

A hand is shown at the bottom, holding a large, blue, 3D-style cloud-shaped graphic. Inside the cloud, the text "Just the News." is written in a black serif font, with a black silhouette of a dome (likely a state capitol) positioned behind the word "the". Below this text is a thin blue horizontal line. Underneath the line, the word "EVENTS" is displayed in a stylized, blocky font where each letter is contained within a colored rectangular box. The background is a dark blue field with a network of white lines and glowing cyan nodes, suggesting a digital or data network.

Just the News.

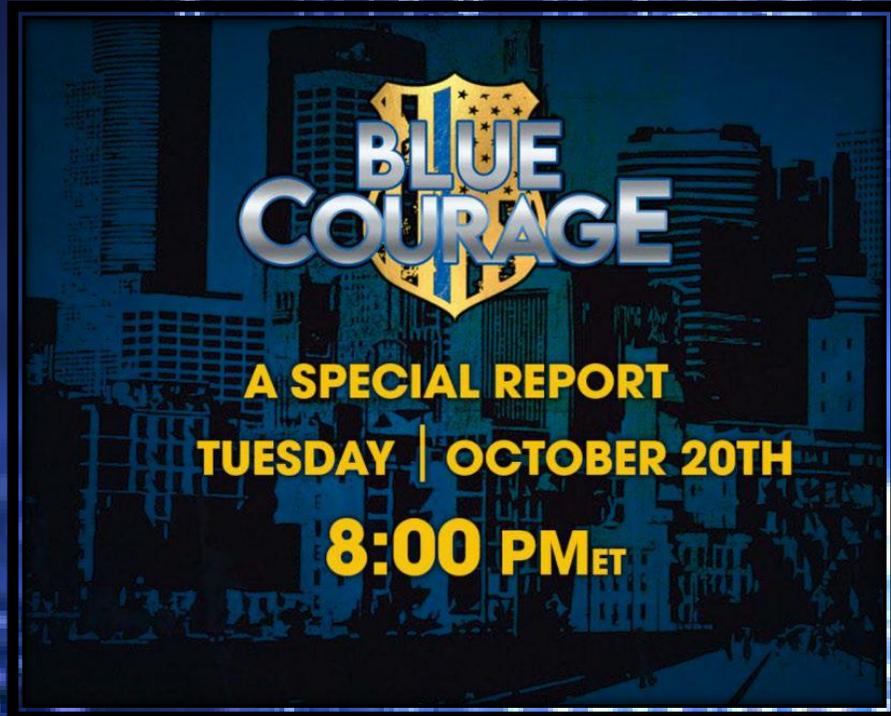
EVENTS

Just The News is Producing Multi-faceted Digital Events Supporting the Highest Profile Topics of Today whereby our Ever-Expanding Network of Highly Engaged Viewers Seamlessly Interface with Sponsored Advertisements.

JTN Events Offer an Opportunity to Reach Millions Everyday via Traditional and Emerging Television in Addition to Syndication Across Highly Trafficked Digital Domains, Social Media Platforms & Daily Breaking Newsletters



Proof of Concept



Event Views:

1,079,900

Accompanying
Digital Ad
Views:

3,643,000

Just the News.

REAL AMERICA'S VOICE

BLUE COURAGE

A SPECIAL REPORT
TUESDAY | OCTOBER 20TH
8:00 PM ET

Back the Blue. Sign the Pledge.

HERITAGE ACTION FOR AMERICA

"JustTheNews saw the work Heritage Action was doing with our Police Pledge and asked us to join them in their Blue Courage special report. It was a perfect fit for our message, and they integrated our work seamlessly into the final show which received over a million viewers. The JustTheNews team put together a great program, in a short time, and made it as stress-free as possible. It was a true pleasure working with them."

- Ian Artinger, Digital Campaign Director, Heritage Action

Frank Siller, Chairman and CEO of the Tunnel to Towers Foundation

"We were proud to partner with Just the News for its premier "Blue Courage" event, to discuss the risks our brave men and women in law enforcement face each day.

