



LAYER
DYNAMICS



» Looking to fully monetize your site, get more traffic, and better understand your video business?

Layer Dynamics has years of integration and advertising management experience and our technology makes Layer Dynamics easy to work with. We are an advertising network platform working with both networks and other aggregators providing multiple creative, diverse inventories, and ultimately more money. We only partner with reputable content companies and producers; ensuring the quality of site content is high and the player/viewer experience is engaging. We are aggressively expanding our publisher network, so please contact us today to learn how Layer Dynamics can help you make the money your content deserves!

New Advertisers and Audiences Delivered Daily™

- > Layer Dynamics delivers premium ads from new sources – no extra effort on your part
- > 100% Inventory Fill: Because we draw advertising from multiple sources using multiple creative there will always be an advertisement displayed
- > You define the type of ads, the ad formats you want to run and where they run
- > Easy Integration – Embed as little as 2 lines of HTML code

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Maximizing Revenue & Rapidly Growing Audiences for Quality Online Publishers

As a video content producer or publisher, your main focus and expertise is content and building your brand! Layer Dynamics' Managed Service Platform provides publishers - from small startup to large brand networks - a cost effective way to immediately save and make significantly more revenue from your publishing efforts. Our Managed Network package has no upfront Publisher costs and our layer hosting fees are based entirely on revenue share.

PlayerActive™ Ad Layer

Layer Dynamics' PlayerActive™ solution delivers premium in-player advertising, multiple ad creative formats to accept and sell, including video, display banners, tickers, overlays or skins and more, and a 100% in-player fill while enriching the user experience with contextually relevant and tastefully displayed ads.

Search Engine Optimization (SEO): A continuously evolving layer that provides RSS feed, XML for crawlers, tag and keyword management and more. As video SEO continues to improve in the industry, Layer Dynamics will be one of the first to implement these new techniques. All without any changes to Publisher code.

Hyper-Target: PlayerActive™ incorporates the latest tools for geo-targeting, demographics, pixel tracking, behavioral tagging and more. Our Ad Server tracks who the Publisher viewers are over time and continues to hone in on targeted advertising. Our goal is to move advertising from a source of annoyance to a true service.

Reporting: As an advertising aggregator, Layer Dynamics can provide consolidated information on performance from all ads.

> Layer Partners

Layer Dynamics' partners with the top reputable content companies and producers. The PlayerActive™ Platform will provide our advertisers with network accessibility, increased reach, quick and simple integration, and efficient ad delivery to some of the most popular and upcoming video destinations on the web. Layer Dynamics has built successful mutual relationships with the following Layer Partners:



LAYER DYNAMICS

Player Active – Ad Layer Formats



AD WRAP



OVERLAY



IN STREAM VIDEO



VIDEO THUMBNAILS



TICKER

CREATE OUR OWN
UNIQUE ADVERTISING WITH
A CUSTOM FORMAT

CUSTOM