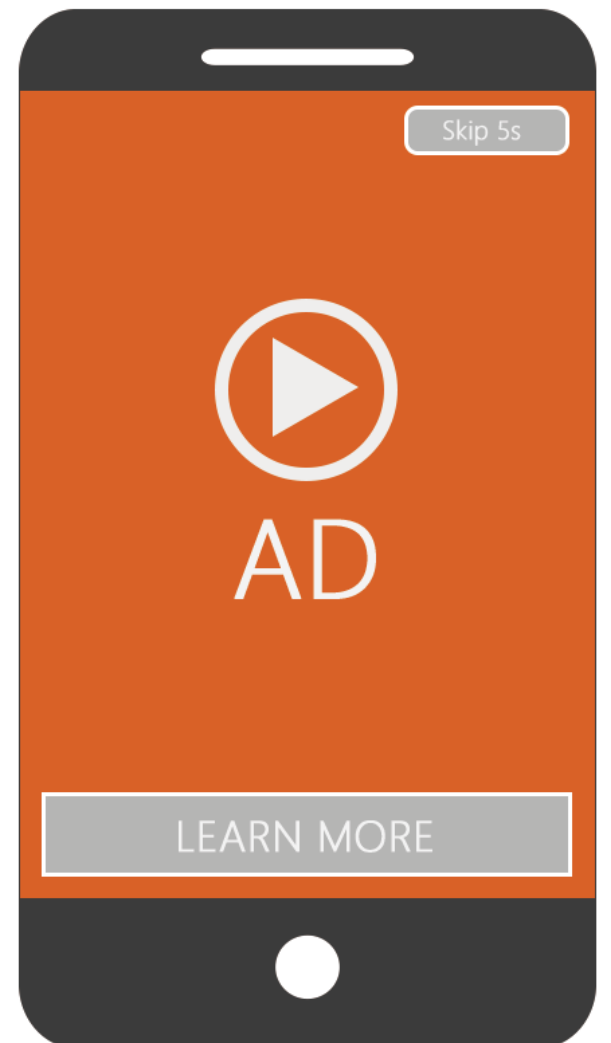


# Video Ads

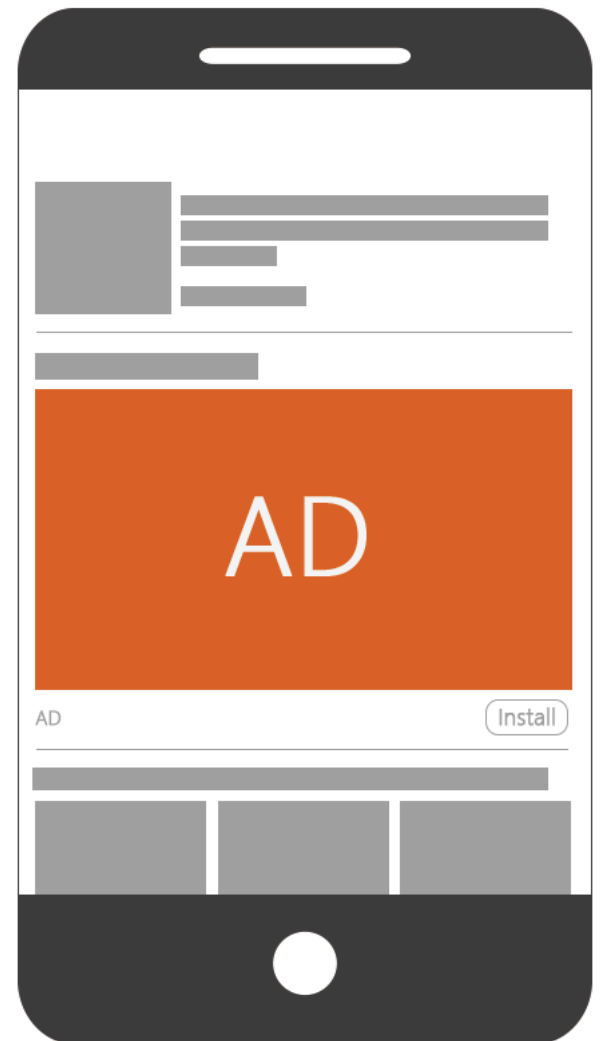
- Leave a lasting impression on your audience through sight, sound and motion.
- Take advantage our vertical video placements to reach users in all of their mobile moments.
- Make sure your brand is being seen with highly-viewable ad placements



