PLATFORMS  |  powering the active lifestyle

BY THE NUMBERS

38M
monthly reach across all platforms
Delivering award-winning journalism and the most sought-after demographics in all of publishing for more than 40 years.

<table>
<thead>
<tr>
<th><strong>BY THE NUMBERS</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2.9M</td>
<td>readers</td>
</tr>
<tr>
<td>5</td>
<td>general excellence awards</td>
</tr>
<tr>
<td>675,000</td>
<td>rate base</td>
</tr>
<tr>
<td>67% / 33%</td>
<td>men / women</td>
</tr>
<tr>
<td>$85,000+</td>
<td>household income</td>
</tr>
<tr>
<td>40</td>
<td>average minutes spent reading</td>
</tr>
</tbody>
</table>
Outside Online is the top digital destination for active lifestyle participants.

**DIGITAL**

**BY THE NUMBERS**

- **4.1M** monthly unique visitors
- **9.2M** monthly page views
- **$103,000+** median household income
- **50% / 50%** men / women
- **30%** overlap with print audience
Drive brand awareness and foster engagement via our time-tested strategies and first-to-market opportunities.

**BY THE NUMBERS**

- **14M+**
  monthly social reach

- **2.5M**
  social followers

- **12.6%**
  social audience growth

- **6x**
  above-industry social engagement rate

- **30k**
  email addresses added monthly

- **15.83%**
  YOY growth in newsletter traffic
2020 EVENTS

Bespoke brand experiences and experiential activations at active lifestyle events in key markets.

BY THE NUMBERS

CHICAGO, MAY 16–17

15K attendees
200 brands

VAIL, JUNE 4–7

80k attendees
30 competitions

RICHMOND, MAY 15–17

100k attendees
4k athletes

ASPEN, SEPTEMBER 4–6

30k attendees
5k VIPs
PODCAST

Speak to our avid listeners on one of our fastest growing platforms.

BY THE NUMBERS

7.6M
downloads

72k
average episode downloads

75%
preroll completion rate

30 minutes
average engagement time

10%
year over year growth

67%
ever miss an episode
TELEVISION

Outside TV is the only national network dedicated to the active adventure lifestyle.

BY THE NUMBERS

40M
annual cable TV viewers

50M+
households available

64%
age 18-44

59% / 41%
men / women

30M
OTT/CTV views per month

95%
OTT/CTV ad completion rate

16 minutes
average session time on Features app
The 2020 Edit Calendar includes a variety of issues focusing on travel, health, and adventure. Here are some highlights:

**JANUARY/FEBRUARY**
- **New Year, New You** Wellness Special: The Outside Guide to a Healthy Mind and a Happy Life; Top Warm-Weather Escapes and Trips; Winter Jackets and Travel Gear
  - Close: 10/25/19 | On-sale: 12/17/19

**MARCH/APRIL**
- **Best Trips** Where to Go Now to Find Adventure, Fun, and Relaxation; Travel Gear, Road Bikes, Running Shoes, and Urban Biking
  - Close: 01/03/20 | On-sale: 02/25/20

**MAY**
- **The New Spirit of Camping** Featuring the Trends, Technologies, and People That Have Changed How We Camp; Perfect Summer Weekend Escapes; Car Camping, Backpacking, and Hiking Gear and Apparel
  - Close: 02/14/20 | On-sale: 04/07/20

**JUNE**
- **The Journeys Issue** A Celebration of All The Reasons We Love to Travel; Summer Style Special; Adventure Motorcycle Gear, Travel Luggage and Packs, and Adventure Vehicle Upgrades
  - Close: 03/20/20 | On-sale: 05/12/20

**JULY/AUGUST**
- **Healthy Living** How to Simplify Your Life, Perform Your Best, and Eat Better; Summer Olympics Preview; Mountain Bikes, Cycling Apparel, and Outdoor Workout Gear
  - Close: 05/01/20 | On-sale: 06/23/20

