

Cross-Platform Buying with Cox Reps

Mediaocean has partnered with Cox Reps to give you premium, local digital inventory that can be bought alongside traditional inventory through the platforms you use every day. With video, mobile, and display options, you can plan and execute a more holistic campaign, in a targeted way.

Mediaocean's Connect Partner Platform brings together the largest advertising agencies in the world with the latest tools and technologies designed to support them. Through Connect, agencies can discover, customize, and access a complete ecosystem of advertising inventory suppliers, data providers, ad servers, and third-party technologies to help deliver their advertising messages directly to a changing audience, wherever they are.

CROSS-CHANNEL

With today's changing media landscape, it's critical for campaigns to be cross-channel. Complement your traditional TV buys at a local market level with Cox Reps local inventory across video, mobile, and display.

INTEGRATED

Find everything you need for your local campaign, in one place. Cox Reps digital inventory is available in the same system as traditional inventory, for a seamless experience and easy execution including DARE ordering.

GREATER REACH

Cox Reps has digital inventory for over 350 local TV station websites, and local news and lifestyle websites. For even greater reach, Cox Reps offers audience extension options to precisely target ad inventory on trusted national sites.

WHAT PLATFORMS IS THE PARTNER AVAILABLE ON?

Cox Reps inventory will be available in Spectra OX and DS.

WHAT ARE THE BENEFITS OF UTILIZING THE PARTNER THROUGH THE PLATFORMS?

Connect provides you with the digital and traditional inventory you want, and gives you the research and interaction tools to easily discover, evaluate, and process the supplier inventory that suits your campaigns best.

HOW DO I GET STARTED?

Request local broadcast avails from directly within your existing Spectra Local Broadcast system.

For more information visit the <http://www.coxreps.com/> website.

