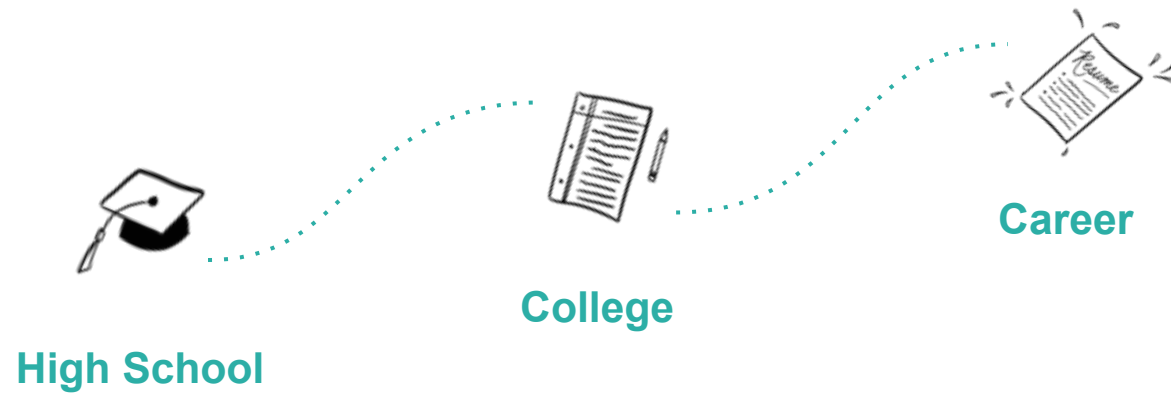


# PMP Opportunities



Chegg supports students from the first day of high school to the first day of their career



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College Search  
Writing Help  
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# Our Audience: brand safe, student focused

# 21 million

 Avg. Monthly Unique Visitors\*

# 485 million

 Avg. Monthly Pageviews\*



## 18 MM

High School, College and Grad Students



## 33%

14-17

## 52%

18-24

## 15%

25+



## 56%

Female



## 44%

Male

\*Google Analytics Jan. 1, 2016 - Dec. 31, 2016 – combined monthly average for sites on the Chegg Platform: chegg.com, bibme.org, citationmachine.net, citethisforme.com, easybib.com, internships.com

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# Private Marketplace Offering (Invite only)



## Display Inventory

Viewability >70%

Premium sizes

High Impact Units



## Video Unit

Instream

Outstream

Reward-based



## Safety & Control

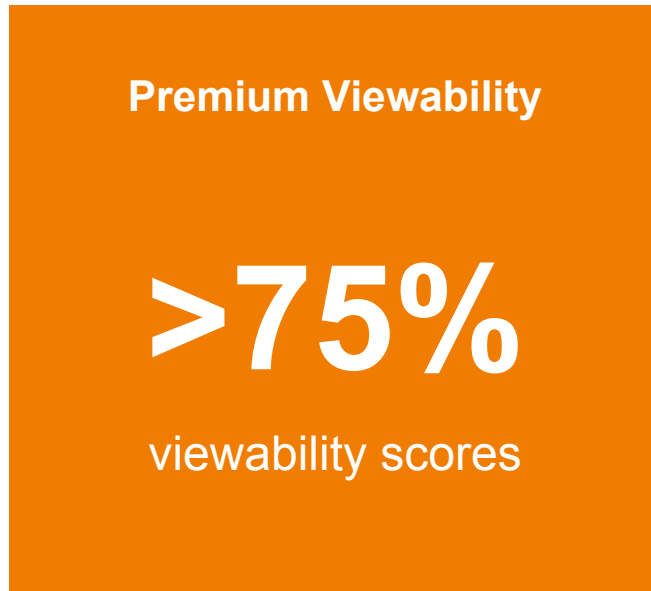
Brand Safety

Active deal management

Multiple-SSP integrations

# KPI-Driven Display Inventory

## Viewability



## Sizes

### Premium Sizes

300×1050

970×250

300×600

Custom

---

### Standard Sizes

Standard IAB sizes

---

### Native

Integrated within the user's experience

