



Hi, I'm Julian, CEO of Airtory



AIRTORY



ADCTV



SELF SERVE PLUS

Our suite of products, saves publishers of all types



**Ziff
Davis**

Outside

**Sports
Illustrated**

Impremedia

 **CRAIN COMMUNICATIONS**

Patch

Today, I'll go through our offerings and how quickly and easily you
can get started with us.



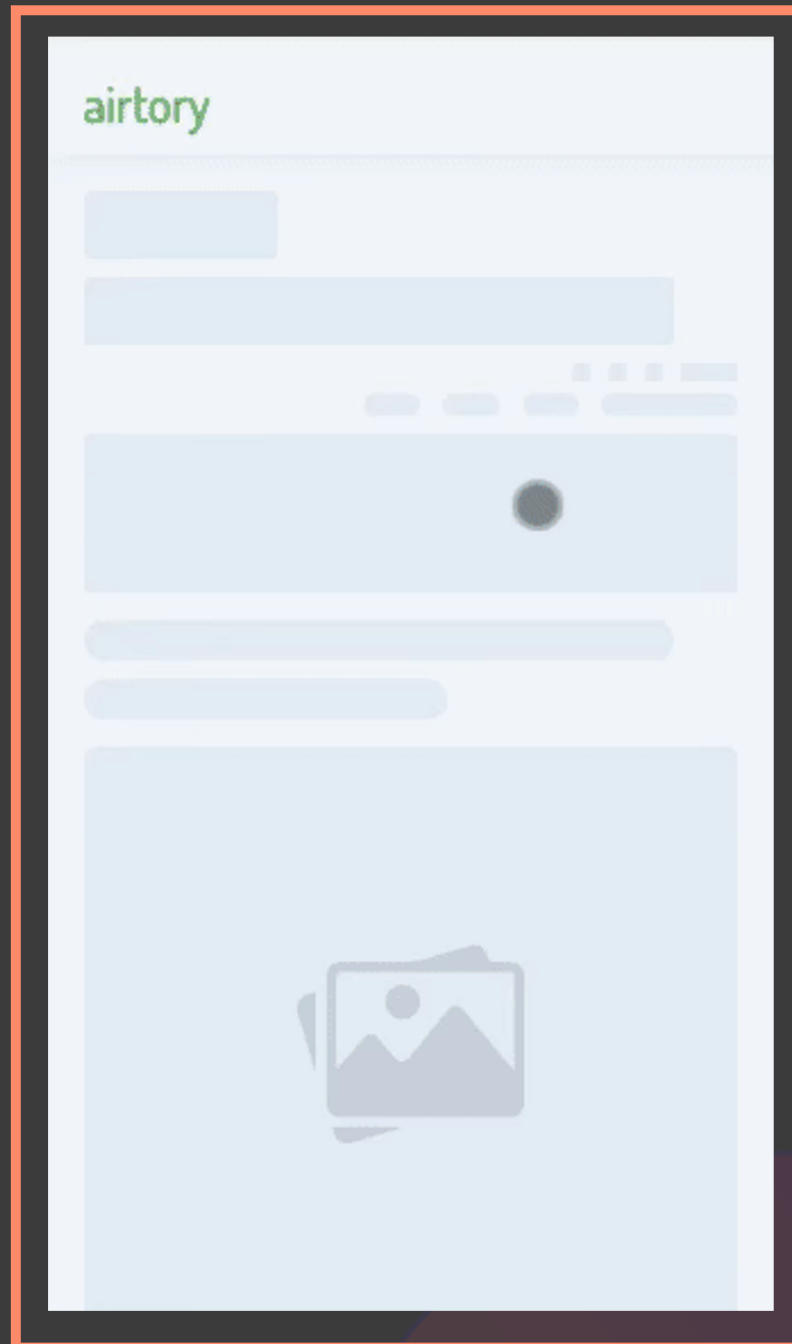
Press the easy button on your ad creation and delivery services.

