



PAUMAR
CONSULTING

 **Liberty**
Ad Solutions

WELCOME TO LIBERTY AD SOLUTIONS

ADVERTISING THAT WORKS

+ VISIBILITY + OPTIONS + RESULTS

LET'S GET STARTED



Stats & Metrics



Households

240,000+
families enjoy our
programming



Settop
Boxes

Over 500,000
Settop boxes



Universe

Potential universe
of **over 600,000**



Harvest

Our networks garner an
average total of
240 million views monthly



Network
Options

40+ networks so you can
choose where to target
your consumer



Liberty Go

More than **400K+**
sessions monthly

Subscriber's Profile



Gender

60% Women &
40% Men

Ages

43% of subscribers are
under the age of 55

SEL

78% of subscribers are
middle class and up
(35% A/B, earning more than \$75K a year)

Region

53% live outside of
the Metro area



Subscribers are loyal to Liberty

76% claimed to have watched in the past week

Liberty commands attention

4 in 10 give TV their full attention

35% surf the web while watching

Subscriber's Profile

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Look for & expect quality

89% care more about quality than price when shopping

They are homeowners

64% own their property

83% live in a house

College Graduated

67% completed a college degree

50% associate or bachelor's
17% Post graduate studies

25% has done online shopping in the past month

They shop online more frequently than average with an affinity index of 158

Have families of 2 or more

While two person households represent 38%, 4 person houses stand out with an affinity index of 129.



Source: IPSOS Poppy- July to December 2025 Wave . P18+ Liberty Cable Subscriber

We measure our views

Accurate

1. The information comes directly from what our subscribers are watching

Detailed

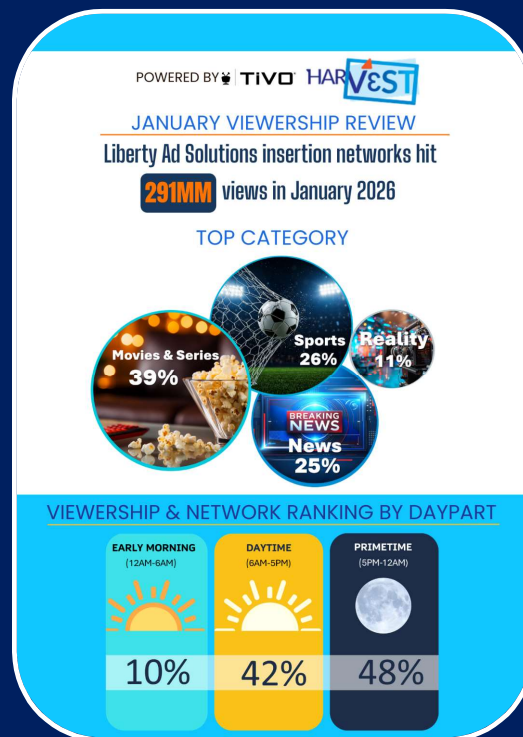
2. The data is extracted minute by minute, 24 hours a day, 7 days a week

Reliable

3. Only counts when the viewer's set-top box is on and reports activity (like volume, changing channels, etc.)

We are the only medium with precise audience data that comes directly from the set-top boxes

POWERED BY TIVO



<https://conta.cc/4aqAltI>

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Q1 2026 : Brand & Car Dealers Competitive Snapshot

The Cars category totalled over **7,000 spots**
in Liberty insertion networks
in Q1 2026