**SEPTEMBER/OCTOBER**
- **The Adventure Issue** Starring the New Icons of Exploration and the Year’s Most Riveting Adventure Tales; The Fittest Real Athletes; Fall Style Feature; Food and Travel; Hunting Gear; Design and Tech Special
  - Close: 06/26/20 | On-sale: 08/18/20

**NOVEMBER**
- **The Anniversary Issue** A Literary Exploration of The Meaning of Life and How Wild Places Shape Us; Mexico; Winter Style Feature; Ski and Snowboard Gear
  - Close: 08/14/20 | On-sale: 10/06/20

**DECEMBER**
- **Outsiders of the Year** Our Third Annual Celebration of the Year’s Most Extraordinary Heroes and Feats; The Year’s Best Ski Resorts; Holiday Gift Guide
  - Close: 09/18/20 | On-sale: 11/10/20

For advertising information contact:
Scott Parmelee VP/Publisher
sparmelee@outsideim.com /// 212-972-4650
Editorial is subject to change.
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Santa Fe, NM 87501
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**f** 505-989-4700

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New York, NY 10168
**t** 212-972-4650

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**c** 978-852-7320

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Greensboro, GA 30642
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Honolulu, HI 96822
**f** 808-739-2201

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**e** debbieanderson@dmhawaii.com
**t** 808-739-2200

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Ciudad De Mexico, DF, Mexico

**Antonio del Rosa**
**e** antonio@experienciasgenuinas.com
**t** +52 (55) 3999-9358

**Marketplace**
First Gear + Active Traveler

**Kathleen Chambers**
Marketplace Director
**e** kchambers@outsideim.com
**t** 720-431-6461
## OUTSIDE MAGAZINE PRICE SCHEDULE

### FREQUENCY PRICING:
Frequency pricing is allowed in advance only with signed contracts listing specific issues and received by first closing date. Otherwise, frequency pricing is allowed as earned.

### SPECIAL SECTIONS:
Advertising opportunities in the Marketplace section are available in each issue. For details and information, call 720.431.6461 or send an email to kchambers@outsideim.com.

### SPECIAL UNITS:
Prices upon request. Supplied inserts, gatefolds, business reply cards and other special units are available on a limited basis.

### CONDITIONS:
No cancellations accepted after space closing date. Covers, gatefolds and contracts are non-cancelable. Advertisements not received by our advertising production department by material closing date will not be entitled to the privilege of okay or revision by the advertiser or its agency. Publisher reserves the right to reject or cancel any advertising for any reason at any time, and all orders are subject to publisher’s approval. Advertiser and its agency 1) assume liability for all contents (including text and/or illustrations) of advertisement printed. 2) shall indemnify publisher against any damages and related expenses arising from publication of the advertisement. 3) shall be held jointly and severally liable for monies due to publisher for advertising in the magazine. 4) will be presumed to have read this rate card and agreed to its conditions without any further contract and notice.

### COMMISSIONS AND CREDIT:
15% discount to accredited advertising agencies only for payment within 30 days of invoice date. Billing is rendered within two days following press date. Carrying charge is 1.5% per month for invoices unpaid after 30 days.

### TERMS:
Net 30 days. New advertisers must supply acceptable credit references or cash with order. Active Traveler and First Gear sections require pre-payment. Agency commissions not allowed on production charges.

### 2019 RATE BASE:
675,000

<table>
<thead>
<tr>
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<td>27,935</td>
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</tbody>
</table>

### 2ND COVER
117,015

### BACK COVER
117,015
Twice a year, Outside Buyer’s Guides deliver the world’s most comprehensive review of the gear, tools, and technology that are essential to enjoying the active lifestyle. Considered the most trusted source in the industry, our reviewers put thousands of products through rigorous testing every year; only the best make it into our annual Summer and Winter Buyer’s Guides. Our coveted Gear of the Year awards, bestowed on everything from tents to skis to mobile devices, have a proven effect on sales, and demonstrate that readers see our product reviews as the source for living the active lifestyle. Plus, each issue features a special women’s section dedicated to products, gear and apparel for active women.

