

## Make an Impact With Your Media Investment

At TripleLift, diversity, equity, and inclusion are not just values—they're integral to our mission. We provide unique solutions that enable advertisers to allocate their media spend directly towards underrepresented voices through our network of over 7,500 minority-owned publishers with 114 billion available monthly impressions and our multicultural packages for CTV & Online. We are proud of our many industry recognitions, including our NMSDC certification as a Minority Business Enterprise (MBE). Invest your media dollars where they can make a real difference. Keep reading to learn more.



National Minority Supplier Development Council  
Certified Minority-owned Business Entity

The NMSDC is the largest third-party organization that **sets business standards for supplier diversity**, and has a rigorous certification process that our business partners rely on when seeking partners for opportunities.



Recognized diverse supplier by the Association of National Advertisers

The ANA Certified Diverse Supplier list has been created to support marketers starting or improving their supplier diversity program. A diverse supplier is a business **owned and operated at least 51 percent by an individual or group that is part of a traditionally underrepresented or underserved group**.



M.A.V.E.N  
Diversity Company

We are registered in the MAVEN database, which ad agencies use as a tool for **verifying ownership and tracking spend** with diverse media vendors.

## How TripleLift can Help you Hit Your Diverse Supplier Goals

### Minority-owned Inventory Deals

Spend with Minority-owned Publishers

### Multicultural Deals for CTV & Online

Run Campaigns Across Publishers with Multicultural Content & Talent
















### Full TripleLift Marketplace

80% of Comscore Top 200 Ad-Supported Publishers

## Minority-owned Inventory Deals

Our Underrepresented Voices deal, UNREP, provides impressions on sites majority-owned by those in underrepresented communities. Leverage the full package of amazing publishers -or- choose the segment that's most important to your brand. This inventory package is constructed with Display, Native, Online Video, and CTV placements.

### MONTHLY AVAILS:

Women Owned	Hispanic/ Latinx Owned	Asian Owned	Black Owned	LGBTQ Owned
157B+	35B+	20B+	7.5B+	200M+
  	  	  	  	  

## Multicultural Deals for CTV & Online

Align your CTV and Online campaigns with publishers that recognize diverse communities through content that embraces and celebrates diversity. For prioritized inventory, tap into TripleLift's preferred placements and PMPs with select publishers.



## Full TripleLift Marketplace

TripleLift offers full-funnel solutions in native, online video, display, and connected TV, helping you optimize your media spend with engaging ads that fit seamlessly into the space.

Tap into over 2.5 trillion global monthly impressions.



Native



Online Video



Display



Connected TV

Reach out to your TripleLift partner to explore how we can amplify the impact of your supplier diversity initiatives and multicultural marketing campaigns