

# MAXIMIZE EARNING POWER OF VAN



Along with great video content, CNN NewsSource's Video Affiliate Network (VAN) offers several monetization options to maximize your revenue opportunity.

## NEED ADS?

We can backfill in your player.

If you are not selling ads against 100% of the available inventory in your player, we can backfill with CNN NewsSource-sold ads. You'll keep 70% of the revenue.

## NEED VIDEO INVENTORY?

Place your ads in the VAN player.

Include your locally-sold ads in the CNN NewsSource VAN player on your site. Any unsold inventory is filled with national ads by us. Only pay us a flat CPM for inventory you fill and keep the spread!

## Getting started is easy.

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| <ol style="list-style-type: none"> <li><b>1</b> we give ad tag(s) to you<br/>(1 per platform per property)</li> <li><b>2</b> when you have unfilled inventory, platform looks for our tags</li> <li><b>3</b> for best results, keep ads.txt updated<br/>(visit <a href="http://cnnnewssource.com/adstxt/">cnnnewssource.com/adstxt/</a>)</li> </ol> | <ol style="list-style-type: none"> <li><b>1</b> publish VAN videos across your site</li> <li><b>2</b> provide ad tags to us for scheduling in our player</li> <li><b>3</b> place as many of your local ads in our player as you'd like; we'll fill the rest</li> </ol> |
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## Which option is right for you?

We can help you decide. Local affiliate CPMs are typically higher than those generated by the CNN NewsSource VAN, so we will always take a secondary position in ad prioritization whenever an affiliate's ad tag is in place — regardless of player (yours or ours).

Option	Ad Source	Player	Revenue Share
CNN NewsSource Ads in Your Player	CNN NewsSource	yours	70% Affiliate 30% CNN NewsSource
Your Ads In VAN player	Affiliate	ours	\$8 CPM CNN NewsSource Remainder: Affiliate