<table>
<thead>
<tr>
<th>COLOR*</th>
<th>1X</th>
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<tbody>
<tr>
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<td>30,105</td>
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<tr>
<td>3RD COVER</td>
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<td></td>
</tr>
<tr>
<td>BACK COVER</td>
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* Prices are good for 4 color, 2 color and black & white ads.
* Circulation of 395,000 copies
PRINT DISPLAY AD SPECIFICATIONS

FOR OUTSIDE AND OUTSIDE BUYER’S GUIDE

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<th>UNIT</th>
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<th>TRIM</th>
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<th>NON-BLEED</th>
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<td>16” x 10.875”</td>
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<td>7.5” x 10”</td>
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<tr>
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<td>2.875” x 11.125”</td>
<td>2.25” x 9.875”</td>
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</tbody>
</table>

*GUTTER SAFETY .25” EACH SIDE
1/4 PAGE VERTICAL 3.5” x 4.75” non-bleed

Display ad materials may not be submitted via e-mail. Please navigate to: www.adshuttle.com to submit your press-ready pdfs

SHIPPING INSTRUCTIONS

FILE PREP: Please download the Ad Creation Guide or the application presets from www.adshuttle.com before preparing your pdf.
FILE FORMAT: PDF/X1-A, optimized, plate-ready (PDF version 1.3 Acrobat 4 compatible). Please see Ad Creation Guide or the application presets at www.adshuttle.com for additional info on how to create PDF files.
PROOF REQUIREMENTS: Digital color proofs of final composite files calibrated to SWOP specs are required for each ad submitted. These proofs must be made from the final files, and reproduced at 100% size. Instructions for submitting proofs can be found at www.adshuttle.com.

Please direct contracts, insertion orders and requests for materials extensions to:

Jennifer Graber
Production Services Account Manager
t 610.909.9149
e jgraber@quad.com

Outside Magazine is soft proofed press-side and therefore hard copy ad proofs are not required. However, SWOP proofs (no disks, please) can be sent to:

ATTN: Jill Zilles
Quad/Graphics, Inc.
N64W23110 Main Street
Sussex, WI 53089

ADVERTISERS SUBMITTING FILES WITHOUT PROOFS FORFEIT THE RIGHT TO COMPLAIN FOR CONTENT OR QUALITY ISSUES. Outside reserves the right to resize, re-crop or otherwise alter ads that are supplied incorrectly.

FOR CLASSIFIED ADVERTISING RATES AND SPECIFICATIONS, PLEASE CONTACT:

Nick Avery-Bucher
navery-bucher@outsideim.com
AD MATERIALS SUBMISSION

1. If you already have an account, sign in. If not click “Create Free Account" and to sign up. New users should refer to the Ad Creation Guide.

2. **IMPORTANT!** Using the application presets will save you a lot of time and trouble in the long run! Download the Ad Creation Guide and/or the Application preset files. Use either of these tools to make your PDF.

3. Choose Outside (or Outside Buyer’s Guide) from the publication dropdown, then select the issue. Please complete all the requested information.

Choose a proof option. **If you choose to send a proof, please do not send another copy of the file with it.**

The program will guide you through the process. Approve the positioning, and when the inspection is complete, upload your materials. You will receive confirmation of the upload immediately.

If you have problems or questions, call AdShuttle tech support at 866.774.5784.

**OUTSIDE WILL AUTOMATICALLY RECEIVE NOTIFICATION OF THE UPLOAD. YOU WILL BE CONTACTED IF ANY ISSUES ARISE.**
**MARKETPLACE: FIRST GEAR + ACTIVE TRAVELER**

**MARKETPLACE**
Leading the section with full and half page ads, this placement offers an affordable opportunity for your company to reach our affluent and highly committed sports, adventure travel, and active lifestyle enthusiasts.