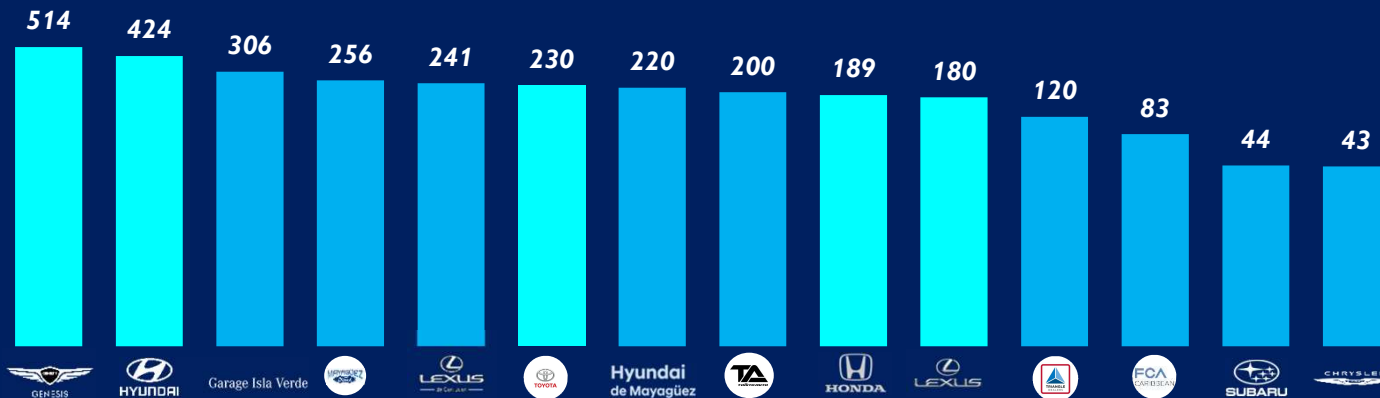
Auto: **4,123 spots in Q1**

Advertiser	Total Spots	SOV
Genesis	1,542	37%
Hyundai	1,272	31%
Toyota	690	17%
Honda	189	5%
Lexus	180	4%
FCA Caribbean	250	6%

Car Dealers **2,949 spots in Q1**

Advertiser	Total Spots	SOV
Garage Isla Verde	918	31%
Mayaguez Ford	256	9%
Lexus de San Juan	724	25%
Hyundai Mayaguez	440	15%
Toñito Auto	200	7%
Triangle Dealers	239	8%
Subaru de PR	87	3%
Chrysler DAA	85	3%

