



MEDIA KIT 2014

OUR NETWORK



Massive Reach. Nationwide Footprint. No Bots. 100% Viewable.

400K media assets. 100MM monthly unique visitors. 6B monthly video ad impressions.

Bulzī has created an industry Consortium of top Digital Out of Home (DOOH) operators to deliver next-generation audience-addressable advertising capability with nationwide reach and massive scale. Our active technology integration of accurate, continuous audience measurement and hyper-targeted ad insertion is cutting edge and unlike anything you've ever seen before. We do not sell traditional direct-to-vendor location-based OOH advertising; instead, when you place a campaign on Bulzī's network, you specify the audience you're seeking and we find them in real-time and at the individual screen level.

Tell us your target audience and we'll find them out of home.

DIGITAL OUT OF HOME



Now a Part of Your Digital Media Mix.

Digital advertising used to include desktop and mobile. Enter, stage left: Digital Out of Home.

Digital Out of Home (DOOH) has been one of the fastest growing ad channels because it works. Unfortunately it hasn't been able to deliver the real-time, direct-measured audience targeting capabilities of web and mobile that advertisers have come to love. Bulzī has changed all of this.

Bulzī's DOOH leverages the best web technologies to deliver a new form of DOOH – one that provides targeting and measurement as good as – or better than – traditional online channels.

Most of the creative on our network is full-motion video (sound optional) presented in full-screen or dominant screen positions. We cover a range of OOH environments including in-room hotel TV ad inserts; mobile, tablet, notebook screens; and traditional public-space digital signage screens. Mobile direct-response can also be incorporated into all of these formats .

Add digital out of home to your next video advertising campaign.

MAKING SENSE OF MASS AUDIENCES



Offline Meets Online.

What is “Audience-Addressable” advertising?

Audience-addressable uses the Addressable TV ad model, which delivers ads based on the consumer’s actual attributes rather than using content as a proxy.

Traditional TV ads are targeted based on the historical program audience, assuming that the actual audience will look very similar. In general, this assumption is correct— but because audiences are aggregated they are not very precise. Rather, they are still considered mass. In contrast, Addressable TV systems know the location of the household where the ads are delivered to, and use this knowledge to target the ads based on extensive “offline” data from companies like Experian and Axiom.

Most digital advertising channels are rapidly evolving to the audience-addressable model because it is far more accurate and efficient than cookies or other audience proxies like content, etc.

Bulzī supports tomorrow’s ad targeting today.

MEET LOCALīz[®]



Target Your Audience.

Bulzī's Secret Sauce— LOCALīz Technology

Our LOCALīz technology measures DOOH audiences in real time, at a level of detail never before possible. This revolutionary technology uses big data analytics run on hundreds of billions of mobile phone signals to accurately associate over 900 anonymized demographic attributes to each mobile device. As consumers pass the DOOH screen attributes are streamed on-the-fly to our ad server and Bulzī is able to serve the right ad to the right screen... and most importantly, to the right consumer... like other addressable advertising systems do.

The 900 customer attributes available for targeting are the most robust in the DOOH (and even online) industry. See the following pages for a complete list.

Specify the audience you're seeking, not the location where you expect to find them.

Addressable Audience Targeting Attributes - Demographics

Gender
Male
Female
Age
18-24
25-34
35-44
45-54
55-64
65-74
75-84
85+
Birth Month
Birthmonth = January
Birthmonth = February
Birthmonth = March
Birthmonth = April
Birthmonth = May
Birthmonth = June
Birthmonth = July
Birthmonth = August
Birthmonth = September
Birthmonth = October
Birthmonth = November
Birthmonth = December

Family
Married
Husband
Wife
Male Head of Household
Female Head of Household
Grandmother
Grandfather
Child
Presence of Elderly Parent
Presence of Children
Male Child Present 00-02 Years of Age
Female Child Present 00-02 Years of Age
Male Child Present 03-05 Years of Age
Female Child Present 03-05 Years of Age
Male Child Present 06-10 Years of Age
Female Child Present 06-10 Years of Age
Male Child Present 11-15 Years of Age
Female Child Present 11-15 Years of Age
Male Child Present 16-18 Years of Age
Female Child Present 16-18 Years of Age
Family Member 65+
Family Member 60-64
Family Member 50-59
Family Member 40-49
Family Member 30-39
Family Member 20-29
Family Member 18-19
Family Member Under 18