**FIRST GEAR**
First Gear is a unique advertising section devoted to emerging companies, innovative products, and top-rated gear. Repeat exposure in this section opens the door for your company to be “seen in Outside” and offers an opportunity to run a First Gear Giveaway, a lead generation tool promoted in print, online and social media.

**ACTIVE TRAVELER**
The ultimate guide for creating instant brand recognition and direct demand for your hottest offerings. Active Traveler showcases top destinations, world’s best outfitters, resorts, lodges, and treks.

**ADDED VALUE:** Eligible advertisers could receive additional exposure via OutsideOnline.com/Marketplace or OutsideOnline.com/ActiveTraveler.

**PLEASE NOTE:** Ads in Active Traveler and First Gear must be pre-paid and are non-commissionable.

For rates and more information contact:

**Kathleen Chambers**  
**Marketplace Director**  
**t** 720.431.6461  
**e** kchambers@outsideim.com
Submit all creatives to your Campaign Manager FIVE (5) days prior to campaign launch. Any creatives received after the due date may delay the start of a campaign.

All HTML5 or rich media creative must be served by a third party. Outside does NOT have the ability to create or serve rich media. If a client sends an HTML5, please be sure to have the following requirements included for this format.

All third party tags (creative serving AND tracking-only) and accompanying technologies being served by tags must be SSL compliant (HTTPS). Outside will not offer makegoods for non-compliant tags. In most cases, third party tags are recognized by Google and the macros are applied. However, there are instances when a tag isn’t recognized; when this occurs, Outside will request instructions for macro insertion to guarantee proper impression and click tracking.

Campaigns served via a third party ad server must grant OnlineAdops@Outsideim.com reporting access within ONE (1) day of campaign launch.

- MAX of THREE (3) individual creatives in rotation at one time.
- MAX ONE (1) creative or landing page swap per month.
- All ads with a white background require a 1px black border.

### General Display Guidelines

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<tr>
<th>Ad Name/Size (Pixels)</th>
<th>Device</th>
<th>Accepted Format</th>
<th>File Size</th>
<th>Animation</th>
<th>Serving/Tracking Options</th>
<th>Placement Features</th>
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<tbody>
<tr>
<td><strong>Pencil Leaderboard</strong> 970x90 [OR] 970x66</td>
<td>desktop tablet</td>
<td>JPG 3rd party tags</td>
<td>100k initial; 300k polite max (200kb max for 3rd party tags)</td>
<td>:15 sec animation max</td>
<td>site served or 3rd party served (see Approved Vendors and Data Policy)</td>
<td>no expansion</td>
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<td>100k initial; 300k polite max (200kb max for 3rd party tags)</td>
<td>:15 sec animation max</td>
<td>site served or 3rd party served (see Approved Vendors and Data Policy)</td>
<td>no expansion</td>
</tr>
<tr>
<td><strong>Leaderboard</strong> 728x90</td>
<td>desktop tablet</td>
<td>JPG 3rd party tags</td>
<td>75kb initial; 150k polite max (300kb max for 3rd party tags)</td>
<td>:15 sec animation max</td>
<td>site served or 3rd party served (see Approved Vendors and Data Policy)</td>
<td>no expansion</td>
</tr>
<tr>
<td><strong>Half Page</strong> 300x600</td>
<td>desktop tablet</td>
<td>JPG 3rd party tags</td>
<td>100k initial; 300k polite max (400kb max for 3rd party tags)</td>
<td>:15 sec animation max</td>
<td>site served or 3rd party served (see Approved Vendors and Data Policy)</td>
<td>no expansion</td>
</tr>
<tr>
<td><strong>Mobile Leaderboard</strong> 300x50 [OR] 20x50</td>
<td>mobile</td>
<td>JPG 3rd party tags</td>
<td>50kb max (100kb max for 3rd party tags)</td>
<td>N/A</td>
<td>site served or 3rd party served (see Approved Vendors and Data Policy)</td>
<td>-no expansion -no unique tags per device</td>
</tr>
<tr>
<td><strong>Medium Box</strong> 300x250</td>
<td>desktop tablet mobile</td>
<td>JPG 3rd party tags</td>
<td>80k initial; 200k polite max (400kb max for 3rd party tags)</td>
<td>:15 sec animation max</td>
<td>site served or 3rd party served (see Approved Vendors and Data Policy)</td>
<td>no expansion</td>
</tr>
<tr>
<td><strong>Horizontal Logo</strong> 88x31</td>
<td>desktop tablet mobile</td>
<td>PNG only</td>
<td>10k max</td>
<td>N/A</td>
<td>site served (click trackers accepted)</td>
<td>background must be transparent; if logo is black or white, the inverse option must be sent</td>
</tr>
<tr>
<td><strong>Video Pre-roll</strong> 1280x720</td>
<td>desktop tablet mobile</td>
<td>MOV MPEG VAST tags</td>
<td>80MB</td>
<td>:15 sec or :30 sec video; :30 sec video must be skippable after :15 seconds</td>
<td>site served or 3rd party served (see Approved Vendors and Data Policy)</td>
<td>-16:9 aspect ratio -can accept up to TWO (2) pre-roll videos and up to THREE (3) tracking tags per video</td>
</tr>
</tbody>
</table>
NEWSLETTER NETWORK AND DEDICATED EMAIL BLAST GUIDELINES

