

Introducing: Native

An ad format that doesn't look like an ad. Native inventory is now live across three exchanges, giving reps a placement built to blend into the content itself.

3 exchange sources

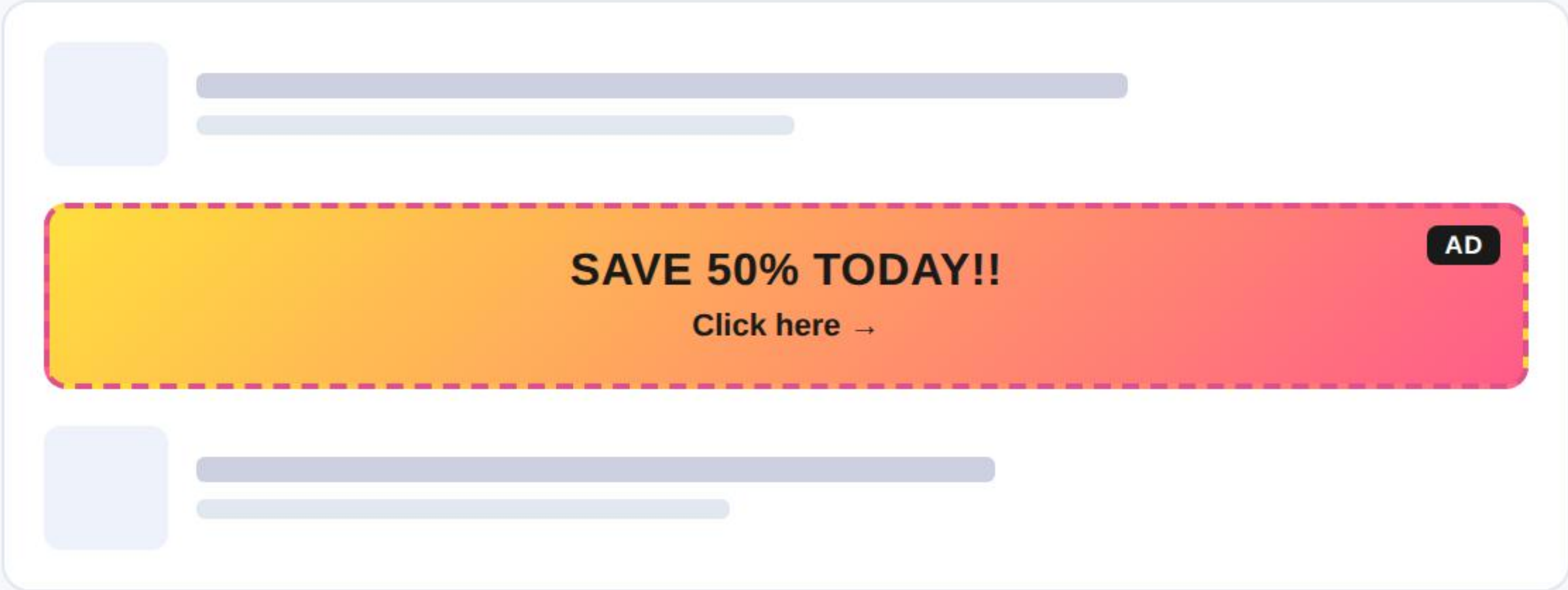
New ad format

NEW INVENTORY TYPE

Native Integration

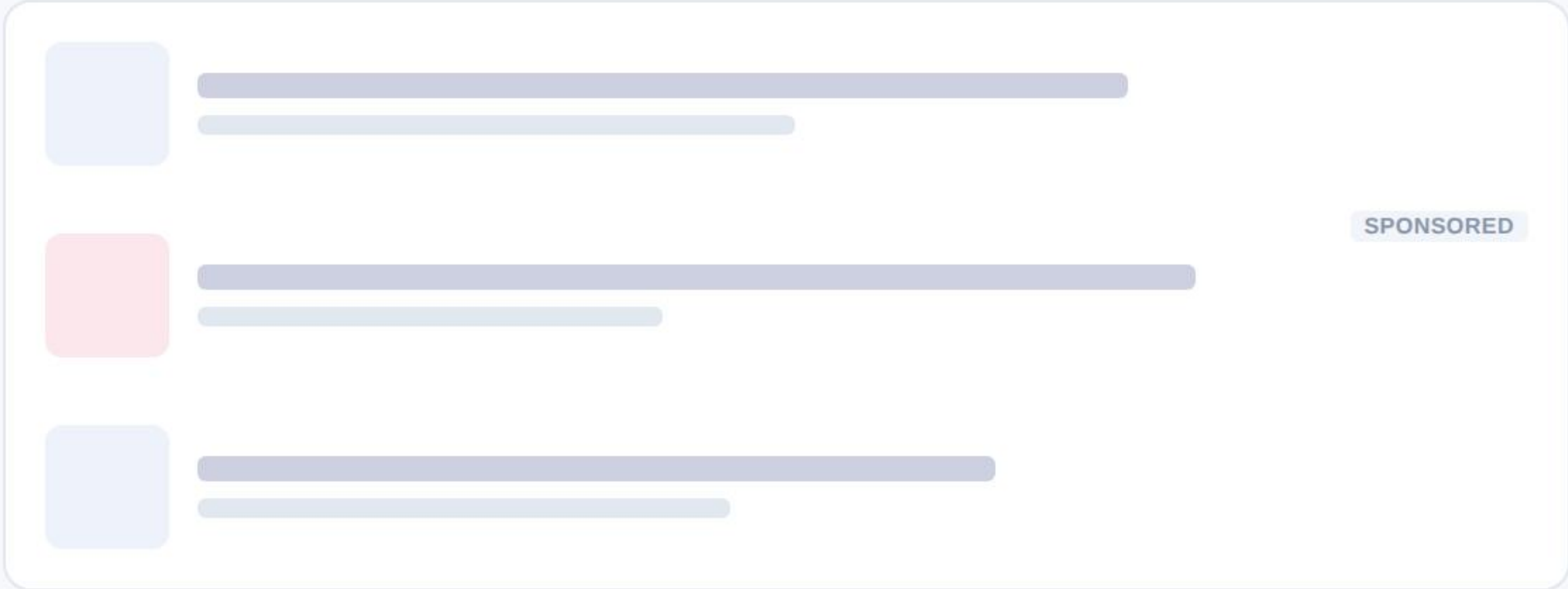
An ad format that doesn't look like an ad. Blockboard now sources native inventory across three exchanges — giving reps a placement built to blend into the content itself.

A STANDARD DISPLAY AD



Impossible to miss — and just as easy to ignore.

A NATIVE AD



Same rhythm as the feed — readers keep scrolling right through it.

Why it matters

Years of banner blindness trained readers to skip anything that looks like an ad. Native rides along with the content instead of interrupting it — higher engagement, lower ad fatigue, and a new format Blockboard can now sell beyond display, video, and CTV.