Home Ownership
Homeowner
Probable Homeowner
Renter
Probable Renter
Dwelling Type
Multi-Family Dwelling / Apartment
Business
Condominium
Nursing Home
Single Family Home
Mobile Home Park
Slip or Marina
SOHO Indicator Individual
SOHO Indicator Household
Public Housing Code
DSF Result - Seasonal
Seasonal Education Address
Political
No Political Party Listed
D DEMOCRAT
I INDEPENDENT
R REPUBLICAN
Registered Voter Indicator
Charity
Donor
Presence of Donor
Presence of Donor - Animal
Presence of Donor - Arts
Presence of Donor - Children
Presence of Donor - Conservative
Presence of Donor - Environment
Presence of Donor - Health
Presence of Donor - Humanitarian
Presence of Donor - Liberal
Presence of Donor - Religious
Presence of Donor - Veterans

Interests
Presence of Computer Owner
Email Access
Hunting and Fishing
Boating
Presence of Veteran
Presence of College Graduate
US Aircraft
Pilots
All Terrain Vehicles
Snowmobiles
Concealed Weapons
Household Income
HH Income < \$15,000
HH Income \$15,000 to \$19,999
HH Income \$20,000 to \$29,999
HH Income \$30,000 to \$39,999
HH Income \$40,000 to \$49,999
HH Income \$50,000 to \$59,999
HH Income \$60,000 to \$74,999
HH Income \$75,000 to \$99,999
HH Income \$100,000 to \$124,999
HH Income \$125,000 to \$149,999
HH Income \$150,000 to \$199,999
HH Income \$200,000 to \$249,999
HH Income \$250,000 to \$399,999
HH Income \$400,000 to \$499,999
HH Income > \$500,000
Net Worth
Net Worth < -\$20,000
Net Worth- \$20,000 to- \$2,500
Net Worth -\$2,499 to \$2,499
Net Worth \$2,500 to \$24,999
Net Worth \$25,000 to \$49,999
Net Worth \$50,000 to \$74,999
Net Worth \$75,000 to \$99,999
Net Worth \$100,000 to \$149,999
Net Worth \$150,000 to \$249,999
Net Worth \$250,000 to \$374,999
Net Worth \$375,000 to \$499,999
Net Worth \$500,000 to \$749,999
Net Worth \$750,000 to \$999,999
Net Worth > \$1,000,000

Credit
Single Bank Card
Multiple Bank Cards
Single Retail Card
Multiple Retail Cards
Credit Active
Credit Active - Standard Retail
Credit Active - Low End Dept Stores
Credit Active - Main Street Retail
Credit Active - High End Retail
Credit Active - Travel/Personal Services
Credit Active - Specialty
Credit Active - Specialty Apparel
Credit Active - Financial Services Banking
Credit Active - Financial Services Insurance
Credit Active - Financial Services Credit
Credit Active - Catalog Showroom Retail
Credit Active - Computer Electronics
Credit Active - Furniture
Credit Active - Home/Office Supplies
Credit Active - Home Improvement
Credit Active - Membership Warehouse
Credit Active - Sporting Goods
Credit Active - TV/Mail Order Purchases
Credit Active - Groceries
Credit Active - Oil Companies
Credit Active - Miscellaneous
Credit Activity Last Posted Date
Credit Active - Trade Lines
Bankruptcy Household Indicator
Bankruptcy Individual Indicator