<table>
<thead>
<tr>
<th>AD NAME/SIZE (pixels)</th>
<th>DEVICE</th>
<th>ACCEPTED FORMAT</th>
<th>FILE SIZE</th>
<th>ANIMATION</th>
<th>SERVING/TRACKING OPTIONS</th>
<th>PLACEMENT FEATURES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Newsletter Leaderboard 728x90</strong></td>
<td>desktop, tablet, mobile</td>
<td>JPG, GIF</td>
<td>150k</td>
<td>N/A</td>
<td>site served (click trackers accepted)</td>
<td>creative scales depending on device</td>
</tr>
<tr>
<td><strong>Newsletter Medium Box 300x250</strong></td>
<td>desktop, tablet, mobile</td>
<td>JPG, GIF</td>
<td>150k</td>
<td>N/A</td>
<td>site served (click trackers accepted)</td>
<td>no expansion</td>
</tr>
<tr>
<td><strong>Dedicated Email Blast</strong></td>
<td>desktop, tablet, mobile</td>
<td>JPG, GIF</td>
<td>150k</td>
<td>N/A</td>
<td>cannot accept 1x1s</td>
<td>client to provide: -580x300 branded image w/ company logo -promotional copy (300–500 char. max) -click thru URL -1x1 click trackers accepted</td>
</tr>
</tbody>
</table>

DIGITAL REQUIREMENTS

ANIMATION
- Auto animation of all formats can run for a maximum of :15 seconds. Looping creative is NOT allowed

SOUND
- All sound must be user initiated and must have clear directions on how to mute
- Audio can start with user-initiated video play

FREQUENCY CAPS
- Frequency caps can be applied to campaigns at advertiser request. Due to impression availability, Outside must be made aware of desired frequency caps before campaign activation.
- All frequency caps must be implemented via Outside’s ad server. Frequency caps CANNOT be set within third party ad server.

CLICKING TO OTHER WEBSITES
- Any click interactions that initiates the load of a new web page must open that page in a new browser window.
- A click-thru can launch only one new browser window
- Any click-thru included with an ad must take users to the web site of the advertiser who purchased the ad space unless otherwise provided written permission by the other site
- Mouse-over interaction cannot link a user to a new website

INTERACTIVE FUNCTIONALITY
- All functionality visually indicated within ads must be working and not designed to deceive
- “Close” or “Skip” buttons must function as labeled and cannot link users to a new website

APPROVED 3RD PARTY AD SERVERS
- DoubleClick (DFA/DCM)
- Sizmek
- Flashtalking

APPROVED BRAND SAFETY VENDORS
- DoubleVerify (cannot accept INS tags)
- Integral Ad Science
APPROVED AD VENDORS FOR VAST TAGS (PRE_ROLL)

- DoubleClick
- Sizmek
- Innovid (Outside CANNOT become Innovid certified due to inventory limitations)

DATA COLLECTION + USE POLICY

OUTSIDE ONLINE DATA POLICY

No third parties may collect or use any data gathered from Outside Magazine's digital products without the express written permission of Outside Magazine.

