



SPONSORSHIP & ADVERTISING OPPORTUNITIES

MAY 2025

MEDIA KIT

Join as a strategic partner in a visionary platform offering targeted exposure in the digital streaming landscape.

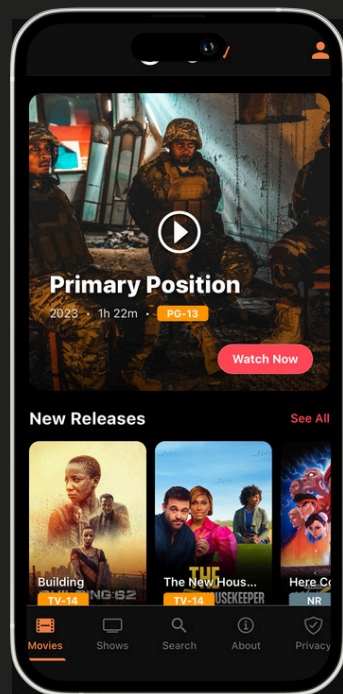




COMPANY OVERVIEW

Align TV is a free digital streaming platform dedicated to uplifting communities through inspiring, inclusive, and culturally rich content. Align TV delivers curated documentaries, indie films, series, and live content. We're reshaping media by prioritizing representation and impact.

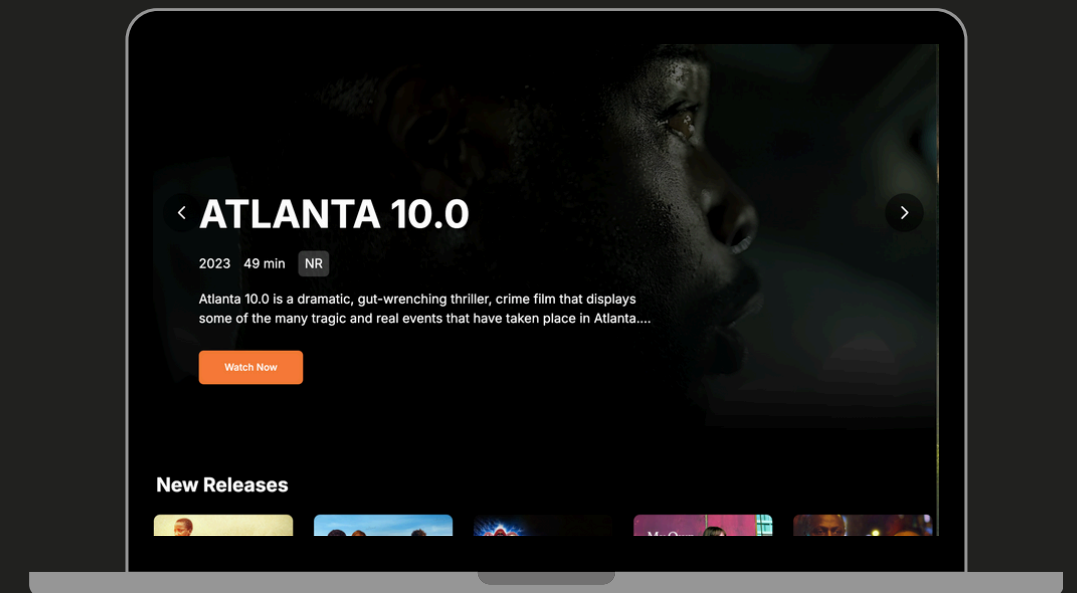
Available now on Web, Mobile App, and Roku.



Mobile App



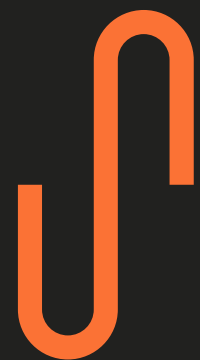
Roku



Website



OUR AUDIENCE:



Align TV is a multi-platform streaming service available via Roku, web, and mobile apps. We proudly amplify culturally rich and authentic Black stories, connecting advertisers with diverse and highly engaged audiences at the local, regional, and national levels.

