Protect the mission. Make room for demand.

A civic-first approach to blended media revenue. Keep committed community, direct, and local inventory protected - then make eligible, flexible availability available to programmatic demand.

ONE INVENTORY POLICY. CLEAR PRIORITIES.

Programmatic demand is a complementary channel - not a replacement for direct relationships. The policy preserves the commitments that give a civic network its purpose and reliability.

01

RESERVE

Civic messaging, contracted direct campaigns, and approved local commitments are kept first in line.

02

EVALUATE

Only remaining eligible availability is considered against timing, category, and community rules.

03

REPORT

Delivery records make the mix legible across direct, local, and programmatic activity.

THE OPERATING RULE

Committed is not up for auction.

Programmatic demand only sees inventory that remains eligible after civic and contracted obligations are honored.

Revenue should not ask a public network to compromise.

These are the principles partners can examine before discussing implementation. They apply to the network's rules, the available inventory, and the way delivery is reported.

01

PRIVACY BY DESIGN

Planning uses aggregated, anonymized network signals where appropriate. Pivotal does not use facial recognition or individual-level tracking to make inventory available.

No PII. No individual tracking.

02

BRAND-SAFE BY RULE

Civic rules, category controls, and contextual review can keep unsafe, conflicting, or unsuitable creative out of public environments.

Context matters. Rules come first.

03

PROOF OF PLAY

Clear delivery records distinguish civic, direct, local, and programmatic activity so partners can see what ran, where, and when.

Delivery stays legible.

A FIELD BRIEFING STARTS WITH RULES, NOT A RATE CARD

Map the commitments your network needs to protect.

Every network policy is scoped to its local context.