Magnite PubMatic TripleLift

3 exchanges · redundant supply

Premium Inventory

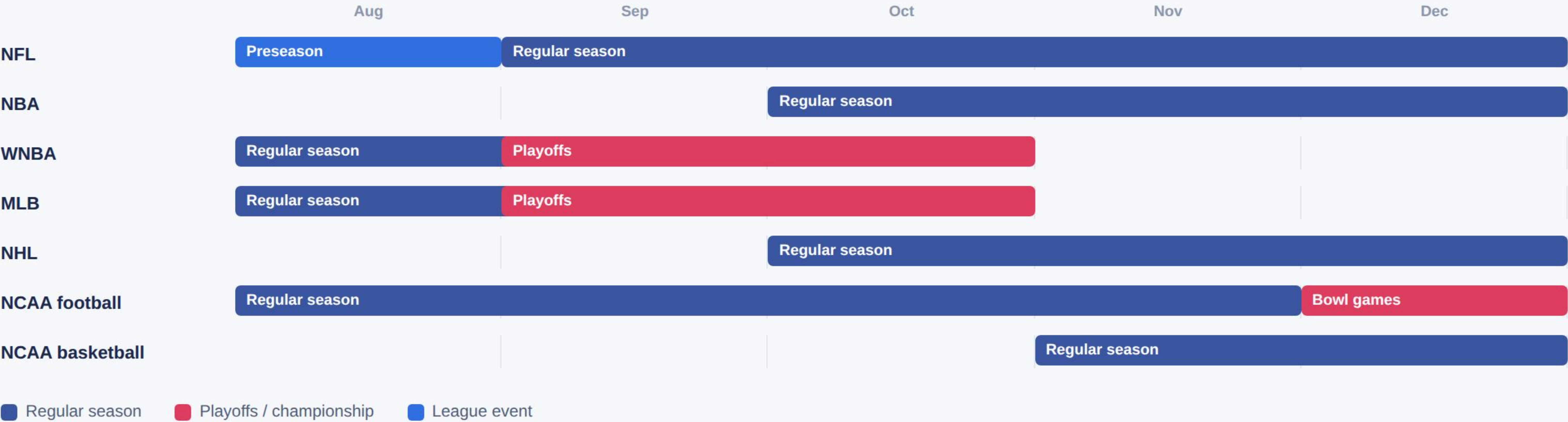
Sports CTV supply plus the Halloween and Holiday Season tentpole packages — what's available to pitch right now, and how it's priced.

Premium sports CTV

Seasonal tentpole packages

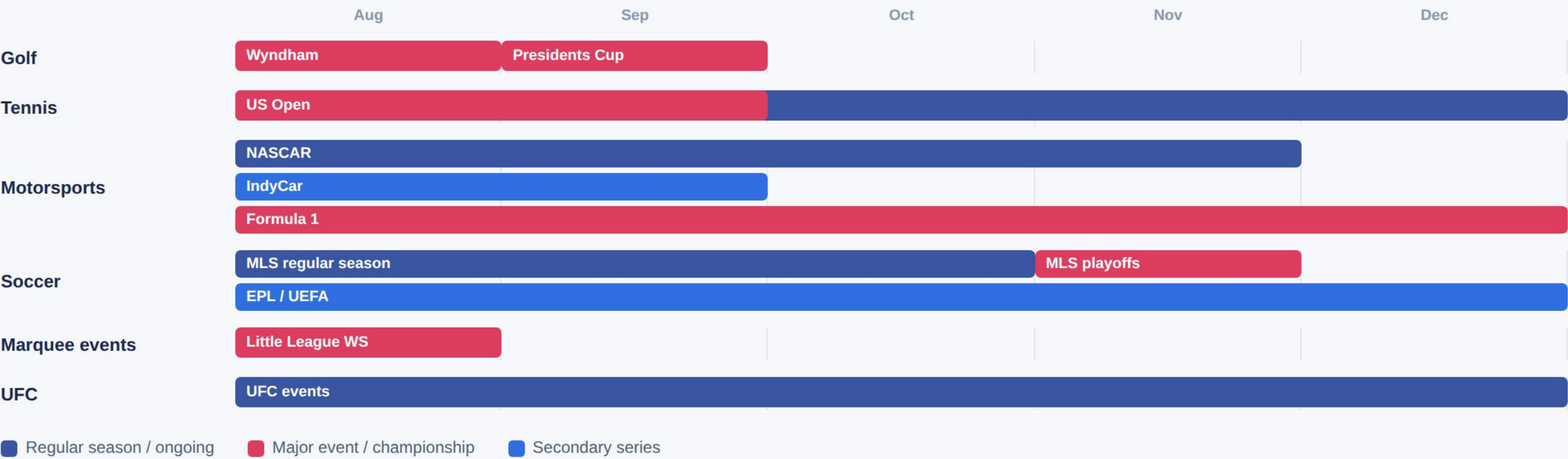
Premium Sports CTV Supply, Part 1: Major Leagues

Live-in-game CTV inventory across major U.S. leagues, August through December.



Premium Sports CTV Supply, Part 2: Extended Sports and Events

Golf, tennis, motorsports, soccer, and marquee events, August through December.



