

PHOENIX ENTERTAINMENT

CONNECTED TV ADVERTISING MEDIA KIT

Put your brand on the biggest screen in the room.

Direct advertising across Phoenix Entertainment's portfolio of niche Roku streaming channels.

2026 ADVERTISER EDITION

1. Reach streaming-TV viewers directly

Phoenix Entertainment offers direct connected-TV advertising across a portfolio of 30+ Roku streaming channels focused on classic and retro entertainment. Advertisers can place full-screen video commercials alongside genre-focused programming without the complexity or large commitments often associated with traditional television.

30+ Roku channels	1M+ ad opportunities	Direct relationship
A multi-channel streaming footprint with niche programming environments.	Phoenix reports more than one million available ad opportunities off-season, rising during peak periods.	Buy directly from Phoenix Entertainment with straightforward packages and no agency required.

Programming environments

Phoenix's channels are built around recognizable entertainment niches such as classic movies, westerns, horror, science fiction, war films, cartoons, television series and other retro programming. This creates natural contextual opportunities for advertisers whose customers value entertainment, nostalgia, leisure, travel, home, automotive, collectibles and related consumer categories.

What advertisers receive

- Full-screen video advertising within Phoenix-controlled Roku streaming inventory.
- Campaign delivery based on purchased impressions, subject to available inventory. All streaming ad campaigns run live for a minimum of 30 calendar days.
- Placement across eligible Phoenix channels selected for the campaign.
- Campaign summary reporting based on Phoenix ad-server data.
- Advertiser supplies a finished 15- or 30-second TV-ready commercial that meets Phoenix technical/content requirements.

2. A strong fit for small and mid-sized advertisers

Connected TV gives businesses a television-style presence with digital-style impression buying. Phoenix's direct packages are designed to make that opportunity accessible to advertisers that may not want a large traditional-TV commitment.

Recommended advertiser categories

Automotive, classic cars and accessories

Home improvement and homeowner services

Travel, Las Vegas entertainment and attractions

Collectibles, memorabilia and specialty retail

Restaurants and hospitality

Insurance, legal and financial services

Consumer products with broad adult appeal

Entertainment, streaming and media products

Creative specifications

Recommended: 15- or 30-second video commercial, 16:9 landscape, HD 1920 x 1080 preferred. Final technical acceptance is subject to Phoenix's playback and ad-server requirements. Phoenix can review existing creative before launch.

3. Simple campaign process

1. Choose a package

Select an impression package and planned campaign flight. All streaming ad campaigns run live for a minimum of 30 calendar days, with purchased impressions paced across the campaign based on available inventory.

2. Supply your commercial

Send a finished 15- or 30-second TV-ready spot for Phoenix review and technical acceptance.

3. Approve placement

Phoenix confirms eligible channel mix, planned timing and available inventory. Placement and pacing may be adjusted as needed to fulfill the purchased impression commitment.

4. Campaign launches

Your approved commercial is served within eligible Phoenix-controlled Roku inventory and measured using Phoenix ad-server records.

5. Review delivery

Receive a campaign summary based on available Phoenix ad-server reporting. A campaign will not end before the 30-day minimum live period. After the 30-day minimum has been satisfied, the campaign ends when the final purchased impression is served.

Why the introductory packages are priced this way

Current 2026 industry planning benchmarks commonly place broad FAST/AVOD connected-TV inventory around \$15-\$25 CPM, with general CTV commonly around \$20-\$40 CPM and premium direct inventory higher. Phoenix's introductory direct rates begin at a \$20 CPM equivalent and step down with volume, keeping the first campaign easy to test while rewarding larger buys.

Benchmark sources: Adwave (2026 CTV benchmarks); Stillwater Media (2026 CTV CPM benchmarks); Roku Advertising (2026 advertiser budgeting guidance).

4. 2026 DIRECT CTV RATE SHEET

Phoenix Entertainment LLC | Roku Streaming Channel Portfolio

Introductory direct-buy pricing for advertisers. All rates USD.

PACKAGE	IMPRESSIONS	RATE	EFFECTIVE CPM	BEST FOR
STARTER	25,000	\$500	\$20.00	Low-risk first campaign
GROWTH	50,000	\$900	\$18.00	Recommended first meaningful test
IMPACT	100,000	\$1,700	\$17.00	Best balance of reach and price
NETWORK	250,000	\$3,750	\$15.00	Volume campaign across eligible inventory

Recommended close-the-sale offer: 50,000 impressions for \$900. It gives a first-time advertiser a meaningful test while keeping the commitment below \$1,000.

Terms

Rates are introductory direct-buy rates and subject to inventory availability. Impressions are ad-server-served impressions, not unique viewers or guaranteed conversions. All streaming advertising campaigns run live for a minimum of 30 calendar days. Purchased impressions are paced across the campaign based on available inventory. A campaign will not be considered completed before the 30-day minimum live period. After the 30-day minimum has been satisfied, the campaign ends when the final purchased impression is served. If impressions remain at the scheduled end date, they may continue on the current campaign until completed or, subject to Phoenix approval and available inventory, be applied to an alternate Phoenix campaign. When carried-over impressions are applied to a newly purchased campaign, they are added to - not substituted for - the newly purchased impressions. Payment is 50% at signing and the remaining 50% before launch. ALL payments to Phoenix Entertainment LLC are final and non-refundable, including campaign, campaign, third-party and other approved charges, except where applicable law expressly requires otherwise. Channel mix, pacing and placement are subject to available inventory and Phoenix technical/content requirements. Phoenix does not guarantee sales, leads, unique households, demographic composition, completion rate, geographic targeting, conversion rate or return on advertising spend unless expressly stated in the signed insertion order. The signed Phoenix Entertainment CTV Advertising Agreement & Insertion Order controls the final campaign terms.

Campaign delivery & payment summary

- Impression-based campaigns: the purchased impression total determines completion; the scheduled end date is a planned delivery date.
- Early completion: if all purchased impressions are served before the scheduled end date, the campaign ends when the final purchased impression is served.
- Carryover: if impressions remain at the scheduled end date, Phoenix may continue the current campaign until completed or apply the remaining impressions to an alternate campaign, subject to approval and available inventory.
- New campaign plus carryover: transferred impressions are added to the impressions purchased for the new campaign. Example: 8,000 carryover + 50,000 newly purchased = 58,000 total impressions.
- Payment: 50% is due at signing and the remaining 50% is due before launch. All payments are final and non-refundable, including campaign and other approved charges, except where applicable law expressly requires otherwise.
- Final terms: the signed Phoenix Entertainment CTV Advertising Agreement & Insertion Order controls campaign-specific rights and obligations.

READY TO PUT YOUR BUSINESS ON STREAMING TV?

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