



MULTIMERICA
media

AdEX

Objective-focused media solutions for advertisers

E PLURIBUS UNUM

“OUT OF MANY, ONE.”

that make up a stronger and more profitable ONE. Multimerica Media is a salute to the many

We believe in a more equitable and inclusive Scaled media landscape that reflects all that America is made of instead of just for the “privileged few”. For brands and advertising agencies, partnership with Multimerica can provide strong ROI, and significant advancement towards ESG, DEI and supplier diversity commitments and community goals.



ABOUT

Multimerica Media

- We source only the best and most engaging video content ad from trusted sources, giving our partners access to super-premium inventory that aligns with their brand values and target audiences.
- Our industry-leading technology platform includes advanced fraud detection and brand safety measures, which helps ensure ad are served in a secure environment free from fraudulent activity.
- Given our certifications, we can provide our clients Tier 1 and Tier 2 supplier diversity credits.



Quality inventory done right

We are direct to premium networks, OEM's and channel aggregators like Roku & Sling

Our scale and number of networks provide our ability to place your ad in-front of any CTV/OTT consumer target you desire

Premium ad inventory across key categories:

- Entertainment
- Multicultural owned/targeted networks
- Lifestyle
- Sports, including live sports

We can transact any way you prefer (direct IO, PMP or PG) and we are open to volume negotiations

800+ Premium networks available

BROAD REACH MEDIA

MULTICULTURAL TARGETED & MINORITY OWNED



AdEX by the numbers

15B+

Advanced ad
impressions
delivered monthly

95%

CTV households
reached

800+

CTV publisher
partners

20+

Connected
DSP & SSP

Providing our partners with the access and scale to reliably deliver their business objectives in a measured, safe and guaranteed CTV/OTT environment.

**Tier 1 & Tier 2 Diverse
Supplier Options available**

Partial client list

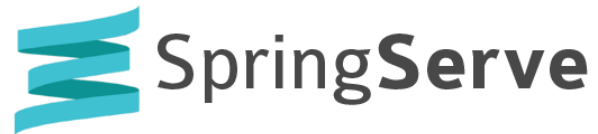
DIRECT CLIENTS



OPEN MARKET CLIENTS



Brand safety & quality reporting



Brand safety & quality reporting



COMMUNITY

Impact multiplier

- We help develop the next group of Black, Brown, and often overlooked students from HBCU and HACU Universities. Our program will include students from universities like Huston Tillotson, Clark Atlanta, Fisk, and the University of Texas.
- We invest in up-and-coming Black, Brown, and overlooked content, new media, and experiential innovators to help them scale faster.
- Multimerica Media supports and partners with other MBEs throughout the business funnel, ensuring community resource circulation.
- We offer a quality supply of minority owned media and minority targeted options to our partners based on their business needs.



OUR CORE BELIEFS

Building an inclusive media future

- We believe that combining the knowledge and talents of various, diverse people creates a single, stronger entity.
- We believe in a more equitable and inclusive media landscape that reflects the best that America can be.
- We believe that building an inclusive media future isn't just the right thing to do—it's also the profitable thing to do for everyone.



“E Pluribus Unum” – Out of many, one

BIO

Rodney Northern

CEO/Founder

Rodney brings over 35 years of experience as a serial entrepreneur, business builder, board member, and university lecturer.

Specializing in brand marketing, business/product innovation, and human-centered design, Rodney has collaborated with leading CPG organizations such as SC Johnson, Tyson Foods Inc., Miller Brewing Company, the Clorox Company, Sara Lee International, and the Coca-Cola Company. He has overseen billion-dollar businesses and managed multi-million-dollar budgets for renowned consumer brands. Recognized as one of the top 100 global marketers by Ad Age, his recruitment to the Coca-Cola Company underscored his industry acumen.

As a consultant, Rodney has partnered with clients in 50+ industries, including mass market retailers, telecommunications, fast food, automotive, education, the airline industry, banking, adult beverages, consumer packaged goods, retail, cosmetics, nonprofits, health care, wellness beverages, and others. He has led turnaround efforts for both for-profit and nonprofit businesses.

Through innovative business strategies, market insights, and organizational leadership, Rodney has contributed to the development of over \$20 billion in sustainable retail sales and services.



Contact us

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