Dates, network coverage, and availability are subject to change.

Halloween

Reach streamers, horror fans, and seasonal shoppers across CTV, online video, and display — backed by a month-long tentpole moment with real audience scale.

OTT / CTV

12.4B

monthly avails

Bid guidance: \$18–22+
Floor: \$12

ONLINE VIDEO

306.9B

monthly avails

Bid guidance: \$6–14
Floor: \$6

DISPLAY

408.7B

monthly avails

Bid guidance: \$1–5
Floor: \$1

Audience targeting

- Horror & vintage horror viewers
- Halloween TV special viewers
- Halloween shoppers
- Seasonal & event intenders

48M cross-platform viewers **1.7B** minutes viewed, +44% YoY

Premium environments: Plex · Pluto TV · Philo · VIZIO · LG · Vevo · Crackle · ScreenRant · MovieWeb · AV Club · The Kitchn · Mashed

Holiday Season

Reach holiday shoppers, family viewers, and home entertainers across CTV, online video, and display — backed by December's single biggest audience moment.

OTT / CTV

11.9B

monthly avails

Bid guidance: \$18–22+
Floor: \$12

ONLINE VIDEO

148.9B

monthly avails

Bid guidance: \$6–14
Floor: \$6

DISPLAY

75.9B

monthly avails

Bid guidance: \$1–5
Floor: \$1

Audience targeting

- Holiday & family entertainment viewers
- Food, cooking & lifestyle viewers
- Holiday shoppers & gift buyers
- Holiday hosts & party planners

#2 cable holiday destination in December

68M cross-platform viewers

+33% digital viewing growth YoY

Premium environments: Hallmark · Lifetime · HGTV · Food Network · Tastemade · Vevo · Taste of Home · The Kitchen · Allrecipes · Tasty · Mashed

Blockboard Supply Partnerships

Direct programmatic integrations with leading supply-side platforms, delivered through curated, purpose-built private marketplace environments.

100B+ opportunities per month

1000+ premium publishers

Always-On Vertical PMP Packages

Representative sample — talk to your sales representative regarding specific site lists and campaign objectives.

Audio	Health & fitness (women's health)	Shopping / e-commerce
Automotive	Health & wellness	Social (messaging)
Business & finance	Home & garden	Sports
Investing	Lifestyle	Sports (golf)
Casual gaming	Lottery	Sports (wrestling)
Education	Medical health	Style & fashion
Entertainment	Music & audio	Style & fashion (pop culture)
Family & parenting	News	Technology & computing
Food & drink	News (weather)	Television & film
Gaming	Pop culture	Video games
Gambling	Pop culture (style & fashion)	Women's lifestyle
Health & fitness	Real estate	

100B+

Opportunities per month, and growing

55B+

Premium CTV opportunities

22B+

Desktop pre-roll video opportunities

22B+

Mobile video opportunities

200M+

Display opportunities

1000+

Premium publishers

1000+ Premium Publishers

A sample of the premium streaming, network, and publisher partners available through Blockboard supply.

Roku	Plex	DISH	NBCUniversal	FOX
ESPN	A&E	ABC News	CW	Gannett
Disney+	Bloomberg	Bleacher Report	Univision	Nexstar Media Group
Samsung Smart TV	Philo	DIRECTV	Sinclair Broadcast Group	Barstool Sports
Max	FloSports	FOX Local	Paramount+	TLC
Peacock	Scripps Networks	VIZIO	CBS	LG
Sling	MLB	The Weather Company	Xumo	X
Hulu	Cox Media Group	NBC	MSN	Viacom
Tubi	National Geographic Society	Dailymotion	PGA Tour	iHeartRadio
Discovery+	AMC Networks	TiVo	Yahoo	
Pluto TV	Fubo	FuboSports	Cineverse	

Sample list — talk to your sales representative for the current full publisher roster.

Master Ad Specs

Display, video, and audio specifications across all Blockboard supply.

