

Mediative is a digital advertising and solutions provider for national agencies and advertisers

QUICK FACTS

Employees:	Over 150
President:	Patrick Lauzon (patrick@ypg.com)
Offices:	Offices in Montreal, Toronto, Kelowna and Vancouver
Ownership:	Yellow Pages Group (TSX: YLO.UN)

SERVICES

YPG Ad Network

Data-driven local Ad Network:

- Access to 17M unique visitors each month across print, online, mobile and digital out-of-home (OOH) platforms.
- Location-based marketing solutions to maximize presence on online, mobile and print properties.

Mediative Performance

Performance marketing solutions:

- Display targeting solutions, SEO, SEM and social media platform, leads management and detailed reporting capabilities.

THE NETWORK

We have direct access to a network of media properties including YellowPages.ca™, AutoTRADER.ca and RedFlagDeals.com, that reaches approximately 17M unique visitors monthly, helping advertisers get found by customers who are actively searching and ready to buy.

Mediative sells online advertising for more than 40 third-party publishers with premium brands across key channels including retail, health, lifestyle, family and entertainment.

THE PEOPLE

We have a best-in-class team of digital media strategists and research experts as well as leading marketing specialists. We also benefit from YPG's sales force, one of the largest in Canada.

THE PLATFORM

Our data-driven local ad platform provides a clear and simple solution for agencies and clients to buy, track and optimize media across online, mobile, print, display and social networks.

THE COMPANIES

YPG Ad Network

UPTREND^{media}

Leading independent online advertising representation firm

Co-Founders: Duke McKenzie
duke.mckenzie@mediative.ca
Jaimie Grossman
jaimie.grossman@mediative.ca

Website: www.uptrendmedia.com



Retail advertising agency

President

& Founder: Oscar Sachs
oscar.sachs@mediative.ca

Sales VP: Chris Law
chris.law@mediative.ca

Website: www.adsplashmedia.com

Mediative Performance

ENQUIRO

Leading search engine marketing and usability agency

Co-Founders: Gord Hotchkiss
gord.hotchkiss@mediative.ca
Bill Barnes
bill.barnes@mediative.ca

Website: www.enquiro.com

ACQUISIO

Productivity platform designed for SEM agencies

President: Martin Le Sauteur
mlesauteur@acquisio.com

Website: www.acquisio.com