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NOBL Media introduces NOBL News for advertisers seeking to support journalism

San Jose, CA, (May 3, 2023) -- NOBL Media, the world's only credibility targeting solution for responsible advertising, today announced the release of NOBL News, a new inventory product composed exclusively of high-quality news content from publishers of all sizes.

With the new NOBL News segment, advertisers can target high-quality content, including news and community journalism, so that more ad revenue flows to the best content and incentivizes publishers to create more high-quality content.

NOBL's AI-based technology evaluates digital content across the Internet to determine its trustworthiness and credibility, ensuring that brands are placed only alongside the highest quality content, whether it is on a well-known site or in the long-tail. This enables advertisers to align their ad spend with their stated brand values without sacrificing efficiency or results.

NOBL aims to reform the current online economic model which has financially rewarded attention-grabbing, provocative content including clickbait, mis/disinformation, conspiracy theories and hyper-partisan content.

"Brands are waking up to the importance of responsible advertising and not only what your ad says, but where it lives and what it's paying for," says Cedar Milazzo, CEO and Founder, NOBL Media.

The NOBL News segment is available for use in any programmatic DSP using [Xandr](#) SSP. A deal ID can be obtained by request at hello@wearenobl.com

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About NOBL Media

NOBL is the first ad tech company founded on ethics and advertiser responsibility. NOBL is revolutionizing media buying for big brand advertisers by stopping the flow of their media dollars that have been funding hate, disinformation, and extremism and redirecting these budgets to quality and credible content. Through a proprietary programmatic ad targeting solution, NOBL empowers advertisers to spend responsibly. NOBL not only receives more clicks and a higher click-through rate, it consistently gets more conversions, lower costs and far less fraud. For more information, visit www.wearenobl.com.