Tunnel to Towers believes the brave men and women who risk their lives every day in the line of duty deserve the respect of all Americans.

Sharing Tunnel to Towers' mission to support the families the heroes leave behind with a million viewers and counting allows us to speak directly to an engaged audience who share our beliefs that when tragedy strikes and these heroes do not come home, we will support the families they leave behind."

Larry Olson - Tunnel To Towers Vice President, Marketing & Communications

"Tunnel to Towers was pleased with the reach and the response of Just the News' inaugural "Blue Courage" event.

With over a million views, including 700,000 in the initial airing, people across the country learned first-hand about the difference the Tunnel to Towers Fallen First Responder Home Program makes for the families left behind when a police officer is killed in the line of duty.

We are excited to see what is in store for next year - as we continue to support those in law enforcement who make the ultimate sacrifice to keep us safe."



Powerful Distribution



BLUE COURAGE
A SPECIAL REPORT
TUESDAY | OCTOBER 20TH
8:00 PM ET

Roku

dish
newsroom

Just the News.



REAL AMERICA'S VOICE



HERITAGE ACTION FOR AMERICA



pluto tv

YouTube

Engaging Deliverables

A hand is shown holding a glowing, futuristic digital sphere. The sphere is composed of concentric rings and a grid of lines, with a bright light emanating from its center. The background is dark blue with a subtle grid pattern, suggesting a high-tech or digital environment.

- In Page Advertising Takeover
- Live Streamed Event
- Real America's Voice
- Social Media Live Stream
- Lead Story w/ Event Embed
- John Solomon Podcast Feature
- Featured Video Pre-roll Promotion
- Newsletter Sponsorship

Domain Takeover ~ Desktop & Mobile Billboard

Sponsored Event Ads will Syndicate through the Top, Highest Visibility Billboard Placement on the Homepage and Article Pages of JusttheNews.com.

CREATIVE:

970x250 pixels - Desktop

320x50 pixels - Mobile

IMPRESSIONS: 2.65 mill+
Desktop / Mobile Impressions
for 1 Week.



A screenshot of the Just the News website homepage. The main focus is a large billboard advertisement for Heritage Action for America. The billboard is split into two halves: the left half shows a silhouette of a person walking through a field of fire with the text "NO POLICE, NO PEACE." and the right half shows an American flag with the text "BACK THE BLUE SIGN THE PLEDGE". The website header includes the "Just the News." logo and navigation links for GOVERNMENT, POLITICS, ACCOUNTABILITY, AMERICA, RASMUSSEN, OUR SHOWS, and SHOP. Below the billboard, there is a "SUBSCRIBE TO JTN NEWS!" form with an email input field and a "Subscribe" button. To the right of the form is a section for "ELECTIONS" featuring a photo of a group of people and a sign that says "AMERICA WORKS BEST WHEN WE SAY... UNION". Further right is a "FOLLOW US" section with social media icons for Twitter, Facebook, Instagram, YouTube, and RSS. At the bottom right, there is an "AdChoices" icon and a "FRESHLY" logo.