Addressable Audience Targeting Attributes - Occupation

Accountant
 Builder
 Contractor
 Dealer/Retailer/Storekeeper/Vendor
 Distributor/Wholesaler
 Funeral Director
 Maker/Manufacturer
 Owner
 Partner
 Self Employed
 Architect
 Chemist
 Curator
 Engineer
 Engineer/Aerospace
 Engineer/Chemical
 Engineer/Civil
 Engineer/Electrical/Electronic
 Engineer/Field
 Engineer/Industrial
 Engineer/Mechanical
 Geologist
 Home Economist
 Legal/Attorney/Lawyer
 Librarian/Archivist
 Medical Doctor/Physician
 Pastor
 Pilot
 Scientist
 Statistician/Actuary
 Veterinarian
 CEO/CFO/Chairman/Corp Officer
 Comptroller
 Politician/Legislator/Diplomat
 President
 Treasurer
 Vice President
 Acct Executive
 Director/Art Director
 Director/Executive Director/Etc
 Editor
 Manager
 Manager/Assistant Manager
 Manager/Branch Manager
 Manager/Credit Manager
 Manager/District Manager
 Manager/Division Manager
 Manager/General Manager
 Manager/Marketing Manager
 Manager/Office Manager
 Manager/Plant Manager
 Manager/Product Manager
 Manager/Project Manager
 Manager/Property Manager
 Manager/Regional Manager
 Manager/Sales Manager
 Manager/Store Manager
 Manager/Traffic Manager
 Manager/Warehouse Manager

Planner
 Principal/Dean/Educator
 Superintendent
 Supervisor
 Accounting/Biller/Billing Clerk
 Actor/Entertainer/Announcer/Bro
 Adjuster
 Administration/Management
 Advertising
 Agent
 Aide/Assistant
 Aide/Assistant/Executive
 Aide/Assistant/Office
 Aide/Assistant/Achool
 Aide/Assistant/Staff
 Aide/Assistant/Technical
 Analyst
 Appraiser
 Artist
 Auctioneer
 Auditor
 Banker
 Banker/Loan Officer
 Banker/Loan Processor
 Bookkeeper
 Broker
 Broker/Stock/Trader
 Buyer
 Cashier
 Caterer
 Checker
 Claims Examiner/Rep/Adjudicator
 Clerk
 Clerk/File
 Collector
 Communications
 Conservation/Enviroment
 Consultant/Advisor
 Coordinator
 Customer Service/Representative
 Designer
 Detective/Investigator
 Dispatcher
 Draftsman
 Estimator
 Expeditor
 Finance
 Flight Attendent/Steward(ess)
 Florist
 Graphic Designer/Commercial Art
 Hostess/Host/Usher
 Insurance/Agent
 Insurance/Underwriter
 Interior Designer
 Jeweler
 Marketing
 Merchandiser
 Model
 Musician/Music/Dance

Personnel/Recruiter/Interviewer
 Photography
 Public Relations
 Superintendent
 Publishing
 Purchasing
 Quality Control
 Real Estate/Realtor
 Receptionist
 Reporter
 Researcher
 Sales
 Sales Clerk/Counterman
 Security
 Surveyor
 Technician
 Telemarket/Telephone/Operator
 Teller/Bank Teller
 Appraiser
 Transcriber/Translator
 Travel Agent
 Union Member/Rep.
 Ward Clerk
 Water Treatment
 Writer
 Animal Technician/Groomer
 Apprentice
 assembler
 Athlete/Professional
 Attendant
 Auto Mechanic
 Baker
 Barber/Hairstylist/Beautician
 Bartender
 Binder
 Bodyman
 Brakeman
 Brewer
 Butcher/Meat Cutter
 Carpenter/Furniture/Woodworking
 Chef/Butler
 Child Care/Day Care/Babysitter
 Cleaner/Laundry
 Clerk/Deli
 Clerk/Produce
 Clerk/Stock
 Conductor
 Construction
 Cook
 Cosmetologist
 Courier/Delivery/Messenger
 Crewman
 Custodian
 Cutter
 Dock Worker
 Driver
 Driver/Bus Driver
 Driver/Truck Driver
 Electrician
 Fabricator

