



# YouTube InVideo Ads

Drive engagement and awareness with targeted placements within premium YouTube partners' video content.



## Benefits

- Engage the YouTube community through placements within videos themselves
- Premium partner content provides desirable high-profile placements
- Reach your desired audience by targeting placements to specific content category bundles, age, gender, geography, or time of day

## Features

- Animated Flash Overlay where community members are watching – right in the YouTube video player
- 300x250 Companion Display Ad increases impact and drives users to additional brand content
- User-initiated Companion Video Ad or Interactive Flash Ad
- Custom Click-through URL drives users to a brand page (e.g., a company website or a Brand Channel within YouTube, if the advertiser has met minimum spend requirements)

## YouTube Stats (US)

(Nielsen//NetRatings Dec 2007)

- #1 entertainment site on the Internet
- #6 largest audience on the Internet
- 68 million unique monthly visitors
- Users spend 3.3 billion minutes on the site each month
- Active reach: 41.5%; universe reach: 31.7%

## Did You Know?

YouTube has 13 content category bundles. Here are some of our partners:

