

NVIDIA® RTX™ for Media and Entertainment



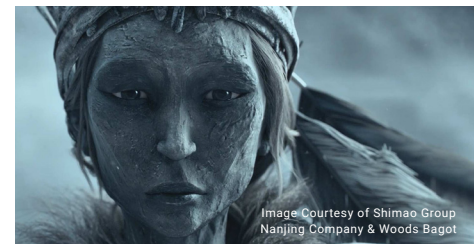
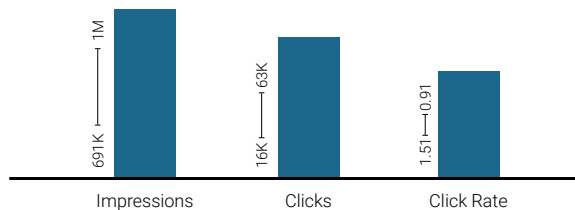
Media and Entertainment Google Display Ad Campaign

1. PNY will provide all participating and approved Authorized Partners with a zip file including all assets required to create the Media and Entertainment landing page.
2. Once the Media and Entertainment landing page is approved by PNY, the Partner will be added into the Google rotation for 30 days*.
3. Google Ads will link directly to Partner's Approved Media and Entertainment Landing page.
4. PNY will be responsible for creating the artwork, submitting the creative and paying for the Google Ads.
5. Partner will provide PNY the approved landing page URL and their logo.

Analytics

Google Ads

Metrics will be dependent on the campaign, but previous PNY Google Ads have achieved results in the following range:



NVIDIA RTX FOR MEDIA AND ENTERTAINMENT



3D MODELING, VIDEO EDITING,
RENDERING & VIRTUAL SETS



Sample Google Display Ad

Reporting - PNY will provide reporting metrics to a participating partner a week after the campaign has been completed.

Media and Entertainment Whitepaper

PNY works with an Authorized Partner to write a targeted white paper.

- PNY creates the whitepaper and promotes it on social and links to Partner's campaign page which has been approved by PNY.
- Where possible a lead form will be created to capture leads from downloaded whitepapers.
- If the lead form is on a Partner's website the Partner will provide a monthly report of leads received.

Media and Entertainment Use Case/Video Initiative

PNY works with Authorized Partners to create a use case (PDF or Video).

- PNY helps create the use case and promotes it on their social platforms.
- Partner creates a use case page which is approved by PNY.
- PNY links social promotion to the approved use case page on partner site.
- PNY promotes on social and/or advertising platforms based on focus market.
- Where possible a lead form will be created to download the use case.
- Partner provides a monthly log of leads received to PNY.

QUESTIONS?

If you have questions about this program, contact your [PNY Account Manager](#) or contact us at GOPNY@PNY.COM