Factory Worker
 Farmer/Dairyman
 Finisher
 Fisherman/Seaman
 Fitter
 Food Service
 Foreman/Crewleader
 Foreman/Shop Foreman
 Forestry
 Foundry Worker
 Furrier
 Gardener/Landscaper
 Glazier
 Grinder
 Grocer
 Helper
 Housekeeper/Maid
 Inspector
 Installer
 Ironworker
 Janitor
 Journeyman
 Laborer
 Lineman
 Lithographer
 Loader
 Locksmith
 Machinist
 Maintenance
 Maintenance Superv
 Mason/Brick/Etc
 Material Handler
 Mechanic
 Meter Reading
 Millworker
 Millwright
 Miner
 Mold Maker/Molder/Injection Mol
 Oil Industry/Driller
 Operator
 Operator/Boilermaker
 Operator/Crane Operator
 Operator/Forklift Operator
 Operator/Machine Operator
 Packer
 Painter
 Parts (Auto Etc)
 Pipefitter
 Plumber
 Polisher
 Porter
 Press Operator
 Presser
 Printer
 Production
 Repairman
 Roofer
 Sanitation/Exterminator
 Seamstress/Tailor/Handicraft

Setupman
 Sheet Metal Worker/Steel Worker
 Shipping/Import/Export/Custom/C
 Sorter
 Toolmaker
 Transportation
 Typesetter
 Upholstery
 Utility
 Waiter/Waitress
 Welder
 Chiropractor
 Dental Assistant
 Dental Hygenist
 Dentist
 Dietician
 Health Care
 Medical Assistant
 Medical Secretary
 Medical Technician
 Medical/Paramedic
 Nurses Aide/Orderly
 Optician
 Optometrist
 Pharmacist/Pharmacy
 Loader
 Psychologist
 Technician/Lab
 Technician/Xray
 Therapist
 Therapist/Physical
 Legal/Paralegal/Assistant/Law C
 Legal/Secretary
 Secretary
 Typist
 Homemaker
 Retired/Pensioner
 Armed forces
 Army Credit Union Trades
 Navy Credit Union Trades
 Air Force
 National Guard
 Coast Guard
 Marines
 Coach
 Counselor
 Instructor
 Lecturer
 Professor
 Teacher
 Trainer
 Nurse
 Nurse (Registered)
 Nurse/LPN
 Computer Operator
 Computer Programmer
 Computer/Systems Analyst
 Data Entry/Key Punch

Addressable Audience Targeting Attributes – Survey-Based Attributes

Own A Cat
 Own A Dog
 Own a CD/DVD Player
 Own a Cellular Phone
 Own a Motorcycle
 Own An RV
 Own a Swimming Pool
 Own A Horse
 Own A Digital/Video Camera
 Own a Smart Phone
 Own an All Terrain Vehicle
 Collectibles
 Collectibles - Coins
 Collectibles - Dolls
 Collectibles - Figurines
 Collectibles - Other Types of Items
 Collectibles - Plates
 Collectibles - Sports Memorabilia
 Collectibles - Stamps
 Collectibles - Fine Arts
 Credit Cards - Premium AMEX
 Credit Cards - Premium Discover
 Credit Cards - Premium Other
 Credit Cards - Premium Store or Retail
 Credit Cards - Premium Visa or MasterCard
 Credit Cards - Regular AMEX
 Credit Cards - Regular Discover
 Credit Cards - Regular Other
 Credit Cards - Regular Store or Retail
 Credit Cards - Regular Visa or MasterCard
 Credit Cards - ATM/Debit
 Diet Concerns
 Diet Concerns - Lose Weight
 Diet Concerns - Eat Natural/Herbal/Organic
 Diet Concerns - Vitamin Supplements
 Diet Concerns - Low-Fat/Healthy Foods
 Grandchildren
 Hobby
 Hobby - Baking
 Hobby - Bird Watching/Feeding
 Hobby - Cars or Car Repair
 Hobby - Cigar Smoking

