

# WE ARE PROGRAMMATIC HISPANIC MOBILE EXPERTS

## DEMOGRAPHICS

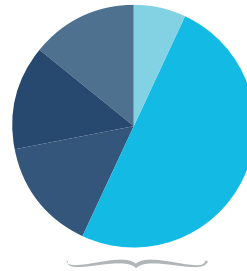


**500,000,000+**  
IMPRESSIONS  
MONTHLY  
**+28 MM UNIQUE USERS**



**45.9%**  
HISPANIC  
MALE

**54.1%**  
HISPANIC  
FEMALE



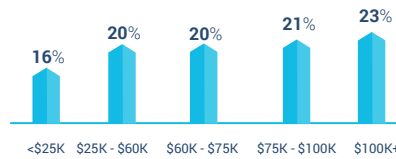
### AGE

- 65+ Traditionalist
- 55-64 Baby Boomer
- 45-54 Hispanic Gen X
- 18-44 Hispanic Millennial
- 13-17 Hispanic Gen Z

### HISPANIC CONTENT BY LANGUAGE

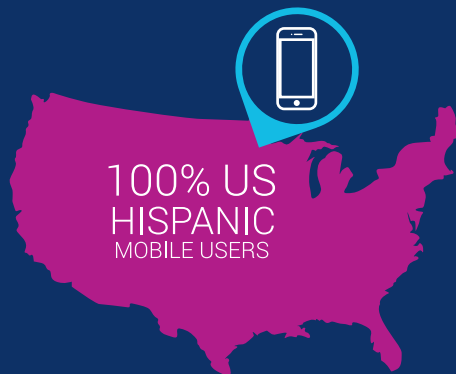
Spanish content **60%**  
English content **40%**

### HOUSEHOLD INCOME



## IN-LANGUAGE (SPANISH) OFF-THE-SHELF OFFERS -HV ADX

- Hispanic RON
- NEW** Hispanic RON High Viewability
- Hispanic ROC Sports
- Hispanic ROC Games
- Hispanic ROC News
- Hispanic ROC Entertainment
- Hispanic ROC Auto



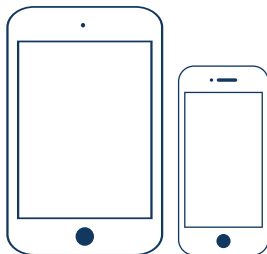
- Hispanic ROC Women
- Hispanic Novelas
- Hispanic ROC Moms
- Hispanic Lifestyle
- Hispanic ROC Business and Finance
- Hispanic Soccer

## AVAILABILITY

## FORMATS

### AVAILABLE

Phone and Tablet



### AD SIZES & PLACEMENTS

#### STANDARD BANNERS

- 320x50
- 300x50
- 300x250
- 728x90

#### RICH MEDIA

- Expandable Banner 320x50
- Interstitial 300x250

#### VIDEO

- In stream
- Interstitial
- In - content

### PRIVATE MARKETPLACE OPPORTUNITIES

EXCLUSIVE INVENTORY	Y
FIRST LOOK	Y
OPENING UP BLOCKLIST	Y
OPEN EXCHANGE	Y

# Adsmovil

MOBILE ADVERTISING SOLUTIONS

CONTACT US: [contacto@adsmovil.com](mailto:contacto@adsmovil.com)

