MAKE A REAL IMPRESSION
TABLE OF CONTENTS

3 Our Story
4 Sling TV
8 Data
11 Solutions
13 Traditional Video
16 Addressable
20 Transaction Options
24 Tech Specs
27 Contact Information
About Us
DISH Media provides advertisers with intelligent solutions to efficiently maximize exposure to desired audiences across DISH and Sling. Through innovative platforms, viewer measurement tools, and access to custom audiences, advertisers can employ strategically positioned, demographically targeted buys that enhance their national media campaigns.

Make a Real Impression
With 11 years at the forefront of TV advertising and 7 years of addressable expertise, we’re here to tell your story, engage your audience, and help you make a real impression.
Keep your brand top of mind in today’s converging TV and digital age.
SLING TV

Sling TV is America’s **#1 live-streaming TV service**, catering to modern TV viewers who want cost-effective, flexible entertainment without sacrificing quality.

**Benefits**

Gain access to over-the-top premium live and VOD inventory, without the digital pain points.

- Premium content only
- Non-skippable, full screen ads
- 100% viewability
- 97% completion rate
- 97% of ads viewed on CTV
- Secure environment
- Zero ad blockers
- Across 12+ devices
How It Works

1. Determine campaign goals
2. Serve messages over IP via Dynamic Ad Insertion (DAI)
3. Optimize exposure across premium, live, and On Demand programming
4. Receive robust measurement

Premium Inventory

- 90+ live DAI networks
- Ads only served when devices are on
SLING TV

Brand Spotlight
Engage viewers with brand placement within the Sling TV user interface during the most-watched live sports and premium events.

Exclusive Brand Exposure

1. Flights during live events
2. Premium logo placement
3. Full-screen video

Associate Your Brand With the Live Sports & Events Viewers Love

media.dish.com
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Do more with one of TV’s largest data footprints.
DISH Media brings deep data, analytics, and market knowledge to every campaign across DISH and Sling TV households. We pioneered set-top-box-based viewer measurement and today, have one of the industry’s largest data footprints across the U.S.

- Rich subscriber data
- Deterministic targeting
- Brand data matching

We have also established robust relationships with major data vendors in every vertical, including CPG, Auto, and Finance.
Industry Providers
With a wide array of data providers in the space, advertisers across all major verticals are able to accomplish their targeting and measurement objectives. Below is a short description of some of our top partners.

<table>
<thead>
<tr>
<th>DATA PARTNERS</th>
<th>Target segments / Reach extension across mobile devices and desktops</th>
</tr>
</thead>
<tbody>
<tr>
<td>4INFO</td>
<td>Demographic / Target Segments; 3rd-party list matching; Standard attribution measurement</td>
</tr>
<tr>
<td>acxiom</td>
<td>Provides measurement against Sling TV IMPs / Reach / Frequency and DISH STB data</td>
</tr>
<tr>
<td>comSCORE</td>
<td>Provides deeper insights and measurement into standard demo targeting</td>
</tr>
<tr>
<td>VCE</td>
<td>Pharmaceutical / Ailment-related targeting and measurement services</td>
</tr>
<tr>
<td>CROSSIX</td>
<td>Demographic / Target Segments; 3rd-party list match and auto targeting</td>
</tr>
<tr>
<td>DATAUSA</td>
<td>Industry financial and credit data used for targeting and measurement</td>
</tr>
<tr>
<td>EPSILON</td>
<td>Demographic / Target Segments; 3rd-party list matching; Demographic / target segments</td>
</tr>
<tr>
<td>EQUIFAX</td>
<td>Demographic / Target Segments; 3rd-party list match and auto targeting; Standard and auto reporting; Pixel tracking reporting</td>
</tr>
<tr>
<td>experian</td>
<td>Demographic / Target Segments; 3rd-party list matching; Standard attribution measurement</td>
</tr>
<tr>
<td>LiveRamp</td>
<td>Online survey panel and site traffic measurement</td>
</tr>
<tr>
<td>neustar</td>
<td>Demographic / Target Segments; 3rd-party list match and auto targeting; Standard attribution measurement</td>
</tr>
<tr>
<td>Nielsen</td>
<td>Industry financial and credit data used for targeting and measurement</td>
</tr>
<tr>
<td>Nielsen +</td>
<td>Modeled CPG data; Standard attribution measurement</td>
</tr>
<tr>
<td>Placed</td>
<td>Provides deeper insights and measurement into standard demo targeting</td>
</tr>
<tr>
<td>RJk</td>
<td>Location-based targeting and foot traffic measurement services</td>
</tr>
<tr>
<td>SHOPCOM</td>
<td>Automotive Segments (IHS Automotive); Location-based targeting and foot traffic measurement services; Pixel tracking reporting; Standard attribution measurement</td>
</tr>
<tr>
<td>SpeedDoor</td>
<td>Cross-industry purchase data; Standard attribution measurement; Both actual buyers from loyalty cards and modeled using IRI data • Shopcom CPG, IRI Proscores, Shopcom Retail Product, Segments, Shopcom Retail Class of Trade</td>
</tr>
<tr>
<td></td>
<td>Demographic / Target Segments; 3rd-party list matching</td>
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</tbody>
</table>
Find the Perfect Balance Between Efficiency and Scale

Home in on audiences across DISH and Sling TV with flexible targeting solutions from wide-reaching Video down to highly targeted Brand Audience Addressable.
Reaching maximum viewers with national exposure across the top networks.