The screenshot displays the Airtory ad creation dashboard. On the left is a dark sidebar with the 'airtory' logo and a user profile 'VB Vijith V Balakri...'. Below this are sections for 'CAMPAIGNS' (New Campaign, Display Campaigns, Video Campaigns, Tracker, Landing Page Builder), 'DATA VIEW' (Global Analytics, Reports), and 'ENTERPRISE SUITE'. The main workspace is titled '3 AD FORMAT' and shows a grid of 16 ad templates. The 'Peel To Reveal' template is selected and highlighted with a green border. To its right is a preview of the template on a smartphone, showing an Acer Switch Alpha 12 advertisement with the text 'No doubt! Matters of the heart are tough' and a 'KNOW MORE' button. Further right is a description of the 'Peel To Reveal' format, explaining that it uses a page curl effect to reveal content. Below the description are 'Use cases and Verticals' including Entertainment, Automotive, Consumer services, Finance, Telecommunication, Health & Fitness, E-commerce, and Consumer durables. At the bottom right of the workspace is a green 'CUSTOMIZE' button. Progress indicators at the top show 'AD TYPE Interactive', 'AD SIZE Responsive', '3 AD FORMAT', '4 EDIT', and '5 EXPORT'.

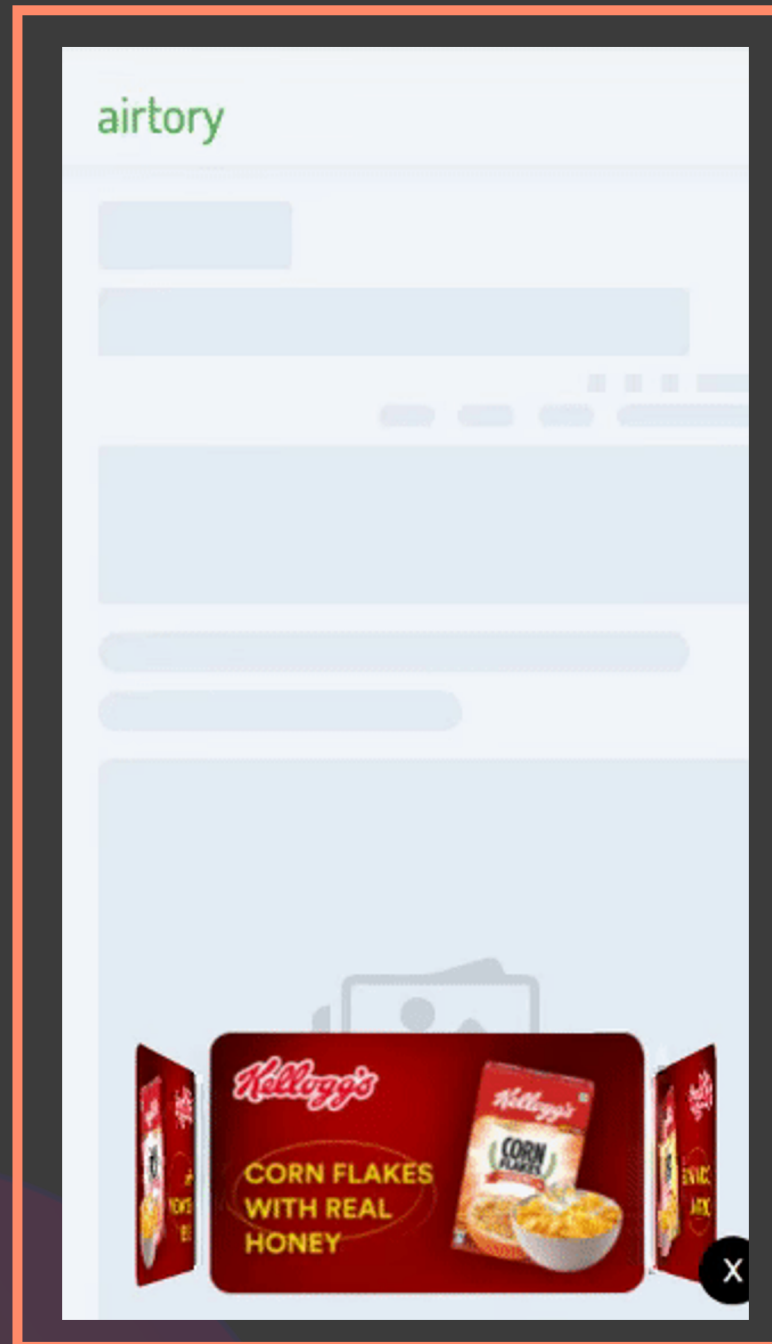
Offer high impact 450+ ad templates.