 Display Amplifies retargeting by re-engaging previously exposed viewers with flexible ad formats. Format JPG, PNG, GIF File size 100mb max Dimensions Wide skyscraper 160×600 Square 250×250 Mobile leaderboard 300×50 Medium rectangle 300×250 Half page 300×600 Portrait 300×1550 Large rectangle 336×280 Leaderboard 728×90 Billboard 970×250	 Video, site served Standard video creative served directly on-site. Format MP4 (H.264 codec) Audio AAC, 192 kbps, 48Hz, stereo Frame rate 29.97 (native) Duration :06, :15, :30 Dimensions HD 1920×1080, 100MB required Third-party 1x1 pixels and click tags/landing page URLs required.	 Video, VAST served Required: IAB VAST 2.0 or 3.0 (HTTPS/SSL). Format MP4 (H.264 codec) Audio AAC, 192 kbps, 48Hz, stereo Frame rate 29.97 (native) Duration :06, :15, :30 Each VAST tag requires all 3 bitrates 1920×1080 (3000–4000 kbps) 1280×720 (1500–2500 kbps) 640×360 (400–750 kbps)	 Audio Spans streaming music, podcasts, progressive and fully downloaded content, reaching desktop, mobile, smart speakers, web, and CTV/OLV. Format MP3 Bitrate 320 kbps or higher
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To learn more, visit blockvantage.com or reach out to sales@myblockboard.com

Programmatic Guaranteed

Guaranteed impressions, full transparency, and optimal control — direct access to premium, brand-safe inventory without auction volatility.

100% working media guarantee

1000+ premium publishers

Why Programmatic Guaranteed

Direct deals delivering seamless, high-impact advertising with guaranteed impressions and full transparency.



Flawless execution
Secure guaranteed campaign delivery without auction volatility.



Premium inventory access
Exclusive access to curated inventory from premium publishers.

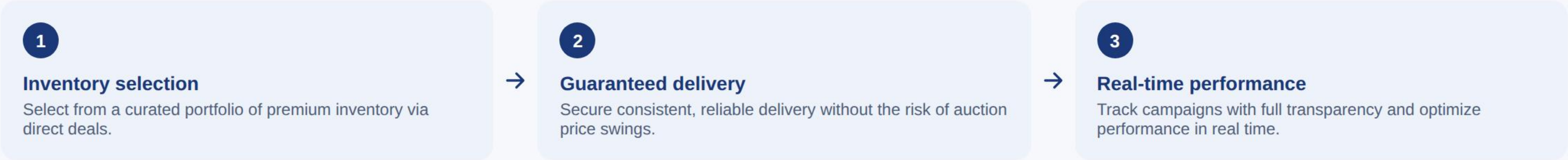


Boosted ROI
Stronger results by securing inventory in the most relevant, brand-safe environments.



Transparency and control
Manage placements while tracking performance in real time to maximize optimization.

How it works



Use cases and platform benefits



Brand safety

Run in trusted environments with guaranteed direct placements.



Seasonal and event campaigns

Lock in top-tier inventory during peak times like holidays, sporting events, or award shows.



Premium content alignment

Position ads alongside premium content to drive higher engagement and brand trust.

Platform benefits

100% working media guarantee	100% fraud-free	100% transparent
100% human impressions	Zero setup or data fees	No commitment
No minimums	Eliminates 3rd-party verification costs	CPM and CPA campaigns
CTV-first by design	Carbon efficient	Managed and self-service campaigns
1000+ premium publishers		

AI-powered, blockchain-proven, results delivered

Blockboard is the first and only DSP that combines the speed and precision of AI with the integrity and transparency of blockchain, eliminating the "black box" effect of programmatic advertising. Our proprietary BlockAI designs data-driven audience segments in real time and optimizes performance continuously across CTV, OTT, OLV, display, and audio. Smart Contracts guarantee advertisers only pay for precisely targeted, 100% human impressions, with every transaction recorded to a secure, immutable ledger.

 **AI-infused smart bidding and ad serving**

 **Inventory verification with blockchain**

 **AI-powered audience design and targeting**

 **Blockchain-verified measurement and attribution**

*Blockboard regularly sees less than a 1% discrepancy in campaigns tagged with third-party verification vendors such as IAS or DoubleVerify.

