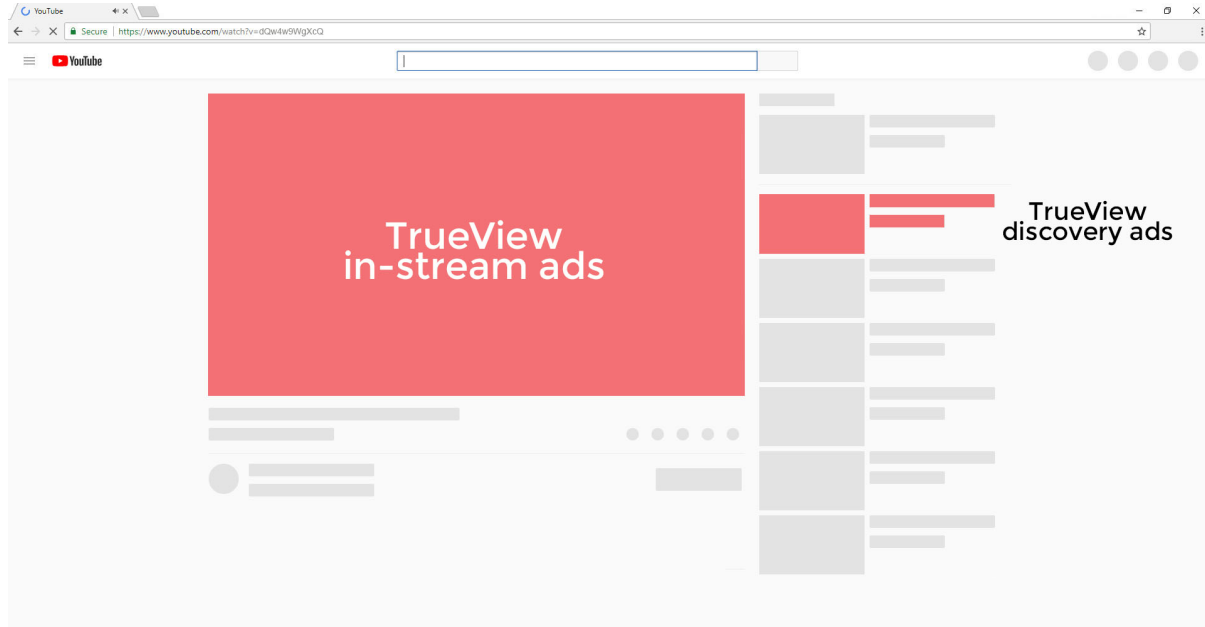


YouTube Advertising For Schools

True View Ad Formats



Two main Formats

1. **Reservation** – take over the home page, not done through Google Adwords but through a YouTube Sales Rep.
2. **True View**

In stream – within the player on YouTube Watch Pages.

You are charged at the 30 second mark, when they are finished watching your video is shorter than 30 seconds or if they click on your ad.

Video Discover Ads – in the right hand related content column or within search results.

Promote your current content to get more views.

Charged when someone clicks to view.

Bumper ads – within the player on YouTube Watch Pages.

6 seconds or less. Non-skippable ad format for brand awareness.

Targeting options

1. Keywords searched
2. Demographics
3. Interests
4. Affinity Audiences
5. Topics
6. Remarketing