Hobby - Gourmet Cooking
 Hobby - Cooking
 Hobby - Crafts
 Hobby - Casino Gambling
 Hobby - Gardening
 Hobby - Gardening - Flowers
 Hobby - Gardening - Organic
 Hobby - Gardening - Vegetables
 Hobby - Home Improvement or Repair
 Hobby - Home Study Courses
 Hobby - Knitting or Needlework
 Hobby - Lotteries or Sweepstakes
 Hobby - Quilting
 Hobby - Self-Improvement Courses
 Hobby - Sewing
 Hobby - Theater or Performing Arts
 Hobby - Wood Working
 Hobby - Wine Appreciation
 Hobby - Photography
 Hobby - Exercise 3 or more times per week
 Hobby - Scrap Booking
 Hobby - Cooking-low fat
 Hobby - Career advancement courses
 Hobby - Beading/Jewelry Making
 Hobby - Do-it-yourself
 Hobby - Green
 Hobby - Social Networking
 Hobby - Spirituality & Wellness
 Online Purchaser
 Investments
 Investments - Other
 Investments - Life Insurance
 Investments - Mutual Funds
 Investments - Stocks or Bonds
 Investments - Real Estate
 Investments - Medicare Coverage
 Investments - 401K
 Investments - CD
 Investments - IRA
 Music
 Music - Christian or Gospel
 Music - Classical

Music - Country
 Music - Jazz
 Music - Other
 Music - Rhythm and Blues
 Music - Rock n Roll
 Music - Soft Rock
 Music - Big band or swing
 Music - Alternative
 Likes To Read
 Reading - Astrology
 Reading - Bible or Devotional
 Reading - Best Selling Fiction
 Reading - Books on Tape
 Reading - Childrens
 Reading - Cooking or Culinary
 Reading - Computer
 Reading - Country Lifestyle
 Reading - Fashion
 Reading - History
 Reading - Interior Decorating
 Reading - Medical or Health
 Reading - Military
 Reading - Mystery
 Reading - Natural Health Remedies
 Reading - People or Entertainment
 Reading - Romance
 Reading - Science Fiction
 Reading - Science or Technology
 Reading - Sports
 Reading - World News or Politics
 Reading - Thriller or Suspense
 Reading - Best Sellers
 Reading - Book Club
 Reading - Comics
 Reading - Financial
 Reading - Home & Garden
 Reading - Self-Improvement
 Reading - Travel & Entertainment
 Sporting - Other
 Sporting - Camping or Hiking
 Sporting - Baseball
 Sporting - Boating or Sailing

Sporting - Basketball
 Sporting - Fishing
 Sporting - Football
 Sporting - Fitness
 Sporting - Golf
 Sporting - Hockey
 Sporting - Hunting
 Sporting - NASCAR
 Sporting - Snow Skiing
 Sporting - Walking
 Sporting - Running
 Sporting - Scuba
 Sporting - Tennis
 Sporting - Weight Lifting
 Sporting - Biking
 Sporting - Extreme Sports
 Sporting - Motocross
 Sporting - Skateboarding
 Sporting - Snowboarding
 Sporting - Rollerblading
 Sporting Interests
 Travel
 Travel - Business USA
 Travel - Business International
 Travel - Personal USA
 Travel - Personal International
 Travel - Casino Vacations
 Travel - Family Vacations
 Travel - Frequent Flyers
 Travel - Timeshare
 Travel - Vacation Cruises
 Travel - Attractions/Theme Parks
 Religious
 Electronics - Apple Device
 Electronics - Cable TV
 Electronics - High Speed Internet
 Electronics - DVR
 Electronics - GPS
 Electronics - HD DVD Player
 Electronics - HDTV
 Electronics - Home Theater System
 Electronics - Satellite Radio

Electronics - Satellite TV
 Electronics - Video Game Systems
 Electronics Other
 High School Graduate
 Purchase - Home Decorating
 Investments - Medicare Coverage
 Investments - No Medicare Coverage
 Purchase - Beauty Products
 Purchase - Club Stores
 Purchase - Fast Foods
 Purchase - Specialty Beauty Products
 Purchase - Uses Coupons
 Reading - Magazines
 Travel - RV
 Survey Group - Do It Yourself
 Survey Group - Fine Arts
 Survey Group - Home Life
 Survey Group - Luxury Life
 Survey Group - Outdoor Enthusiasts
 Survey Group - Physically Active
 Survey Group - Sports Enthusiasts
 Survey Group - Techies
 Survey Group - Up Town
 Sports - Baseball
 Sports - Basketball
 Sports - Biking/Cycling
 Sports - Multi-Sport
 Sports - Outdoor Enthusiast
 Sports - Fitness
 Sports - Football
 Sports - Lacrosse
 Sports - Golf
 Sports - Volleyball
 Sports - Hockey
 Sports - Other
 Sports - Running
 Sports - Snow Skiing/Winter Sports
 Sports - Soccer
 Sports - Softball
 Sports - Swimming/Water Sports
 Sports - Tennis
 Sports - Walking