To learn more, visit blockvantage.com or reach out to sales@myblockboard.com

BlockAI

Blockboard's proprietary AI engine, built to find audiences other platforms miss and keep bids optimized around the clock.

BlockAI Segments

Generative AI analyzes live signals from search, web, and social to build precise, ready-to-activate audiences — including the hardest-to-reach consumers.

BlockAI Smart-Bidding

Continuously adjusts bids based on real-time behavior, context, and performance data to maximize impressions and lead delivery across top-performing CTV and digital inventory — multiple times a day.

The result

Cost-efficient, high-impact media buys that drive measurable outcomes.

BlockAI works alongside Blockboard's blockchain layer — every impression it targets is still verified and recorded on-chain before it counts as delivered.

Qualified Viewer Pools

Qualified Viewer Pools (QVPs) are verified 100% human viewers who have passed pre- and post-bid verification and been exposed to 96% or more of a CTV ad placement. QVPs begin to take meaningful shape at 2 million impressions, becoming a high-fidelity data source that can be leveraged or suppressed to meet campaign goals — applied iteratively, the flywheel spins faster with every campaign.

A CTV-first path to superior performance



QVPs are a valuable second-party audience source — the more campaigns run, the more precise targeting becomes.

Fraud and Waste Protection

Blockboard applies blockchain's immutable ledger to digital media delivery — recording every transaction instantly, creating shared transparency between buyers and sellers, and eliminating the black box of programmatic advertising.

AI-powered

Blockchain-proven

Results delivered

How Blockboard solves fraud

Every transaction is validated, cross-checked, and recorded to an immutable ledger before it counts as delivered.



Validation at the source

Client-side variables such as user-agent strings, IP with latitude/longitude, and device/environment data are cross-checked against publisher-declared signals. Any mismatch flags spoofing at the transaction level.



Pattern-based fraud detection

Post-impression data is monitored for ID spoofing, impression/click divergence, multiplicity, layering, and invisible redirects — filtering fraudulent impressions before final validation.



Cookie-less protection

Cookie-less technology reduces inflated user counts and artificial duplication, improving reach and frequency control.



Smart contract enforcement

Campaign parameters are encoded in a smart contract. Non-matching impressions are excluded; valid ones are written to immutable blockchain blocks.

How Blockboard reduces waste

Spend is enforced against campaign parameters at every step, before delivery is finalized on chain.



Buy parameter enforcement

Only impressions matching defined campaign criteria are validated on chain — preventing spend outside agreed targeting.



Real device and environment verification

Device, geo, and referrer data are validated independently to reduce off-target impressions.



Frequency precision

Cookie-less frequency control prevents overserving and protects budget efficiency.



Post-delivery cleansing

Before finalization on blockchain, unwanted or mismatched impression data is filtered out.

Side-by-side comparison

	Traditional verification	Blockboard
Data transparency	✗ Reports using proprietary scoring	✓ Validated impressions written to immutable blockchain records
Control of inputs	✗ Relies on publisher-declared signals	✓ Cross-checks against independent client-side variables
Fraud handling	✗ Flags invalid traffic after delivery	✓ Filters and validates before final recording
Audience integrity	✗ Verifies environment quality	✓ Independent audience targeting, not controlled by publishers
Waste reduction	✗ Focuses on IVT and viewability	✓ Enforces geo, device, frequency, and targeting before validation
Final accountability	✗ Provides reporting dashboards	✓ Smart contracts ensure delivery matches contractual criteria with log-level detail

Blockboard Audio

Unlock the power of programmatic audio — streaming music, podcasts, progressive downloads, and fully downloaded content, reaching desktop, mobile, smart speakers, web, and CTV/OLV.

Programmatic audio

Reaches every device

Why programmatic audio

Programmatic audio inventory includes streaming music and podcasts, progressive downloads, and fully downloaded audio content — reaching any device, from desktop and mobile apps to smart speakers, web, and CTV/OLV.



