

MAXIMIZE THE POWER OF VAN WITH LOCAL ADVERTISING



Video Affiliate Network

Earn higher CPMs through local ad sales.

CNN Newsource offers publishers the opportunity to include their own locally sold ads in VAN inventory on their site, to maximize revenue opportunity. Unsold inventory will be filled with national ads by CNN Newsource. CNN Newsource partners with iMedia Audience to manage digital advertising campaign performance.

Follow these simple steps

1



Publish VAN video site-wide to generate inventory and attract advertisers

2



Provide ad tags to VAN / iMedia for scheduling in the VAN player

3



Sell as much or as little VAN inventory as you like to local advertisers

4



VAN fills unsold inventory with national campaigns

5



Only pay a flat CPM for inventory you fill locally—you keep the spread

6



Earn maximum revenue by filling with local and national ads

Contact your Newsource Sales Executive to start the process.

cnn.com/newsource