Addressable Audience Targeting Attributes – Vehicle Ownership

Aprilia Motorcycle/ATV Owner	Dodge Owner	Saturn Owner	Aries Owner	CLK Class Owner	Escape Owner
Big Dog Motorcycle/ATV Owner	Eagle Owner	Scion Owner	Armada Owner	Club Wagon Owner	Escort Owner
BMW Motorcycle/ATV Owner	Ferrari Owner	Smart Owner	Astro Van Owner	Cobalt Owner	Excel Owner
Buell Motorcycle/ATV Owner	Fiat Owner	Sterling Owner	Aura Owner	Colorado Owner	Excursion Owner
Ducati Motorcycle/ATV Owner	Ford Owner	Studebaker Owner	Aurora Owner	Colt Owner	Expedition Owner
Harley Davidson Motorcycle/ATV Owner	Gem Owner	Subaru Owner	Avalanche Owner	Commander Owner	Explorer Owner
Assembled Motorcycle/ATV Owner	Geo Owner	Suzuki Owner	Avalon Owner	Concorde Owner	Express Van Owner
Honda Motorcycle/ATV Owner	GMC Owner	Tesla Owner	Avenger Owner	Continental Owner	F Series Owner
Indian Motorcycle/ATV Owner	Honda Owner	Toyota Owner	Aveo Owner	Contour Owner	F100 Owner
Kawasaki Motorcycle/ATV Owner	Hummer Owner	Triumph Owner	Aztek Owner	Cooper Owner	F150 Owner
KTM Motorcycle/ATV Owner	Hyundai Owner	TVR Owner	B2000 Owner	Corolla Owner	F250 Owner
Polaris Motorcycle/ATV Owner	Infiniti Owner	Volkswagen Owner	B2200 Owner	Corsica Owner	F350 Owner
Suzuki Motorcycle/ATV Owner	Isuzu Owner	Volvo Owner	B2300 Owner	Corvette Owner	Festiva Owner
Triumph Motorcycle/ATV Owner	Jaguar Owner	Yugo Owner	B3000 Owner	Cougar Owner	Fifth Avenue Owner
Vespa Motorcycle/ATV Owner	Jeep Owner	88 Owner	Beretta Owner	Crown Victoria Owner	Firebird Owner
Victory Motorcycle/ATV Owner	Kia Owner	98 Owner	Blazer Owner	CR-V Owner	Fit Owner
Yamaha Motorcycle/ATV Owner	Lada Owner	300 Owner	Bonneville Owner	CTS Owner	Five Hundred Owner
ATV Owner	Laforza Owner	626 Owner	Bravada Owner	Cutlass Owner	FJ Cruiser Owner
Dirt Bike Owner	Lamborghini Owner	720 Owner	Breeze Owner	CX-7 Owner	Fleetwood Owner
Go Kart Owner	Lancia Owner	740 Owner	Bronco Owner	D150 Owner	Focus Owner
Motorized Bike Owner	Land Rover Owner	850 Owner	Bronco II Owner	D21 Owner	Foreza Owner
Motorcycle Owner	Lexus Owner	900 Owner	C Class Owner	Dakota Owner	Forester Owner
Mini Bike Owner	Lincoln Owner	911 Owner	C10 Owner	Deville Owner	Forte Owner
Moped Owner	Lotus Owner	6000 Owner	C15 Owner	Diamante Owner	Freestar Owner
Motor Scooter Owner	Maserati Owner	200 SX Owner	C1500 Owner	Discovery Owner	Freestyle Owner
Racing Bike Owner	Maybach Owner	240 SX Owner	C20 Owner	DTS Owner	Frontier Owner
Snowmobile Owner	Mazda Owner	3 Series Owner	C2500 Owner	Durango Owner	Fusion Owner
Acura Owner	Mercedes Benz Owner	300 ZX Owner	Caliber Owner	Dynasty Owner	FX Owner
Alfa Romeo Owner	Mercury Owner	300M Owner	Camaro Owner	E Class Owner	G Series Van Owner
American Owner	Merkur Owner	350 Z Owner	Camry Owner	Echo Owner	G35 Owner
Aston Martin Owner	MG Owner	4 Runner Owner	Camry Solara Owner	Eclipse Owner	G37 Owner
Asuna Owner	Mini Owner	5 Series Owner	Canyon Owner	Econoline Van Owner	G6 Owner
Audi Owner	Mitsubishi Owner	7 Series Owner	Caprice Owner	Edge Owner	Galant Owner
Austin Owner	Nash Owner	9 3 Owner	Caravan Owner	Elantra Owner	GL Owner
Avanti Owner	Nissan Owner	9 5 Owner	Cavalier Owner	Eldorado Owner	GL Class Owner
Bentley Owner	Oldsmobile Owner	A4 Owner	Celebrity Owner	Electra Owner	GMT-400 Owner
BMW Owner	Packard Owner	A6 Owner	Celica Owner	Element Owner	Golf Owner
Bugatti Owner	Peugeot Owner	Acadia Owner	Century Owner	Enclave Owner	Grand Am Owner
Buick Owner	Plymouth Owner	Accent Owner	Charger Owner	Endeavor Owner	Grand Caravan Owner
Cadillac Owner	Pontiac Owner	Acclaim Owner	Cherokee Owner	Envoy Owner	Grand Cherokee Owner
Chevrolet Owner	Porsche Owner	Accord Owner	Ciera Owner	Equinox Owner	Grand Marquis Owner
Chrysler Owner	Range Rover Owner	Achieva Owner	Cirrus Owner	ES 300 Owner	Grand Prix Owner
Daewoo Owner	Renault Owner	Aerostar Owner	Civic Owner	ES 330 Owner	Grand Vitara Owner
Daihatsu Owner	Rolls Royce Owner	Alero Owner	CL Owner	ES 350 Owner	Grand Voyager Owner
Datsun Owner	Saab Owner	Altima Owner	Classic Owner	Escalade Owner	GS 300 Owner

