

# Connected TV Advertising

Simpli.fi

## About Simpli.fi

Simpli.fi is an advertising technology platform that makes it easy for businesses to advertise on streaming TV. It is used by some of the largest media companies on the planet. Simpli.fi leverages unstructured data to create highly targeted campaigns, allowing for precise audience targeting down to specific households or geographic areas. Simpli.fi provides clients with solutions from campaign planning to real-time reporting and optimization.

## Program Options

Your video ad will appear across top streaming TV networks such as Samsung TV Plus, Roku, Sling TV, DirecTV Stream, and Peacock, targeting your specific advertising area. From local news and sports to hit shows and movies, your commercial will reach the right audience exactly where they're already watching. Each package includes a set number of ad impressions (how many times your ad will be shown) for a four-week flight.

- **Tier 1:** 90,909 impressions
- **Tier 2:** 181,818 impressions
- **Tier 3:** 318,182 impressions

## Co-branding Requirement

- Each video must include the [Explore Minnesota logo](#) either in the corner throughout the video or at the beginning and end of each video for a reasonable amount of time (to be approved by Explore Minnesota).

## View Examples

- [Visit Lake City](#) (1:00)
- [Pier B Resort Hotel](#) (:30)
- [Visit Greater St. Cloud](#) (:15)

## Limited Availability

One package per participant

## Contact

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## Price

Tier 1: \$1,000  
Tier 2: \$2,000  
Tier 3: \$3,500

## Savings

75%