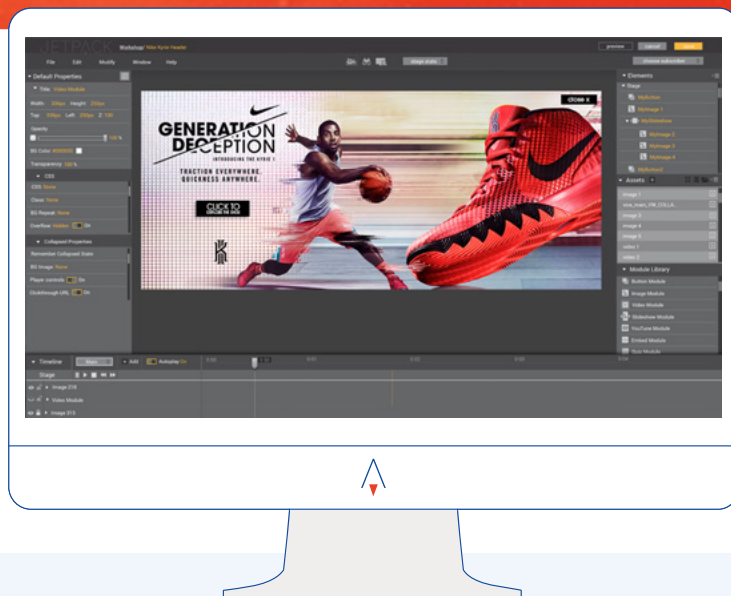


Welcome to the New World of Possible

Jetpack's new Workshop puts you in control of a whole new way to create high-impact, cross-platform rich media advertising.

Jetpack is known for delivering amazing rich media advertising, and now we're putting our powerful Workshop authoring tools into the hands of creative professionals. An advanced UI and new self-service features make it easy to assemble cross-platform advertising experiences that break free from the confines of traditional banner advertising.



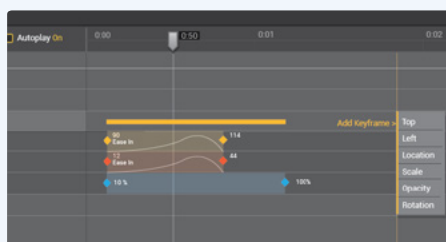
NEW WORKSHOP FEATURES

The Workshop user interface is highly intuitive, making it easier than ever to create stand-out rich media advertising creative.



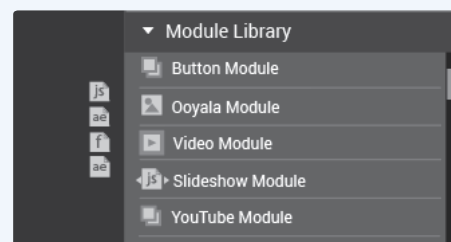
Ad Builder

User friendly interface and easy guides for ad creation.



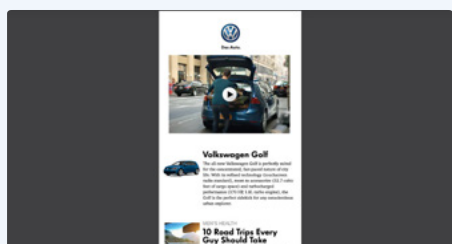
Animation Timeline

Intuitive timeline-based tools and ability to import.



Video Support

Use our HTML5 player or embed other major video players.



Native

All forms of native advertising are supported for both mobile and desktop.



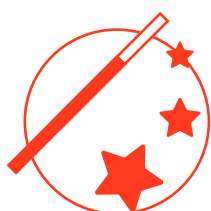
Responsive Layout

Design once for consistent performance across every screen.



Gallery Tools

Create stand-alone photo and video galleries or build directly into units.



SIMPLE

The easiest and fastest way to create high-impact rich media ads.



TURNKEY

Deploy new ad products without requiring code changes to pages.



CROSS-PLATFORM

Responsive to build once and serve across every screen.



FLEXIBLE

If you can dream it up, you can make it in Workshop.