Addressable Audience Targeting Attributes – Vehicle Ownership (cont.)

<p>GTI Owner GX 470 Owner Half Ton Pickup Owner HHR Owner Highlander Owner Hummer Owner I30 Owner Impala Owner Impreza Owner Integra Owner Intrepid Owner Intrigue Owner Ion Owner IS 250 Owner Jetta Owner Jimmy Owner Journey Owner K10 Owner K1500 Owner K2500 Owner L200 Owner Lacrosse Owner Lancer Owner Land Cruiser Owner Lebaron Owner Legacy Owner Legend Owner Lesabre Owner LHS Owner Liberty Owner LS Owner LS 400 Owner LS 430 Owner LTD Owner Lucerne Owner Lumina Owner M Class Owner M3 Owner Magnum Owner Malibu Owner Mariner Owner Marquis Owner Matrix Owner Maxima Owner Mazda3 Owner</p>	<p>Mazda6 Owner MDX Owner Metro Owner Milan Owner Millenia Owner Mirage Owner MKX Owner MKZ Owner Montana Owner Monte Carlo Owner Montero Owner Montero Sport Owner Mountaineer Owner MPV Owner Murano Owner Mustang Owner MX-5 Miata Owner MX-6 Owner Mystique Owner Navigator Owner Neon Owner New Beetle Owner New Yorker Owner Nitro Owner Odyssey Owner Optima Owner Outback Owner Outlander Owner Pacifica Owner Park Avenue Owner Passat Owner Passport Owner Pathfinder Owner Patriot Owner Pickup Owner Pilot Owner Prelude Owner Prius Owner Prizm Owner Probe Owner Protege Owner PT Cruiser Owner Quest Owner Rabbit Owner Ram Truck Owner</p>	<p>Ram Van Owner Ram Wagon Owner Range Rover Owner Ranger Owner Rav4 Owner Regal Owner Reliant Owner Rendezvous Owner Ridgeline Owner Rio Owner Riviera Owner RL Owner Roadmaster Owner Rodeo Owner Rogue Owner RSX Owner RX 300 Owner RX 330 Owner RX 350 Owner RX7 Owner S Class Owner S Type Owner S10 Owner S15 Owner S40 Owner S60 Owner S80 Owner Sable Owner Safari Owner Santa Fe Owner Savana Owner SC1 Owner SC2 Owner Scion Owner Scion XB Owner Sebring Owner Sedona Owner Sentra Owner Sephia Owner Sequoia Owner Seville Owner Shadow Owner Sienna Owner Sierra Owner Silhouette Owner</p>	<p>Silverado Owner Skylark Owner SL Owner SL Class Owner SL1 Owner SL2 Owner Sonata Owner Sonoma Owner Sorento Owner Soul Owner Spectra Owner Spirit Owner Sportage Owner Sportvan Owner SRX Owner Stanza Owner Storm Owner Stratus Owner STS Owner Suburban Owner Sunbird Owner Sundance Owner Sunfire Owner T100 Owner Tacoma Owner Tahoe Owner Talon Owner Taurus Owner Tempo Owner Tercel Owner Thunderbird Owner Tiburon Owner Titan Owner TL Owner Topaz Owner Torrent Owner Town And Country Owner Town Car Owner Tracer Owner Tracker Owner Trailblazer Owner Trans Sport Owner Traverse Owner Tribute Owner Trooper Owner</p>	<p>Truck Owner TSX Owner