Sponsored Live Streamed Event

The Ultimate
Sponsored Live
Streamed
Experience
with Exclusive
Panelists



Real America's Voice Coverage

70 Million
Households
Reached
through
Real America's
Voice

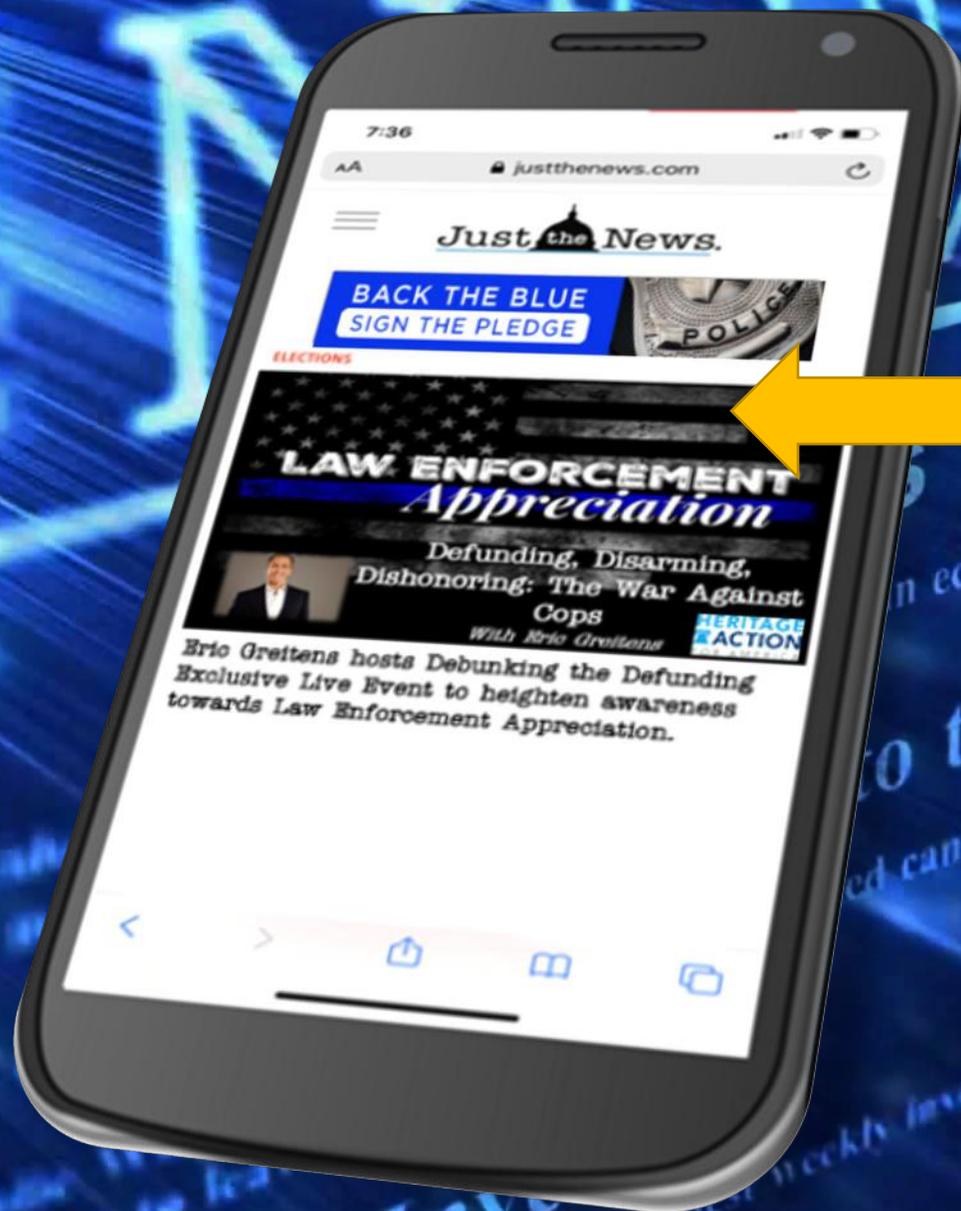


Live Streamed Event Across Social Media

Live Streaming
to 800,000
Loyal Followers
across
Twitter

The image shows a screenshot of a Twitter profile for 'Just the News'. On the left is a navigation menu with icons for Home, Explore, Notifications, Messages, Bookmarks, Lists, Profile, and More. The profile header includes the Twitter logo, the name 'Just the News', and the handle '@JustTheNews'. Below the header is a bio: 'Just the News is a nonpartisan news media brand based in Washington, D.C. committed to just reporting facts from journalists. RTs/likes are not endorsements.' It also shows the website 'justthenews.com', the date 'Joined January 2020', and '44 Following 63.3K Followers'. A tweet is visible with a video thumbnail titled 'Defunding, Disarming, Dishonoring: The War Against Cops' by 'HERITAGE ACTION FOR AMERICA' with 'With Eric Greitens'. The right side of the screen shows a 'What's happening' section with various news snippets.