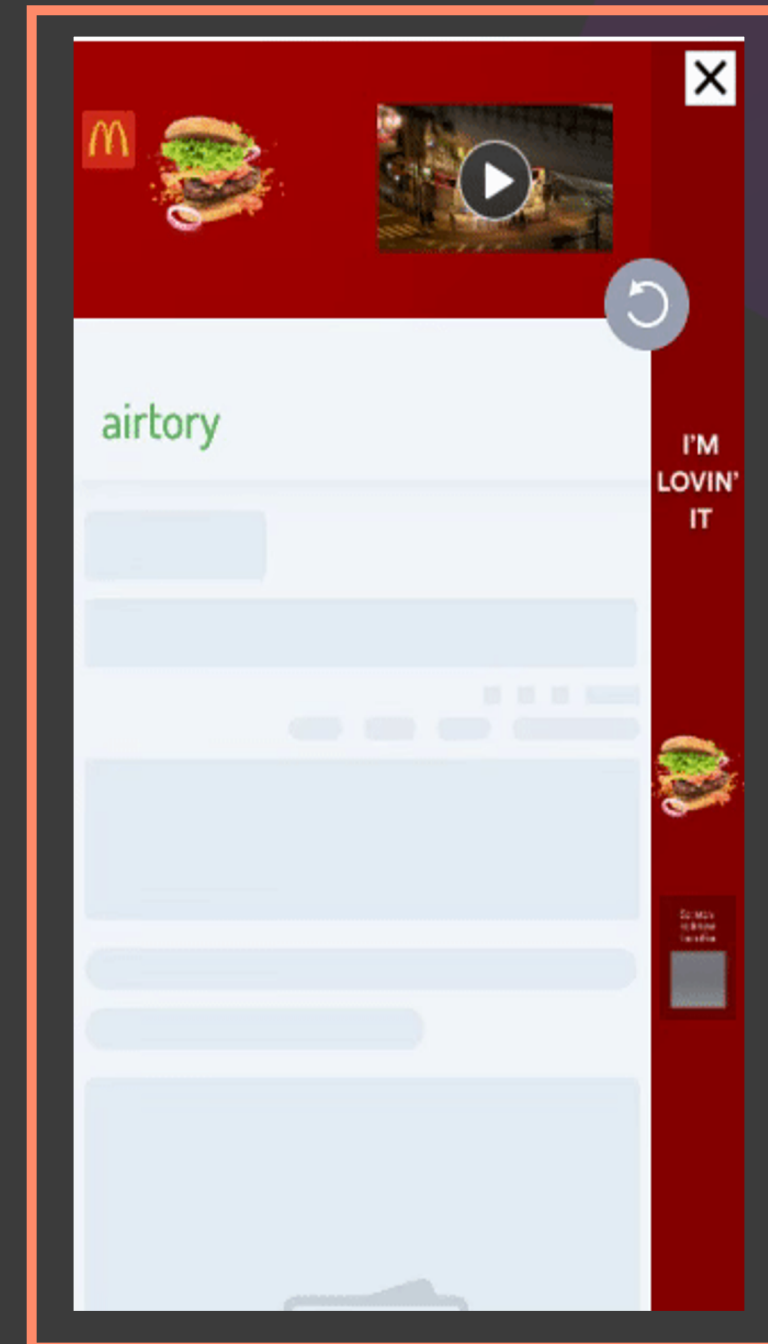
Press the easy button on your ad creation and delivery services.