TRADITIONAL VIDEO
Inventory
Reach consumers in every U.S. DMA with an intelligent, cost-effective solution that’s proven to compete with top cable networks.

Enjoy Live and On Demand Exposure Across DISH and Sling TV

200+ networks  12+ devices

Premium Programming and Live Sports
Get closer to your audience while they watch their favorite shows. Our premium programming offering gives you unprecedented access to TV’s top programs and live sports at a fraction of the normal cost.

Live Sports

Cable’s Top Programming

SUITS  WALKING DEAD  AMERICAN HORROR STORY
BET Awards  GOLD RUSH  Better Call Saul  FOX SPORTS SUNDAY NIGHT FOOTBALL
DATA-DRIVEN VIDEO

Home in on your audience on the exact networks and dayparts where they over-index.

Benefits

- Optimized reach
- Insights into viewer behavior and consumer action
- Post-campaign reporting

How It Works

- Determine target
- Build propensity models on robust viewership data
- Deliver ads to networks and dayparts where your target over-indexes
- Receive post-campaign reporting

Measurement

- Delivery reporting
- Tune-in conversion reporting
  - Target vs non-target
  - Conversions to network or show
ADDRESSABLE

Capture engaged audiences with impression-based advertising.
DISH Media is uniquely positioned to execute addressable campaigns that connect brands with consumers on DISH and Sling TV. This allows brands to deliver the right ad to the right consumer at the right time, no matter when, where, or how they watch TV.

**Advance With the Benefits of Addressable**

- National reach
- Advanced targeting
- Dynamically served ads
- Transparent attribution
How It Works

- Determine target utilizing Core, Custom, or Brand audience data
- Identify campaign objectives
- Deliver ads to selected households while they’re watching, regardless of program, network, or daypart
- Get detailed post-campaign measurement, including ROI studies and relevant performance metrics

Flexible Targeting

Core Audience Addressable:
Leverage DISH and Sling TV subscriber data.
- Demo • Daypart • Device • Genre • Network • Viewership • Location

Custom Audience Addressable:
Create custom targets with extensive 3rd-party data.
- Lifestyle • Purchasing • Predictive Modeling • Advanced Demographics
- Competitive Conquests

Brand Audience Addressable:
Reach proprietary audiences using your 1st-party data sources.
- Customers • Loyalty Programs • Direct Mail Lists • Prospects • Formers
Measurement

**comscore**

- Cumulative reach + frequency
- Impression by hour + day of the week
- Campaign + network + device + stream performance
- Video completion rate

Attribution

Advanced post-campaign analytics across Core, Custom, and Brand audiences.

- Sales matchback
- Website traffic
- Location visitation
- Brand awareness study
- Application study
- A/B testing
- Tune-in conversions
- Custom reporting
TRANSACTION OPTIONS

From managed services to programmatic options, it really comes down to how you want to buy.
We Help Brands Stay Top of Mind in Today’s Converging Landscape

• Full customization with direct insertion order
• Team of experts here to create the perfect campaign

To get started, visit media.dish.com/contact-us
Simplify your Sling TV ad-campaign workflow with real-time bidding, advanced targeting capabilities, cross-platform delivery, and transparent back-end measurement.

Benefits

- Full-screen, premium inventory
- Real-time auctions
- Contextual and addressable options

Activation

1. Request Deal ID
2. Load Deal ID to DSP
3. Start buying
SLING TV PROGRAMMATIC

Programmatic Contextual

• Enjoy real-time access to live sporting events and premium programming with contextual auctions

Programmatic Addressable

• Get access to custom targeted segments in real-time through brand-safe addressable auctions

Partners

DSPs

Adobe
theTradeDesk
MediaMath
datxu

SSPs

telaric
SPOTX
Creative guidelines for seamless delivery.
Digital Delivery Methods

**EXTREME REACH**
Contact
(877) 769-9382
DISH Call Letters
Client selects/searches – DISH NETWORK

**COMCAST AD DELIVERY**
Contact
(855) 858-1942
DISH Call Letters
DISH
Destination Name
DISH Network

**YANGAROO**
Contact
(855) 534-0607
DISH Call Letters
Dish Network
Email
adsales@yangaroo.com

**ON THE SPOT MEDIA †**
DISH Call Letters
DISH
Contact
Jacki Berger
Director of Sales and Service
On The Spot Media
(917) 546-9299
sales@onthespotmedia.com

