

GLAdExchange.com

2016 Media Kit



Why GLAdExchange?

As one of the world's foremost experts in serving multicultural markets, GLAdExchange offers you the guarantee of connecting with audiences around the world.

Cost Efficient Advertising

Pay Per View Advertising

The smart guaranteed way to spend your advertising budget.
You only pay for ads that have been seen.



Design your campaign
How do you want to convey your message?



Assign your budget
Spend every penny efficiently!



Target your audience
Who will see your ad and where?



Upload your creative



Accurate Reporting
How many times has your ad been seen?

We Offer

- Unmatched cultural reach!
- Patented ad-insert technology.
- Intuitive self-serve interface.
- Dedicated and knowledgeable account support.



Featured Publisher

GLWiZ® Connecting you home.

GLWiZ is a one-of-a-kind global streaming service of multicultural TV and radio from around the world, born out of GL's mission to connect the worldwide diaspora back home.

GLWiZ - By the Numbers: _____



 **10 Million**
WORLDWIDE DOWNLOADS

 **100 Million**
HOURS VIEWED ANNUALLY

 **1000** LIVE TV CHANNELS




 **100,000** HOURS ON DEMAND

 **1200** GLOBAL AGENTS IN 80 COUNTRIES

GLWiZ Global Packages: _____

PERSIAN فارسی	ARABIC عربي	TURKISH Türkçe/Azərbayca	KURDISH کوردی	AFGHAN دري و تاجيکي	CHINESE 中文	PORTUGUESE Português
Coming Soon! >	CANADA English/Français	ENGLISH English	INDIA हिन्दी			

GLWiZ Offers Ubiquitous Reach Across Platforms: _____

		
PC	TV	MOBILE
Any Computer 3 Million Hours Viewed Annually	Smart TV, Blu-ray Player and Set-top box 50 Million Hours Viewed Annually	Mobile and Tablet 40 Million Hours Viewed Annually

Video Ads:

For latest rates & inventory availability, visit GLAdExchange.com

ALL PLATFORMS - MOBILE | PC | TV

PERSIAN
فارسی

AFGHAN
دري و تاجيکي

ZONE CODE	STATE / PROVINCE / COUNTRY	Up to 15 Sec BASE PRICE USD / CPM (Cost per 1000 impressions)
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Worldwide

World- All	Worldwide	\$14
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USA

USA- All	Includes all US States	\$15
US1	California	\$22
US2	Nevada	\$22
US3	Arizona	\$22
US4	New Mexico, Oklahoma, Texas	\$22
US5	Florida, Georgia, North Carolina, South Carolina	\$22
US6	Delaware, District of Colombia, Maryland, New Jersey, Pennsylvania, Virginia, West Virginia, Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island, Vermont	\$22
US7	Illinois, Indiana, Kentucky, Michigan, Ohio	\$22
US8	Colorado, Idaho, Iowa, Kansas, Minnesota, Missouri, Montana, Nebraska, North Dakota, South Dakota, Utah, Wisconsin, Wyoming	\$16
US9	Alabama, Arkansas, Louisiana, Mississippi, Tennessee	\$16
US10	Oregon, Washington	\$16
US11	Alaska, Hawaii	\$16

Canada

CA- All	Includes all Canadian Provinces	\$15
CA1	British Columbia, Yukon	\$22
CA2	Alberta, Saskatchewan, Manitoba, Northwest Territories, Nunavut	\$16
CA3	Ontario	\$22
CA4	Quebec, New Brunswick, Nova Scotia, PEI, Newfoundland	\$16

Latin America

LA	Brazil, Colombia, Peru, Venezuela, Ecuador, Chile, Bolivia, Paraguay, Uruguay, Suriname, Guyana	\$16
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Eastern Europe, Russia & Former Soviet Republics

EU-E	Belarus, Bulgaria, Czech Republic, Hungary, Poland, Romania, Russia, Slovakia, Ukraine, Croatia, Slovenia, Serbia, Albania, Montenegro, Bosnia & Herzegovina, Kosovo, Macedonia, Estonia, Cyprus, Latvia, Lithuania, Moldova, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan, Armenia, Azerbaijan, Georgia, Ukraine	\$16
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Western Europe

EU-W	Andorra, Austria, Belgium, Denmark, Finland, France, Germany, Gibraltar, Greece, Iceland, Italy, Ireland, Liechtenstein, Luxembourg, Malta, Monaco, Norway, Netherlands, Portugal, San Marino, Spain, Sweden, Switzerland, United Kingdom	\$22
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Africa