CORE DEMOGRAPHIC:

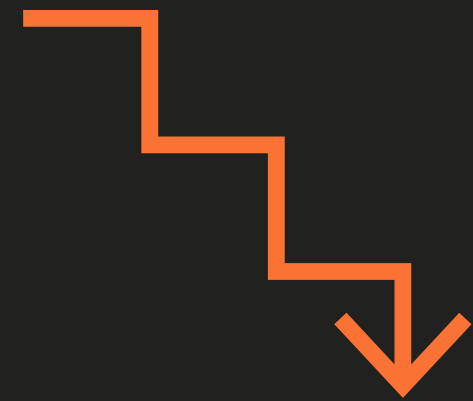
- 18–45 YEARS

PLATFORM USE:

- 70% MOBILE
- 30% SMART TV

CONTENT PREFERENCES:

- DOCUMENTARIES
- DRAMAS
- THRILLER
- INDIE FILMS
- LIVE EVENTS



AD FORMATS & CREATIVE OPTIONS

Ad Formats:

- Pre-roll / Mid-roll / Post-roll
- Banner ads
- Branded Content

Geo-Fencing:

- Reach your target markets delivering hyper-relevant ads based on viewer location.

Add-On Creative Services:

- Commercial Creation – \$500 (one-time)
 - 15- or 30-second video ads professionally produced
 - Optimized for mobile and OTT platforms
- Banner Ad Design – \$500 (one-time)
 - High-impact visuals for display during content
 - Includes 2 revisions and multi-platform formats





TIERED SPONSORSHIP PACKAGES

LOCAL BUSINESS SPONSOR

(\$750/MO)

- 12K mobile impressions, 5K banner
- Optional Align-produced commercial
- Local targeting + monthly analytics

SILVER SPONSOR

(\$2,500/MO)

- 65K mobile, 20K banner, 5K OTT ads
- Semi-exclusive placement + category exclusivity

GOLD SPONSOR

(\$5,000/MO)

- 130K mobile, 40K banner, 11K OTT ads
- Homepage takeover, custom content, live event sponsorship

FOUNDING SPONSOR

(\$50K/YR)

- 900K+ impressions, 90K+ banners
- Exclusive category lockout
- Co-branded content, PR rights, monthly reports

MOBILE APP INVENTORY

Sample list of approved apps

NEWS & INFORMATION

- CNN
- NY Post
- Newsweek
- Fox News
- BBC News
- USA TODAY
- CNBC
- Yahoo News
- NBC News
- CBS News

WEATHER

- WeatherBug
- The Weather Channel
- Weather & Radar
- Weather App
- AccuWeather
- My Lightning Tracker
- My Moon Phase
- Storm Radar
- Windfinder

SPORTS

- CBS Sport
- theScore
- NFL
- Bleacher Report
- Draftkings

LIFESTYLE

- AroundMe
- The Daily Horoscope
- Bookmeter
- Lifestylz
- Daily Scoop

- ESPN
- NHL
- PGA Tour
- beIN Sports
- MLB

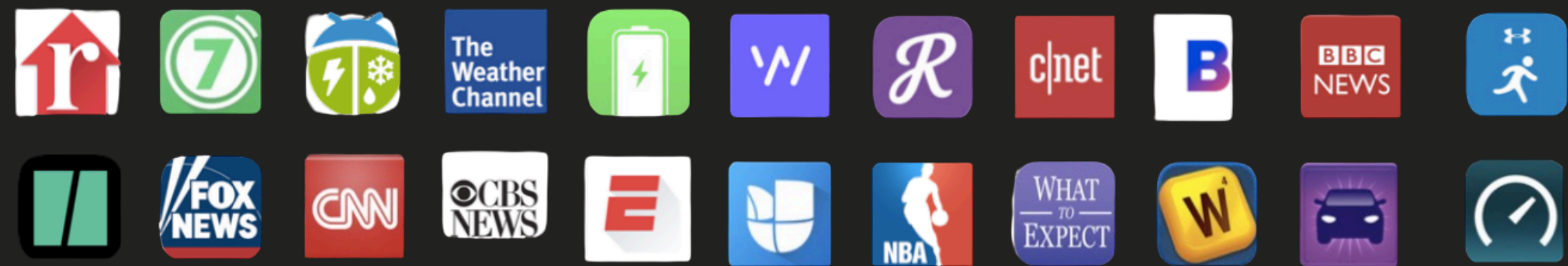
- Delish Now
- Perk Wallet
- Rewardable
- Makeup Mirror
- Food Network Kitchen

