











OUR EXPERTISE AND RELATIONSHIPS ALLOW US TO DELIVER LOCAL POLITICAL ADVERTISING STRATEGIES FROM ZIP LEVEL TO STATEWIDE.

GAMUT TOTAL IS YOUR LENS INTO LOCAL

Gamut TOTAL can reach voters where they live and consume media – across all devices. Our OTT experts use proprietary data to build campaigns that redefine premium video strategy.

Leverage strategic advertising touchpoints and innovative supply solutions across **our suite of products:**

 GAMUT TOTAL (OTT) FEP VIDEO	 GAMUT TOTAL PRE-ROLL VIDEO	 GAMUT TOTAL BUNDLE OTT/LARGE PLAYER VIDEO	 LOCAL SITE SPONSORSHIPS
 DISPLAY	 RICH MEDIA	 TARGETING SOLUTIONS	 CUSTOM PROXIMITY MOBILE

LENS TO LOCAL:

- 5,000+ local news, lifestyle, sports, and information sites
- 210 DMAs across the U.S.
- Premium content from top publishers

EXECUTE QUALITY AT SCALE:

- 600+ billion impressions
- 62 third-party data partners
- Creative PMP solutions

Contact us for more information on how we can drive results for your campaign. Visit www.gamut.media and follow us [@gamutsmartmedia](https://twitter.com/gamutsmartmedia).

Gamut TOTAL has the OTT inventory to enhance your long-form and short-form video campaigns and reach your **TOTAL** voter audience.



**Local Scalability
and Reach**



**Reaching Voters &
Potential Voters**



**Invested in Over
62 Data Partners**



**Campaign Adjacency
to Prime Content**



**Guaranteed Quality
Impressions**



**Quality Content from
Premium Publishers**



**Cross-Device Targeting
across Desktop, Mobile,
Tablet, OTT, and CTV**

**Gamut TOTAL offers
your campaigns more
customization than anywhere
else in the market.**

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