Lead Story with Embedded Video



Guaranteed
Homepage Lead
Story to Appear
Above the Fold
for 24 Hours

Podcast Spot Feature with John Solomon

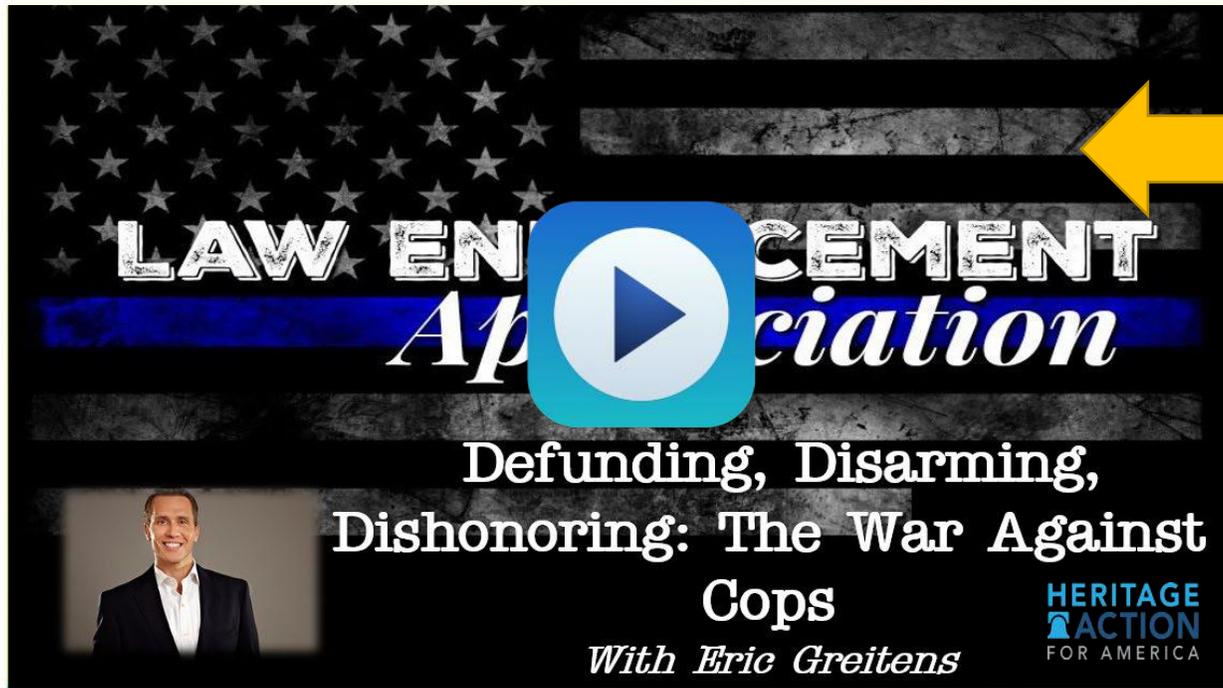


Podcast Spot
Featured on
John Solomon's
Highly
Downloaded
Show

135k+ Downloads
for 1 Week.

Featured Event Video Promotion

Erik Greitens hosts an Exclusive Live Event to heighten awareness towards Law Enforcement Appreciation.



By Brianna Kraemer

TOP STORIES

ELECTIONS

Amidst a wave of questions about Biden mental stamina, acuity multiply

ELECTIONS

Texas federal appeals court rejects state Democrats' effort to expand voting by mail

SECURITY

Taliban, al-Qaeda relationship still unresolved as 9/11

525K Pre-roll Video Views for 1 Week.

Newsletter Sponsorship



970x250
pixels

450K
Impressions
for 1 Week.

Just the News.