Average Monthly Spots

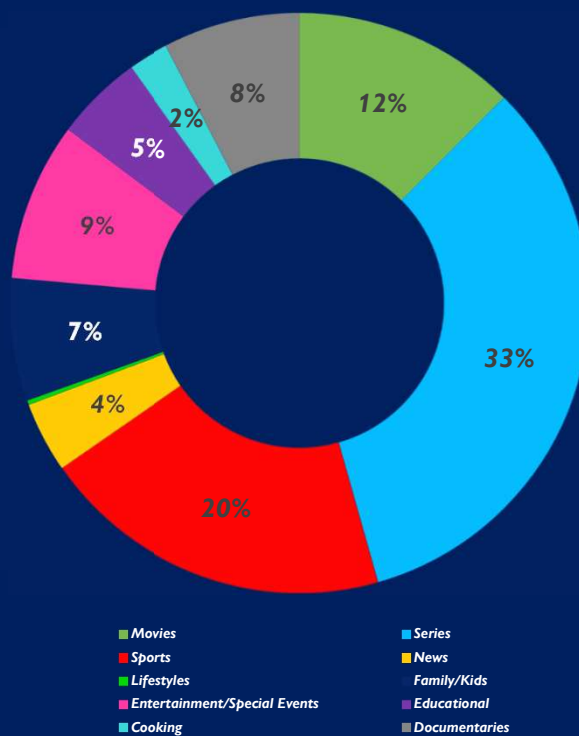


Target Profile

P25-44

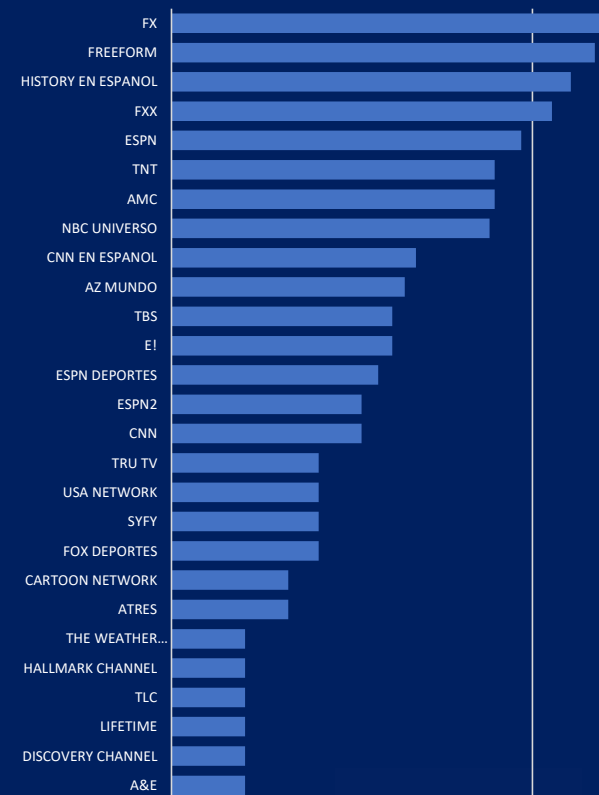


Preferred Programming Type



AUD

Top Networks



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Source: Nielsen Arianna AUD Liberty Insertion networks- P25-44 May 2025- April 2026

NEW



DIGITAL SPECTRUM

Our Digital Spectrum offer, based on Connected TV/IPTV, delivers real, measurable views at a competitive market cost. It combines the reach and prestige of television with the efficiency and precision of digital advertising.

Targeted Networks:

**200,000
VIEWS**

MONTHLY COST: \$5,000
CPM \$25

Minimum of 6 months 2 Months*

Demographic – P 30-45

ACCURATE & RELEVANT

The information comes directly from what our subscribers are watching

DETAILED

The data is extracted minute by minute, 24 hours a day, 7 days a week

RELIABLE

Only counts when the viewer's set-top box is on and reports activity (like volume, changing channels, etc.)



POWERED BY TIVO



Offer valid only for incremental budgets versus prior-year purchases. Six (6) consecutive months required unless a shorter plan (under three consecutive months) is approved due to valid business needs. Limited availability. :10s and :20s not accepted. Scheduling subject to inventory availability. Net investment; agency commission not included

NEW



DIGITAL SPECTRUM

Our **Digital Spectrum** offer, based on Connected TV/IPTV, delivers real, **measurable views** at a competitive market cost. It combines the reach and prestige of television with the efficiency and precision of **digital advertising**.

Frequency Top 20 Offers:

**250,000
VIEWS**

MONTHLY COST: \$5,000
CPM \$20.00

Minimum of 6 months 2 Months*

ACCURATE & RELEVANT

The information comes directly from what our subscribers are watching

DETAILED

The data is extracted minute by minute, 24 hours a day, 7 days a week

RELIABLE

Only counts when the viewer's set-top box is on and reports activity (like volume, changing channels, etc.)



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Monthly Buy: Impressions Reports



Network	5p-12a	6a-5p	12a-6a	Total
CNN	37,623	34,778	14,485	86,886
ANTENA 3	43,411	14,756	15,122	73,289
FX	40,678	24,659	13,788	79,124
CARACOL	9,543	5,388	2,672	17,603
UNIVERSO	28,788	16,795	19,282	64,865
MSNBC	14,154	15,281	3,464	32,899
CNNE	23,101	15,035	7,868	46,004
HALLMARK	27,271	15,689	8,807	51,768
HGTV	15,653	9,925	4,960	30,539
HISTORY ESP	16,772	8,843	7,093	32,709
	256,995	161,150	97,541	515,686

IMPRESSIONS BREAKDOWN

You will receive detailed report showing the delivery and consumption of your impressions by networks and time slot (daypart)

DISTRIBUTION CONTROL

You may request an impressions distribution by time block. A maximum cap of 40% applies to any time slot (daypart). *Subject to inventory availability*

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ELITE REACH

Unmatched Year-Round Visibility: All-Day Retail Frequency Package

Annual/Monthly : **\$5,000** | 300 Monthly spots

Pick 10 networks

40% Prime (5p-12a) | 50% Daytime (6a-5p) | 10% Overnight (12a-6a)

TIER 1

Choose 4 networks



TIER 2

Choose 3 networks



TIER 3

Choose 3 networks



This package can reach an estimated
360K monthly views.

*Harvest YTD 2025



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THANKS FOR YOUR TIME

ANY QUESTIONS OR MORE
INFORMATION CONTACT YOUR SALES
EXECUTIVE