MUSIC

- Pandora Music
- Shazam
- iHeart Radio
- Spotify
- SoundHound

GAMING

- Solitaire
- Scrabble
- Bejeweled Classic
- Zynga Poker



CTV & OTT INVENTORY

Sample list of approved apps

NEWS & INFORMATION

- ABC News
- BBC News
- Bloomberg
- Business Insider
- BuzzFeed
- CBS News
- MSNBC
- CNBC
- CNET
- Chicago News & Weather
- CNN
- NBC News

WEATHER

- The Weather Channel
- Weather
- Weather Underground
- Weather News & Radar Maps
- Weather Nation

SPORTS

- BBC Sports
- beIN SPORTS
- ESPN
- MLB
- NBA

LIFESTYLE

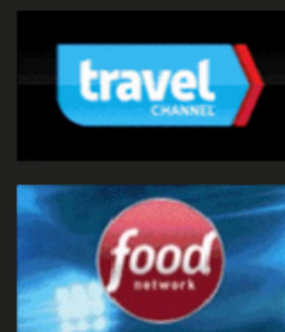
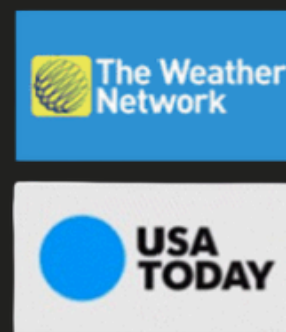
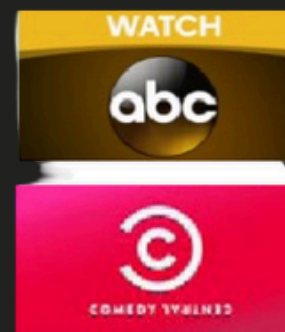
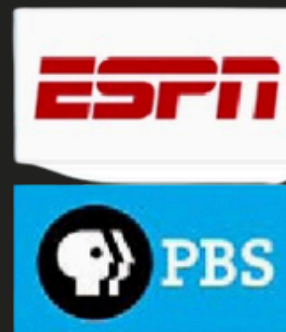
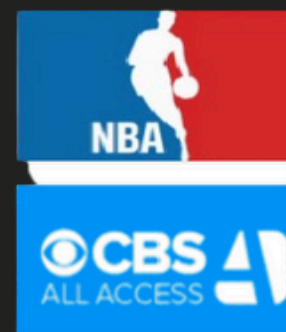
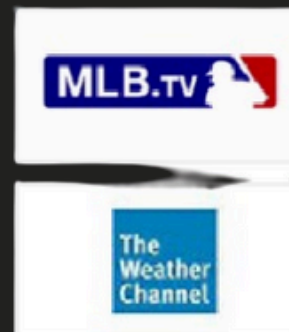
- CNET
- Fashion Channel
- IGN Entertainment
- Outside TV
- Smithsonian Channel
- The Cooking Channel

- Fox Sports
- NBC Sports
- NHL
- PGA TOUR
- USA Today Sports

- The Fitness Channel
- The Gardening Channel
- The History Channel
- Wedding Channel
- Women Workout at Home

TV & MOVIES

- ABC
- Amazon Prime Video
- NBA
- PBS
- TNT
- Sony Movie Channel
- OWN
- CBS All Access
- Comedy Central
- Discovery
- E!
- Food Network
- Nat Geo TV





PERFORMANCE METRICS

Advertisers receive access to robust analytics:

IMPRESSIONS

VIEW-THROUGH RATE (VTR)

CLICK-THROUGH RATE (CTR)

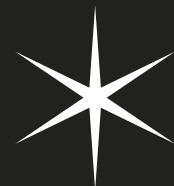
CONVERSION TRACKING

REAL-TIME DASHBOARDS OR MONTHLY
PERFORMANCE REPORTS





WHY ALIGN TV?



Diverse, mission-driven content platform

Highly engaged audience with OTT ad completion rates

Geo-targeting and category exclusivity

Custom, scalable sponsorship packages

Full-funnel reporting with transparent ROI

Built-in creative support for content and campaigns



LET'S ALIGN.



**CONTACT US TO RESERVE
YOUR SPONSORSHIP:**

 advertise@aligntv.com

 <https://sponsor.aligntv.com>