Glide



3D Expandable



Glide Skin Scratch Off

The same ads offered by other top publishers, delivered by you in 3 minutes.



Press the easy button on your ad creation and delivery services.

The screenshot shows a Tesla advertisement on the New York Times website. The ad features a red Tesla Model S in a dark, tunnel-like setting with the text "Make Every Lane The Safest Lane." and a video player showing the car driving on a road. The website header includes the Tesla logo, navigation links for U.S., International, Canada, Español, and 中文, a search bar, and buttons for "SUBSCRIBE FOR ₹600/YEAR" and "LOG IN". The date is Monday, February 28, 2022. The main headline is "AHEAD OF TALKS, FIGHTING RAGES ON" with a sub-headline "Ukraine and Russia Prepare to Meet as Kyiv Remains in Cross-Hairs". Below the headline are two images: one of a street in Kropyvnytskyi, Ukraine, and a map of Ukraine showing Russian troop movements and occupied areas.

Give your sales team super powers.



Press the easy button on your ad creation and delivery services.

The screenshot displays the Airtory ad creation interface. On the left, a 'SELECTED COMPONENTS' panel lists: NAVBAR, HERO AREA, PARAGRAPH, and COLUMN. The 'COLUMN' component is currently selected, showing configuration options: 'Number of Columns [Min 1]' set to 1, 'Choose Column Alignment' set to Center, 'Full Width' and 'Stick Column' checkboxes are unchecked, 'Top Padding [%]' is 4, and 'Bottom Padding [%]' is 0. The right side shows a live preview of a landing page for the Borrell Conference in Miami. The page features a hero image of a city skyline at night with the text: 'Airtory is a proud sponsor of the Borrell Conference in Miami, March 6-8th. We are excited to support all our local media publishers and advertising partners alongside some of the best and brightest in our industry.' Below this is a paragraph: 'Airtory has taken our creative ad builder product including video, native and rich media ads, and married this with our SelfServe+ technology platform.' Another paragraph follows: 'Our console buying approach enables publishers to streamline the ad sales process to become fully automated. Airtory allows agencies, brands, or businesses to build, buy and launch new advertising campaigns directly.' A final paragraph states: 'If you are traveling to the Borrell conference, come swing by our booth. We would love to meet and discuss how publishers are using our technology to streamline their businesses.' The bottom section is titled 'Our Leadership Team' and features three circular profile pictures of team members. The interface includes a 'Published URL: https://pages.airtory.com/Borrell-Conference', an 'Autosave' status (Last Saved: 2/14/2022, 8:51:00 PM), and buttons for 'REFRESH', 'MANAGE EVENTS', 'SAVE', and 'PUBLISH'.

Create landing pages to support ad campaigns and sponsored content.



Offer direct purchase capabilities to your customers, allowing you to save on time and operational overhead.



The screenshot shows the Ziff Davis "Manage Placements" interface. On the left is a dark sidebar with the Ziff Davis logo and navigation options: Arshad Ct, Dashboard, Campaigns, Manage Placements (highlighted), Manage Users, Settings, and Reports. The main content area is titled "Manage Placements" and includes a "Choose status..." dropdown, "CREATE NEW CATEGORY", and "SYNC PLACEMENT" buttons. Below this, there are sections for "ALL PLACEMENTS (2)" and "Uncategorized Placements (17)". The "Uncategorized Placements" section contains a table with columns for Placement Name, Size, Status, Available Dates, CPM, Available Impressions, and Action. Each row includes a toggle switch to enable or disable the placement.