**JAVELIN ADSTREAM †**
DISH Call Letters
DISH
Contact
(877) 851-1786

*D2 Available †Non-triggerable

Digital Delivery & Ad Copy Instructions

**SHORT FORM CREATIVE & COPY INSTRUCTIONS DEADLINES**
Including digital delivery of creative

Must Arrive by COB
- Thursday
- Friday
- Monday
- Tuesday
- Wednesday

For Campaign Start On
- Saturday/Sunday/Monday
- Tuesday
- Wednesday
- Thursday
- Friday

*Contact your DISH representative for holiday deadlines

**TRAFFIC INSTRUCTIONS**
Please email DishTraffic@dish.com

**VIEW OR SCREEN CREATIVE**
Please contact your DISH Media representative for specific instructions.
VIDEO & AUDIO REQUIREMENTS MEZZANINE FILES

For best viewing quality, HD is recommended; however, we are able to accept SD as well.

**VIDEO -
HIGH DEFINITION PROGRESSIVE (HDp)**

- Video Codec: AVC – H.264
- Bit-rate min: 20 Mbps
- Bit-rate mode: CBR
- GOP: 2 to 3 reference frames
- Resolution: 1920x1080
- Scanning: Same as source (progressive or interlaced)
- Frame Rate: Same as source (majority will be 23.98 or 29.97)
- Profile/Level: Main/4.1
- Chroma Format: 4:2:0
- Display Aspect Ratio: 16:9
- Closed Captioning: .scc files
- Container: MPEG2 Transport (.mpg extension)

**VIDEO -
STANDARD DEFINITION (SDi)**

- Video Codec: AVC – H.264
- Bit-rate min: 20 Mbps
- Bit-rate mode: CBR
- GOP: 2 to 3 reference frames
- Resolution: 640x360 (16:9) or 640x480 (4:3)
- Scanning: Same as source (progressive or interlaced)
- Frame Rate: Same as source (majority will be 23.98 or 29.97)
- Profile/Level: Main/4.1
- Chroma Format: 4:2:0
- Display Aspect Ratio: Same as source
- Closed Captioning: .scc files
- Container: MPEG2 Transport (.mpg extension)

**AUDIO -
FORMAT TYPE A1: STEREO ENGLISH**

PID-1/Track 1 English L/R
- Codecs: AC3 @348k*
- Sampling Rate: 48 kHz

* AC3 shall be in sync with video upon decode. Metadata generation must follow Dolby & industry practice.
* Dial norm must be provided or the default setting of -24 will be used.

**VIDEO DELIVERY OPTIONS**

**INFORMATION FOR DELIVERY**

Video ads can be served via approved third-party vendors or by delivering the mezzanine file directly to DISH. Files and 1x1 trackers must be in house no later than 3 business days prior to start date to allow for production, testing and review.

**VAST 2.0 -**

- Video Length: 15 seconds, 30 seconds, or 60 seconds
- If more than one video length is being trafficked, these must be provided in separate VAST tags.
- Preferred container: .mp4 is recommended, but we can also accept HLS, mov, webm, flv and mpeg.
- Resolution: 1280x720
- Aspect Ratio: 16:9
- VPAID is not accepted at this time.
- 3rd party viewability measurement is not supported.
- All VAST tags and tracking pixels must be secured and start with https://

**EXTREME REACH**
Destination Folder: Sling TV

**HIGHTAIL**
Upload to: www.hightail.com/u/dishnyc

**COMCAST AD DELIVERY**
Contact: 855-858-1942, option 1

**YANGAROO**
Contact: 855-534-0607

**QUESTIONS?**
Contact: DigitalAdOps@dish.com

**ADDITIONAL REQUIREMENTS**

- Max File Size: 300 MBs
- Video Length: 15 seconds, 30 seconds, or 60 seconds
  
  Although DISH can accept Program Stream (.mpg), .mp4, .mov files, Mezzanine files are preferred to be in MPEG2 Transport.

- Mezzanine files should not be created from source files with lower bit-rates and resolutions. Contact DISH prior to sending test files if the "source" code does not match the SD or HD specifications, including minimum bit rate.

- **NOTE:** Do not include color bars or countdown slates at the beginning. The clip will be used exactly as received; no audio or video editing will be performed.
## CONTACT INFORMATION

### LEADERSHIP

<table>
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<tr>
<th>Name</th>
<th>Title</th>
<th>Email</th>
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</tbody>
</table>

### SALES

<table>
<thead>
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<th>Title</th>
<th>Email</th>
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<tbody>
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</tr>
</tbody>
</table>

### New York

- **Address:** 185 Varick St.
- **City:** New York, NY 10014

### Chicago

- **Address:** 500 North Michigan Ave. Suite 1920
- **City:** Chicago, IL 60611

### Denver

- **Address:** 9601 South Meridian Blvd. Englewood, CO 80112

### Los Angeles

- **Address:** 360 N. Pacific Coast Highway Suite 310 El Segundo, CA 90245

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*Media and Sling* media.dish.com

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