

DIGITAL OPPORTUNITIES

- **SUPER TAKEOVER** Exclusive sponsorship of the RealSimple.com's homepage and channel main pages across our desktop, tablet, and mobile platforms.
- **NATIVE** Feature custom galleries, gift guides, recipes, and more incorporated into RealSimple.com.
- **CONTENT SPONSORSHIPS** Align your brand with relevant Real Simple edit content. From holidays to home, and family to fashion.
- **AMPLIFY & SOCIAL AMPLIFY** A new groundbreaking product that precisely targets Real Simple's readers on third-party apps, in which content adjacencies travel, showcasing portable editorial experiences.

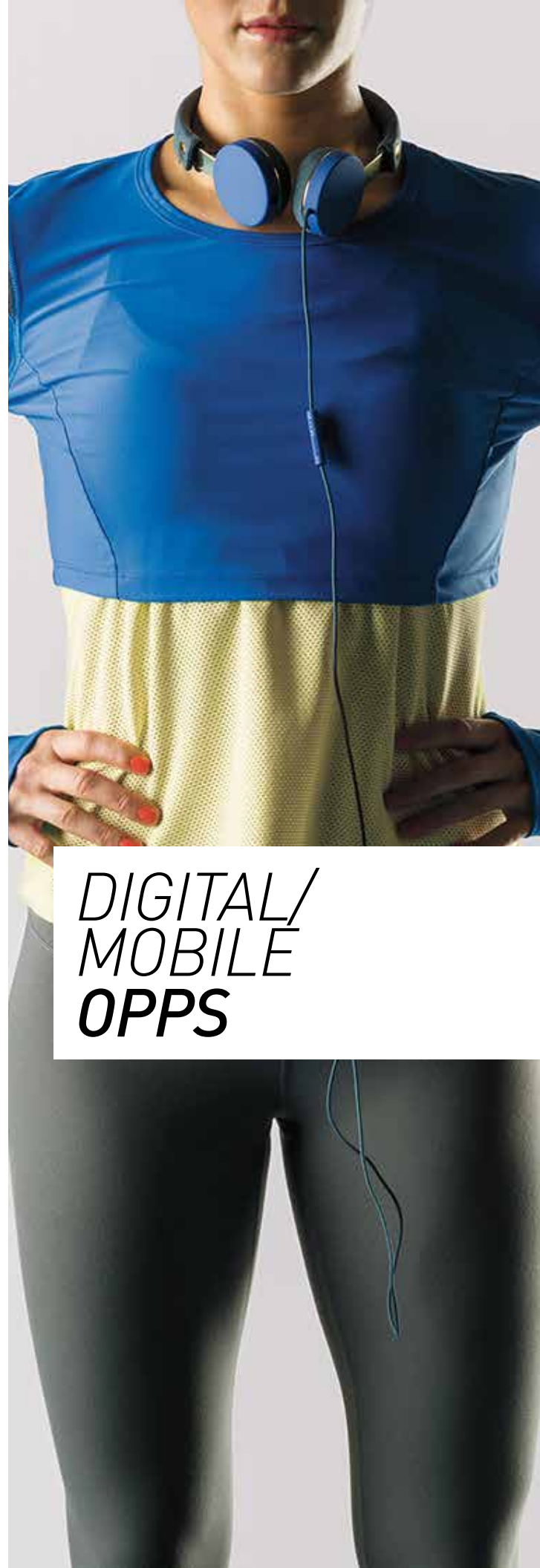
DESKTOP OPPORTUNITIES

- **CUSTOM RICH MEDIA** Engage Real Simple visitors with custom content that can feature videos, product gallery, and/or tips.
- **VIDEO** Easy and accessible ideas from our editors in a quick, fun video format.

MOBILE OPPORTUNITIES

- **FLEX RICH MEDIA** Developed with the IAB to allow a single creative to accommodate various sizes and capabilities of today's smartphones.
- **MOBILE APPS SPONSORSHIP** Solution-based apps designed to guide and organize her busy life.
- **TAP TO VIDEO** A video thumbnail banner that expands to full screen video. Can feature up to three minutes of video content.
- **VIDEO PLAYLIST UNIT** The unit plays in-line, beginning to play once the user scrolls the unit fully in-view.
- **MOBILE REVEAL INTERSTITIAL** The unit exposes itself organically as the user scrolls through an article on mobile web to present a full screen ad experience.
- **IN-STREAM EDIT SHOWCASE** Users can swipe through both sponsor and brand content acting as a driver to an advertiser's sponsored editorial sections or the advertiser's branded site.

REAL SIMPLE



**DIGITAL/
MOBILE
OPPS**