PLACEMENT NAME	SIZE	STATUS	AVAILABLE DATES	CPM	AVAILABLE IMPRESSIONS	ACTION
coding_page_5c0f9161411c0	300x250	Disabled	2022-02-25 to 2022-03-25	10	10,000	[Icon] [Icon] [Toggle]
Stage Adtag 300x250	300x250	Disabled	2022-02-25 to 2022-03-25	10	10,000	[Icon] [Icon] [Toggle]
Stage Adtag 1x1	1x1	Available	2022-02-25 to 2022-03-25	10	10,000	[Icon] [Icon] [Toggle]
Stage Adtag Dynamic	1x1	Disabled	2022-02-25 to 2022-03-25	10	10,000	[Icon] [Icon] [Toggle]
Stage Adtag Dynamic	160x600	Available	2022-02-25 to 2022-03-25	10	10,000	[Icon] [Icon] [Toggle]
Stage Adtag Dynamic	200x200	Available	2022-02-25 to 2022-03-25	10	10,000	[Icon] [Icon] [Toggle]
Stage Adtag Dynamic	250x250	Available	2022-02-25 to 2022-03-25	10	10,000	[Icon] [Icon] [Toggle]

Set up your portal in minutes.



Offer direct purchase capabilities to your customers, allowing you to save on time and operational overhead.

**SELF
SERVE**

The screenshot shows the top navigation menu of The New York Times website. The menu is organized into several columns:

- NEWS**: Home Page, World, Coronavirus, U.S. News, U.S. Politics, New York, Business, Tech, Science, Sports, Winter Olympics, Wildfire Tracker, Obituaries, Today's Paper, Trending, Corrections
- OPINION**: Today's Opinion, Columnists, Editorials, Guest Essays, Letters, Sunday Review, Video: Opinion
- ARTS**: Today's Arts, Art & Design, Books, Best Sellers Book List, Dance, Movies, Music, Pop Culture, Television, Theater, Video: Arts
- LIVING**: Automotive, Games, Education, Food, Health, Jobs, Love, Magazine, Parenting, Real Estate, Style, T Magazine, Travel
- MORE**: Reader Center, Wirecutter, Cooking, Live Events, The Learning Network, Tools & Services, Podcasts, Video, TimesMachine, NYT Store, Manage My Account, NYTLicensing
- SUBSCRIBE**: Home Delivery, Digital Subscriptions, Games, Cooking, Email Newsletters, Corporate Subscriptions, Education Rate, Mobile Applications, Replica Edition, International, Canada, Español, 中文网

The footer contains a navigation bar with links: © 2022 The New York Times Company, NYTCo, Contact Us, Accessibility, Work with us, Advertise, Ad Studio, Your Ad Choices, Privacy Policy, Terms of Service, Terms of Sale, Site Map, Help, Subscriptions. A magnifying glass is positioned over the 'Advertise' link.

Invite advertisers or direct them from your site.



Offer direct purchase capabilities to your customers, allowing you to save on time and operational overhead.



A screenshot of the Ziff Davis Creative Assets interface. The interface is divided into a left sidebar and a main workspace. The sidebar contains a user profile for "Ashwin Krishnakumar" and a list of menu items: "Add assets", "Accessibility", "Mobile Background", "Logo", and "Message". The "Mobile Background" section is expanded, showing an image of a blue car and a "Background overlay" section with a color picker set to "#000000" and an opacity of "30%". The main workspace is titled "Creative Assets" and has two tabs: "BUILD YOUR AD" (active) and "THIRD PARTY AD TAG". It features a toolbar with various editing tools and a central preview area showing a mobile advertisement for a blue car. The ad includes the text "Japanese", "NEMO ENIM IPSAM VOLUPTATEM QUIA VOLUPTAS SIT ASPERNATUR AUT.", and a red "BUY NOW" button. The interface also includes a "View saved items (08)" link, a "Build more creatives" button, and a "NEXT STEP: SUMMARY & PAYMENT" button.

