVATE

CAPTIVATE | OFFICE



100%

Viewable

100%

Brand Safe

100%

Ad Completion Rate

100%

Accurate Location Data

BRAND SAFE DIGITAL VIDEO NETWORK IN PREMIER OFFICE BUILDINGS

Engage high-value, hard-to-reach decision makers on digital displays in the elevator, lobby & high traffic common areas of premier office towers.

Established 25 years ago, Captivate is North America's largest digital office network delivering news, sports, entertainment and advertising that engages professionals throughout the workday.

Captivate | OFFICE delivers advanced targeting capabilities, customizable on-screen solutions, flexible campaign scheduling, and measurable results to reach your campaign objectives.

345 MILLION

AVAILABLE MONTHLY IMPRESSIONS

SOURCE: MIQ

39

AVG AGE

\$104K

AVG HH

100%

EMPLOYED

82%

UNIVERSITY GRAD



6 DMAs

300 BUILDINGS

2,100 DISPLAYS

SOURCE: VIVIDATA WINTER 2023 – OOH EXPOSURE TO DIGITAL SCREENS AT PLACE OF WORK (ELEVATORS OR LOBBY): ADULTS 18+

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.

104 MILLION
AVAILABLE MONTHLY IMPRESSIONS

39
AVG AGE

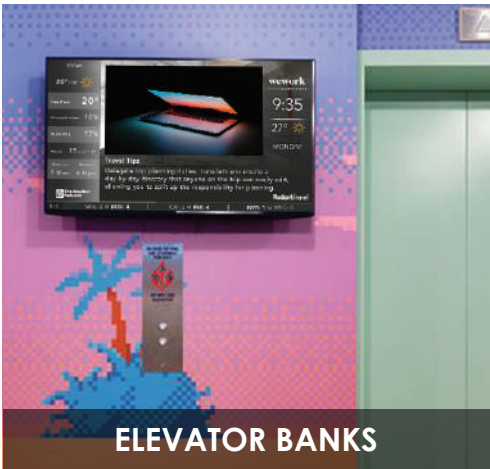
\$93K
AVG HH

143 INDEX
MILLENNIAL

133 INDEX
GEN Z



COLLABORATION SPACES



ELEVATOR BANKS

185
LOCATIONS

1,090
DISPLAYS

SOURCE: VIVIDATA WINTER 2023, © WEWORK 2022
*DISPLAY PLACEMENT & EXPERIENCE VARIES BY LOCATION



ENGAGING VIEWER EXPERIENCE

CAPTIVATE | OFFICE

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

FINANCIAL POST



THE WALL STREET JOURNAL

blogTO

Fodor's Travel



POPSUGAR

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.



ON-SCREEN SOLUTIONS

ELEVATOR EXPERIENCE



CAPTIVATE

12:30

23° ☀

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

13h 6° ☀ | 16h 10° ☀ | 19h 5° ☀

STANDARD AD



FULL SCREEN AD

CAPTIVATE OFFICE



Une collation populaire

Le popcorn frais est une valeur sûre pour vos fêtes. Les gens adorent, c'est peu coûteux et c'est très facile d'en refaire quand le bol est vide.

PureWow



DECOUVREZ

4

VIEILLI 4 ANS SOUS LE SOLEIL DES CARAIBES

BACARDI

BRAND INTEGRATION

LARGE FORMAT EXPERIENCE

TODAY

20°/18° ☀

RealFeel 20°

Precipitation 10%

Humidity 77%

Wind 15mph ESE

Sunrise 7:30am

Sunset 6:34pm

The Weather Network



CAPTIVATE

12:30

23° ☀

MONDAY

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THE WALL STREET JOURNAL

13h 12° ☀ | 15h 10° ☀ | 17h 7° ☀

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

13h 12° ☀ | 15h 10° ☀ | 17h 7° ☀

FULL SCREEN AD

Lundi

12° 4° ☀ Precip 0%

Mardi

11° 3° ☀ Precip 20%

Mercredi

9° 5° ☀ Precip 20%

Jeudi

7° 4° ☀ Precip 20%

Vendredi

11° 7° ☀ Precip 20%

meteo



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PureWow



DECOUVREZ

4

VIEILLI 4 ANS SOUS LE SOLEIL DES CARAIBES

BACARDI

LNH TOR @ PHI LUN 19h00 | NYR @ BOS LUN 19h00

BRAND INTEGRATION AD

CAPABILITIES

PROGRAMMATIC

Activation through DSP of your choice including data driven targeting solutions



CAPTIVATE | OFFICE

CROSS DEVICE

Mobile Retargeting Amplifies Audience Reach

MOBILE RETARGETING OPTIONS:

Retarget Captivate Viewers

Target all users who have been exposed to Captivate | OFFICE

High Buying Power

Target high-value audience with HHI\$100K+ who have been exposed to Captivate | OFFICE

Lookalike Audience

Reach consumers who share the same traits as the campaign target audience & have HHI \$100K+



CAPTIVATE | RESIDENTIAL



EXTEND CAMPAIGN TO CONNECT WITH UPSCALE CONSUMERS AT HOME

Reach household primary shoppers and consumers with spending power at home in luxury residential properties where purchase decisions are made. Partnerships with IHN Media and Luxer One extend residential network reach to include stronger coverage in Vancouver and on interactive package pick-up displays on locker systems across North America.

Captivate | RESIDENTIAL enables brands to influence multiple points in the daily consumer journey. Ensure your brand is top-of-mind when high-value shoppers head out the door for their day or return home to shop online.

With more people working from home and companies embracing hybrid work schedules for the long term, consumers are spending more time and making more decisions at home than ever before.

37

AVG AGE

\$90K

AVG HHI

50%

A18-34

73%

UNIVERSITY GRAD



10 DMAs

200 VENUES

400 DISPLAYS

IN GOOD COMPANY

Air Canada Vacations

Air Transat

Amazon

American Express

Bacardi

Bell Canada

BMO

Canadian Western Bank

CBC

Chrysler

Coca-Cola

DoorDash

FNB Horizons

Franklin Templeton

Ford

Formula 1

General Motors

Google

Government of Canada

GSK

HarperCollins

Harry Rosen

Hewlett-Packard

HSBC

Hyundai

IBM

Industrial Alliance

Lego

Loblaws

MacKenzie Investments

Manulife

Mastercard

Microsoft

Molson

National Bank Financial

Ontario Lottery & Gaming

Ottawa Tourism

PayPal

Pfizer

RBC Financial Group

Ritual

Scotiabank

Shoppers Drug Mart

Shopify

Skip the Dishes

Starbucks

Square

TD Canada Trust

Toyota

Walmart

WestJet

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CAPTIVATE