LIMITLESS CREATIVE OPTIONS

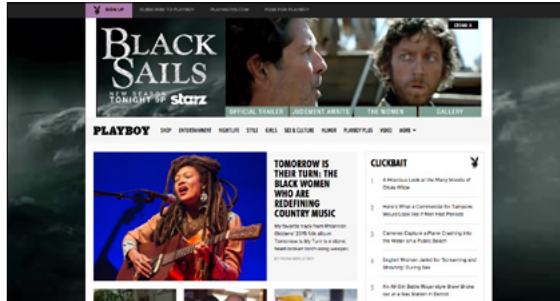
The new Workshop is the same HTML5 authoring environment Jetpack's full-service Studio team uses to create the most engaging cross-platform rich media advertising creative in the world. With familiar authoring features and an extensive library of easy-to-use media and engagement modules, now

every creative team has access to the industry's widest range of display, video native and mobile options. The possibilities are endless – whatever you build, you'll do so with a high degree of ease, flexibility and creativity using our advanced self-service platform.

PRODUCTS

▶ HIGH IMPACT

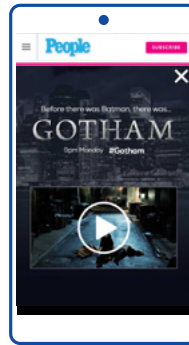
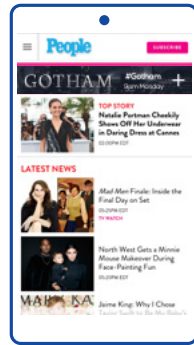
- Video Wall
- Active Skin
- Overlay
- Super Header
- Pushdown
- Banner



Pushdown/Skin Sync ↑

▶ MOBILE

- Pushdown
- Filmstrip
- Full Page Flex
- Overlay
- Adhesion



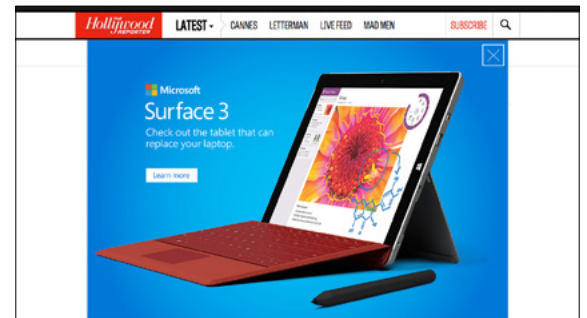
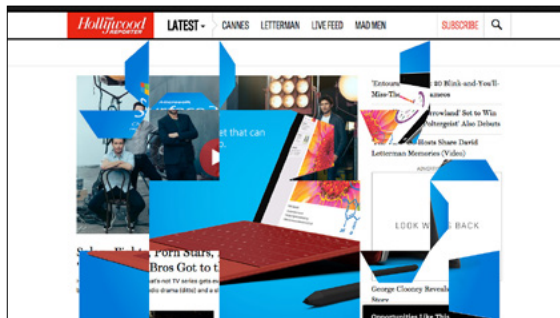
Mobile Banner and Overlay ↑

▶ NATIVE

- River
- Content Integration

▶ IAB RISING STARS

▶ CUSTOM



Animated Overlay w/ Video ↑

CREATIVE MODULES

Video Embed (YouTube, etc.)

Social Integration (Facebook, Twitter, etc.)

Form Capture

Image Galleries

Feeds (e.g. RSS, Twitter, custom, etc.)

Synchronized Units

Expandable

Location Aware (e.g. Google Maps)

Multi-panel/page/state

Animation (Adobe Edge Animate)

Transition Libraries

UI modules

ABOUT JETPACK

Jetpack is a rich media advertising platform giving publishers and creative professionals powerful tools to create, serve and track high-impact display advertising campaigns at scale across every screen. Known best for dynamic units like the Video Wall, Super Header and Active Skin, Jetpack also offers a wide range of mobile,

native and IAB Rising Stars executions. In addition to its self-serve platform, Jetpack Studio is available to provide full-service creative and technical support. Founded in 2009, privately-held Jetpack is based in Santa Monica, California.



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