AFR	Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Democratic Republic of the Congo, Djibouti, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea Bissau, Ivory Coast, Kenya, Lesotho, Liberia, Libya, Madagascar, Malawi, Mali, Mauritania, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Rwanda, São Tomé and Príncipe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, South Sudan, Sudan, Swaziland, Tanzania, Togo, Tunisia, Uganda, Zambia, Zimbabwe	\$16
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Video Ads:

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ALL PLATFORMS - MOBILE | PC | TV

PERSIAN
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ZONE CODE	STATE / PROVINCE / COUNTRY	Up to 15 Sec BASE PRICE USD / CPM (Cost per 1000 impressions)
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Middle East

MID-E	Egypt, Iran, Turkey, Iraq, Saudi Arabia, Yemen, Syria, United Arab Emirates, Israel Jordan, Palestine, Lebanon, Oman, Kuwait, Qatar, Bahrain	\$16
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Asia

ASIA	Afghanistan, Bangladesh, Bhutan, Brunei, Myanmar, Cambodia, China, India, Indonesia Japan, North Korea, South Korea, Laos, Malaysia, Maldives, Mongolia, Nepal, Pakistan Philippines, Singapore, Sri Lanka, Thailand, Timor-leste, Vietnam	\$16
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Australia & New Zealand

AUS	Australia, New Zealand	\$22
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DISCOUNT PER AD LENGTH (FROM BASE PRICE)

Up to 15 Sec (BASE PRICE)	Up to 30 Sec Base Price x 2 Less 10%	Up to 45 Sec Base Price x 3 Less 15%	Up to 60 Sec Base Price x 4 Less 20%	Up to 90 Sec Base Price x 6 Less 25%	Up to 120 Sec Base Price x 8 Less 30%
\$14	\$25	\$36	\$45	\$63	\$78
\$15	\$27	\$38	\$48	\$68	\$84
\$16	\$29	\$41	\$51	\$72	\$89
\$22	\$39	\$56	\$70	\$99	\$123

VOLUME DISCOUNT PROGRAM (FROM BASE PRICE)

Discount (FROM BASE PRICE)	Range by Impressions Up to 15 Sec	Range by Impressions Up to 30 Sec	Range by Impressions Up to 45 Sec	Range by Impressions Up to 60 Sec	Range by Impressions Up to 90 Sec	Range by Impressions Up to 120 Sec
Minimum Requirement	60 K	30 K	25 K	20 K	15 K	10 K
Based on zone pricing	61 - 125 K	31 - 65 K	26 - 50 K	21 - 35 K	16 - 25 K	11 - 20 K
5%	126 - 250 K	66 - 130 K	51 - 100 K	36 - 70 K	26 - 50 K	21 - 40 K
7%	251 - 500 K	131 - 260 K	101 - 200 K	71 - 140 K	51 - 100 K	41 - 80 K
10%	501 - 1000 K	261 - 520 K	201 - 400 K	141 - 280 K	101 - 200 K	81 - 160 K
15%	1000+ CP K	520+ CPK	400+ K	280+ K	200+ K	160+ K

RADIUS TARGETING

Target your audience based on GPS coordinates (longitude and latitude)

RADIUS	BASE PRICE USD / CPM (Cost per 1000 impressions)
Up to 15 Sec (Base Price)	\$29
Up to 30 Seconds	\$52
Up to 45 Seconds	\$73
Up to 60 Seconds	\$91
Up to 90 Seconds	\$129
Up to 120 Seconds	\$160



CPM: Cost per 1000 impressions | Prices are subject to change without notice. Check www.GLAdExchange.com for the most recent pricing. All rates are in US dollars. Applicable taxes may apply. We reserve the right to reject any content that does not meet our standards. See terms and conditions at www.GLAdExchange.com. Copyright laws will apply. Cancellation fees may apply.



The Group of Gold Line (GL) is a Canadian group of companies specializing in the research, development, marketing and worldwide distribution of telecommunication solutions and technology products through four lines of business: Telephony, Web2Print, WebTV and Business Solutions.

Founded in 1991, GL is today the largest provider of prepaid long distance products and services in North America, selling over 300 million minutes of long distance calling per month. GL is also the world's largest provider of multicultural IPTV programming and operates the world's largest multicultural ad exchange. GL also offers hosting services through its state of the art data centre in its head offices in Markham, Ontario. GL's products are distributed at approximately 100,000 points of sale, by over 1000 resellers (GLAgents) in over 50 countries.

GL's mission is to connect people and bring them closer to their family, business, culture and language through innovative, unique and competitive technology-based products and services.

Connecting you to what matters.



TELEPHONY

Long distance experts.



WEBTV

Streaming leaders.



WEB2PRINT

Digital printing efficiency.



SOLUTIONS

Creative IT business solutions.



Contact us, we would love to hear from you:

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Facebook/GLAdExchange

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