This data includes but is not limited to:

- Outside Online web site or platform usage, behaviors and clickstream data
- Traffic patterns or analytics related to OutsideOnline.com users and site usage
- Context, content and any identifying marks of Outside Online

Outside Online reserves the right to ask advertisers or agencies to remove third party tracking at any time during the campaign for any reason.

ADVERTISERS & AGENCIES

Advertisers, their agencies, vendors and other advertising-related third parties are prohibited from collecting user data on OutsideOnline.com or any other Outside Magazine digital properties. These third parties may not capture this data for subsequent ad segmentation or targeting information, or for retargeting messages, to those users, on other web sites.

If any advertisement or associated data elements are deemed in conflict with the policies, the advertiser or agency will be notified so that modifications can be made.

In addition, all advertising-related data activity by a third party on any digital platforms of Outside Magazine (e.g., via any advertising unit, widget, pixel, script or other data element) must be disclosed and pre-approved in the insertion order and contract.

Any campaign running brand safety tags must let Outside Online know blocking parameters prior to campaign launch to prevent discrepancies. Blocking tags cannot run on sponsorship placements. Outside cannot optimize campaigns running brand safety tags on viewability due to ad load lag.

TECHNICAL AND PROCESS GUIDELINES FOR ALL THIRD PARTIES

The following guidelines must be adhered to on OutsideOnline.com or on any of Outside Magazine’s other digital properties:

PROCESS GUIDELINES

- All pixels, cookies, scripts or other tracking technology must be disclosed and pre-approved prior to running. Any of the previously mentioned, which collects Personally Identifiable Information (PII), browsing history, or other information that can be “tied back” to PII are prohibited.
- The use of mechanisms that store or retrieve data on OutsideOnline.com must comply with Privacy Policy.
- The domain owner of the cookie must supply Outside Magazine with a link to the end-user Privacy Policy. This Privacy Policy MUST contain clear instructions on the process to opt out of the domain owner’s services controlled by that cookie.
- Cookies can only be set as the result of active user engagement (click-through, rich media interaction, etc).
- No cookie may be used for the purposes of retargeting, behavioral remarketing, or targeting any advertisements, segment categorization or any form of syndication.
PROCESS GUIDELINES (CONT.)

→ All cookies must contain a functioning expiration date and expire less than 12 months from the time the cookie is set.
→ Pixels may not add to the overall page latency during loading.
→ Pixels must be able to support 4,000 seconds of http traffic.
→ Pixels can only load after the online advertising unit itself loads using a “polite download” technique.
→ Pixels may only trigger a single DNS lookup.
→ Flash cookies, HTML5 storage or any forms of Locally Stored Objects on users’ computers or technology devices are prohibited.
→ JavaScript files may not exceed 1K in size.
→ Redirects are not permitted. Only direct requests can be made.

VENDORS NOT ACCEPTED BY OUTSIDE ONLINE

Outside Online does not currently accept tags from the following vendors. If your tags contain any of the below vendors, Outside Online will request you remove the tags. Failure to adhere can result in pausing of campaign or termination of contract. Any concessions to the below vendors will need to be agreed upon in writing prior to insertion order approval.

→ 1 by AOL
→ Adara
→ Adroit Interactive
→ Aggregate Knowledge
→ AppNexus
→ Arrivalist
→ BrightRoll
→ Datalogix
→ Krux Digital
→ Lotame
→ LiveRamp
→ MediaMath
→ PubMatic
→ Rubicon Project
→ Sitescout
→ Sovrn
→ The Trade Desk