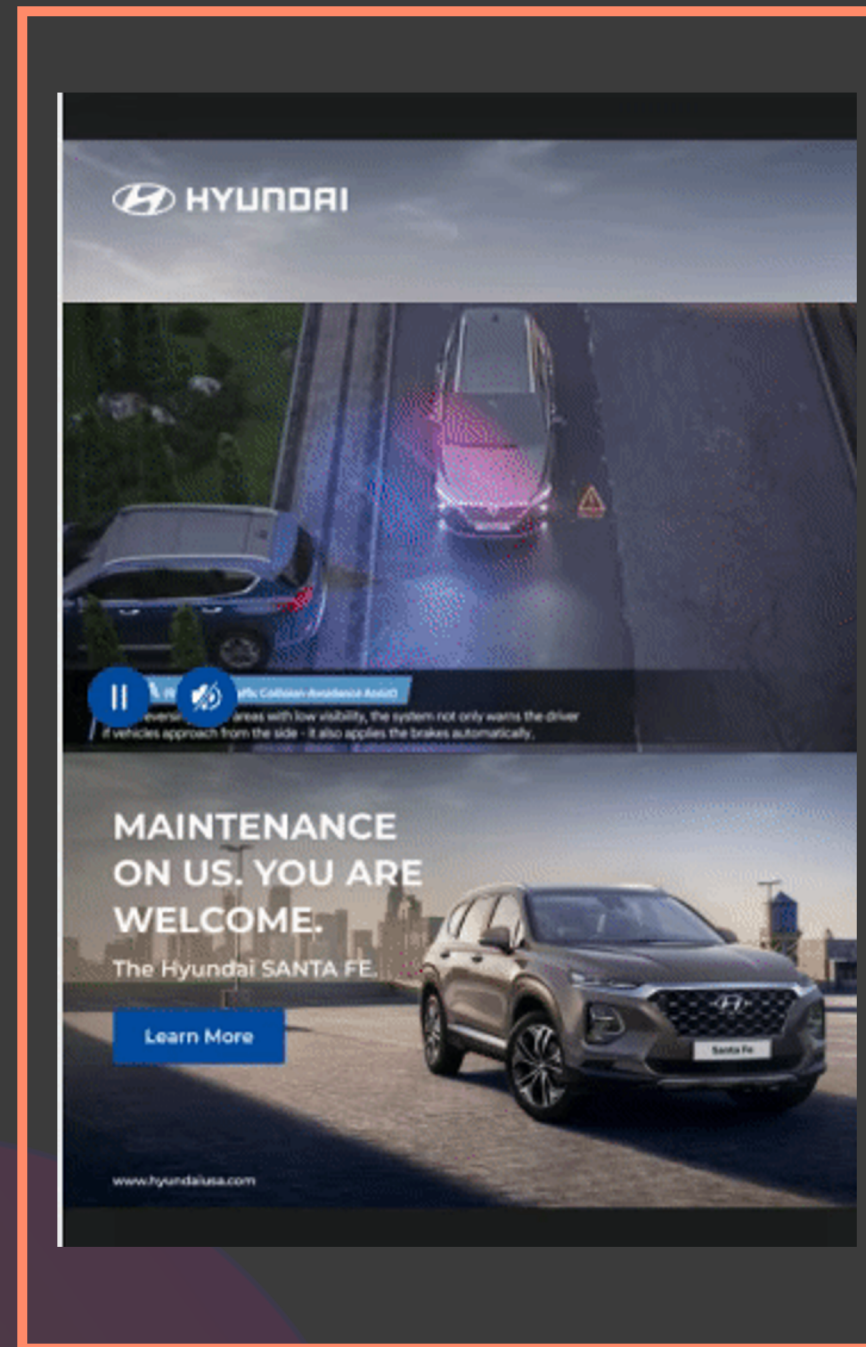
Intuitive experience for SMB advertisers.