Precision targeting
Reach your desired audience with pinpoint accuracy based on demographics, location, interests, and behavior.



Cost-efficient buying
Bid for ad placements in real time, ensuring you get the best value for your investment.



Cross-channel integration
Seamlessly integrate programmatic audio into your multi-channel marketing strategy for a cohesive brand experience.



Immersive branding
Leverage the emotive power of sound to create a lasting impression on your audience.



Data-driven insights
Gain valuable insights into consumer behavior, response patterns, and preferences.

Reaches every device

 Desktop

 Mobile

 Smart speakers

 Web

 CTV / OLV

Program Level Data

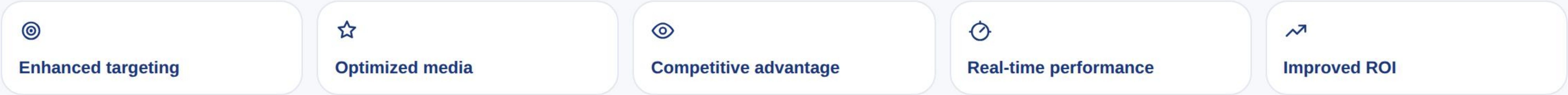
As audiences shift to digital and CTV, traditional measurement tools can't keep pace. Blockboard analyzes viewership at the show, event, or content level — unlocking richer targeting and driving smarter, more effective campaigns.

Show, event, and content-level targeting

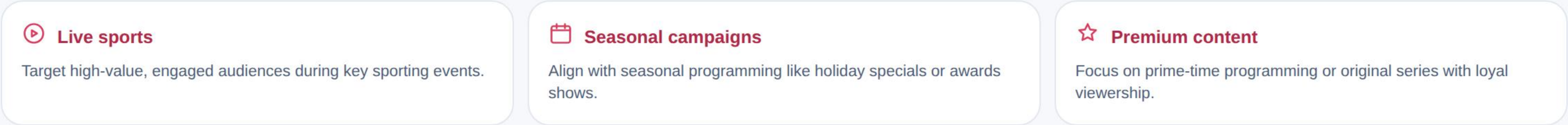
Managed service exclusive

Why program-level data, and how it works

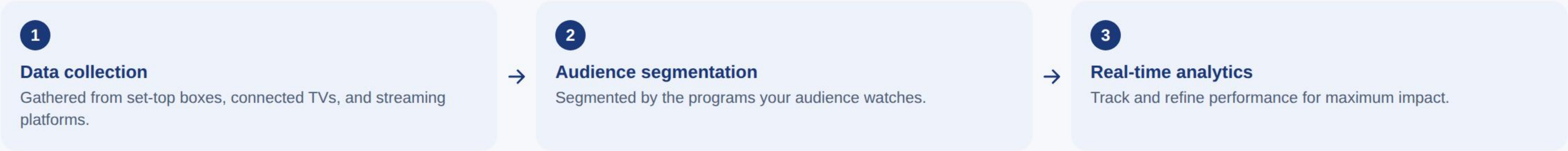
Precise insights into audience behavior across a fragmented media landscape — the right message, at the right time, in the right content.



Use cases



How it works



Live Streaming Sports

Engage your audience during live sporting events on CTV. Blockboard connects you to live sports through direct publisher relationships — guaranteed access to fans across every streaming device.

Live, time-stamped reporting

Direct publisher relationships

Guaranteed access to fans, every device

Every impression is fraud-free, fully transparent, and backed by live time-stamped reporting — delivering measurable outcomes you can trust.

Every streaming device

 CTV

 Desktop

 Mobile

 Web

Blockboard can also access these special events

-  MLB All-Star Game & World Series
-  NBA Playoffs & Finals
-  US Open
-  Stanley Cup Playoffs
-  FIFA World Cup
-  NFL Draft

Network Partners

Hulu	Fubo Sports	ESPN	FOX Sports
Max	PGA Tour	Bleacher Report	MLB
DIRECTV Sports	CBS Sports	TNT Sports	B1G Network

Sample list — talk to your sales representative for the current full network roster and event availability.