Ad Name	Placement Description	Available On
Vertical	In-feed Video	PhotoGrid
Vertical	Scroll-P Video Feed	musical.ly
Vertical	News Feed Video Banner Feature Video Story	News Republic
Horizontal	Splash Screen Landscape Video	News Republic
Horizontal	Replay Preroll Vertical Video	Live.me
Horizontal	Charging Screen In-feed Video	Clean Master
		CM Security
		Battery Doctor
		CM Launcher
Horizontal	News Feed Video Banner In- Feed Video	News Republic

# Native Ads

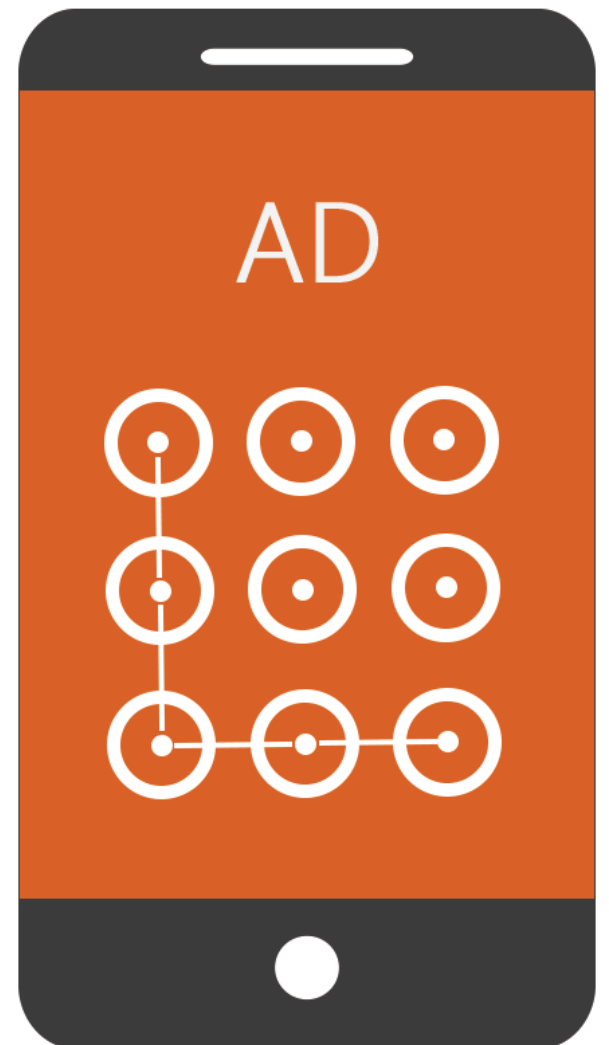
- ✓ Tell your brand story and maximize performance with seamlessly blended native ads on Cheetah Mobile's leading apps.
- ✓ Leverage our proprietary user tags to intelligently target Cheetah Mobile's massive user base
- ✓ Choose from multiple pricing options including CPI, CPC and CPM.



Ad Name	Placement Description	Available On
Medium	AppLock Big Card	CM,CM Security
Medium	Native (Big Card)	Utility Suite
Large	Feature Article Story	News Republic
Large	In-feed image card	News Republic
Small	Mini (Small Card)	Utility Suite

# Display Ads

- ✓ Elevate your brand and achieve your marketing goals with innovative, high-impact ad formats available across Cheetah Mobile's diverse app portfolio.
- ✓ Create eye-catching and engaging ads with highly-customizable design options
- ✓ Get your ads seen and avoid ad blockers with Cheetah Ads' innovative ad scenarios



Ad Name	Placement Description	Available On
Banner	Charging Screen in-feed	Utility Suite
Interstitial	AppLock Full Screen	Clean Master
		CM Security
Interstitial	Splash/Opening Screen	Clean Master
		CM Security
		Battery Doctor
		PhotoGrid
Interstitial	Interstitial - Mopub	WhatsCall
Interstitial	Splash Screen Image	News Republic
Medium Rectangle	Charging Screen in-feed	Utility Suite
Thumbnail	Gift Box	Clean Master
		CM Security
		Battery Doctor