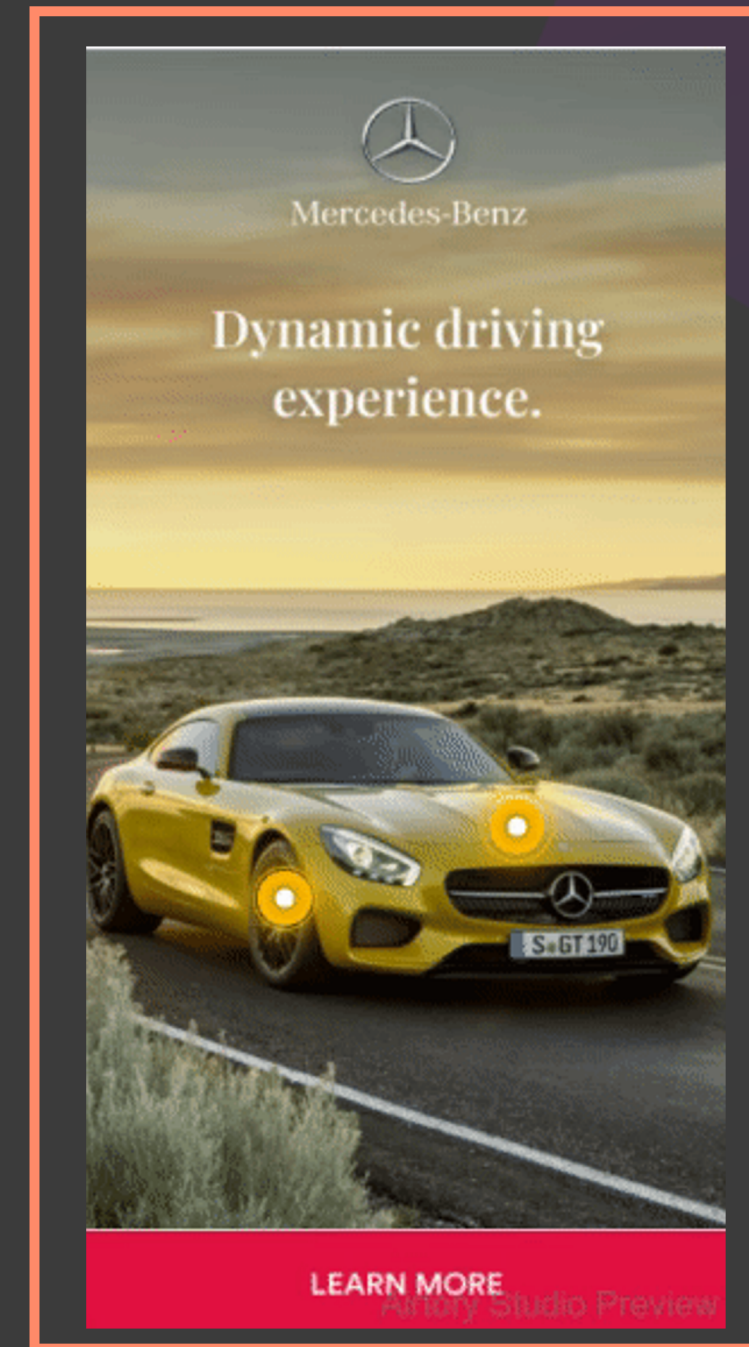
Press the easy button on your ad creation and delivery services.



Spin
Cube



Video Wall



Hotspot

Leverage Airtory's creative templates as a value add.



**Thank you for your
time, as a reward,
here is a picture of a
cute puppy.**

Questions? Want to learn more?

Reach out to [*julian@airtory.com!*](mailto:julian@airtory.com)