Tucson Owner Tundra Owner Uplander Owner V70 Owner VAN Owner Venture Owner Venza Owner Versa Owner Vibe Owner Villager Owner Voyager Owner Vue Owner Wagoneer Owner Windstar Owner Wrangler Owner X Type Owner X3 Owner X5 Owner XC90 Owner XL7 Owner Xterra Owner Yaris Owner Yukon Owner Z3 Owner Z4 Owner Convertible Owner 2 Dr Coupe Owner 4 Dr Coupe Owner Crossover Utility Ve Owner 2 Dr Hatchback Owner 3 Dr Hatchback Owner 4 Dr Hatchback Owner 5 Dr Hatchback Owner 2 Dr Hardtop Owner 4 Dr Hardtop Owner 2 Dr Liftback Owner 3 Dr Liftback Owner 4 Dr Liftback Owner Luxury Owner Pickup Owner 2 Dr Sedan Owner 4 Dr Sedan Owner Sports Car Owner</p>	<p>Sport Utility Vehicle Owner Van Owner Wagon Owner Convertible Owner Crossover Owner Full Size Car Owner Full Size Pickup Owner Full Size SUV Owner Full Size Truck Owner Full Size Van Owner Mid Size Car Owner Mid Size Truck Owner Minivan Owner Small Car Owner Small SUVs Owner Small Truck Owner Compressed Natural Gas Vehicle Owner Diesel Vehicle Owner Electric Vehicle Owner Flex Fuel Vehicle Owner Gas Vehicle Owner Nat Gas / Propane Vehicle Owner Hybrid Vehicle Owner Methanol Vehicle Owner Propane Vehicle Owner</p>
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CAMPAIGN EXECUTION



Activate. Engage. Motivate.

Mobile phones have become the consumer's window to the virtual world around them. Now they are the window to the physical world as well.

Out of home is the go-to medium between the consumer and retail point-of-purchase (POP). It is the screen that consumers see when their phone is in their pocket or purse. Now use it to engage them and motivate them to act. POP is just steps away.

Any ad campaign launched on Bulzi's network can be activated through text-to-call technology. Just supply the activation URL with your traffic instructions and we'll take care of the rest.

Add interactivity to any campaign.



SUMMARY

MICRO-TARGETING ON A MASSIVE SCALE

Fully Addressable. Online Compatible. Interactive.

Digital out of home is now *digital*.

Bulzī Media is a new breed of publisher in the digital out of home (DOOH) segment that specializes in hyper-targeted, direct measured, fully interactive ads. Through inventory agreements with major DOOH operators and our proprietary technology embedded into their networks, Bulzī has created a new digital channel that is a natural extension to digital and/or addressable TV campaigns.

Include the fifth screen in your other-screen campaign.



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