



6300 Wilshire Boulevard
Los Angeles, Ca 90048
(310) 430-7900 main
(310) 430-7999 fax

www.spotrunner.com

Fact Sheet

About Spot Runner

Spot Runner is the first Internet-based ad agency that makes it easy and affordable for local businesses to advertise on TV. With Spot Runner's revolutionary approach to commercial production, media planning and media buying services, local businesses now have access to a powerful marketing tool that was previously out of their reach. Advertisers can choose from a comprehensive library of professionally produced ads which can be viewed, purchased and personalized in a simple process online. With its proprietary media planning engine, Spot Runner also creates customized media plans by using some basic information entered by the advertiser, such as their industry, target demographics and budget. The entire process, which can traditionally take months and hundreds of thousands of dollars, now takes just days at a fraction of the cost. Spot Runner manages each account by securing the ad buy, placing and tracking the ads, and analyzing viewership and demographic information. All of it is available online – a simple mouse click away.

Services

- Commercial production – Clients select from a library containing thousands of exceptionally high-quality, pre-produced commercials targeting hundreds of different business categories, from pet shops and copy shops to wedding planners and real estate firms. Clients can personalize the commercials with their own specific information and branding by taking advantage of Spot Runner's state-of-the-art digital production capabilities.
- Media planning – Spot Runner has developed a patented media planning engine that develops customized and targeted media plans for advertisers based on their audience demographics and budget, as well as their desired locations, networks and the time slots the ads will run. Spot Runner also offers media recommendations based on specific industries. All media plans are highly flexible and can be tailored to most effectively reach the client's target audience on a wide variety of broadcast and cable networks, such as ESPN, Bravo, HGTV, CNN and Lifetime.
- Media buying – After a commercial and a media plan have been approved, Spot Runner takes care of all of the details associated with securing an advertiser's media time, getting them on the air and reporting their results. Spot Runner gives its clients more data on the performance of their campaigns than they can receive from other kinds of advertising, such as print and Yellow Pages ads. In addition, businesses with existing commercials can use Spot Runner's media planning and buying capabilities, and can save money by taking advantage of the company's economies of scale and nationwide buying power.

Media Contact
Rosabel Tao

rosabel@spotrunner.com
(310) 430-7917



Corporate Headquarters

6300 Wilshire Boulevard
Twenty-First Floor
Los Angeles, California 90048
(310) 430-7900 main
(310) 430-7999 fax

Website

www.spotrunner.com

Co-Founders

Nick Grouf, Co-founder, Chairman and CEO
David Waxman, Co-founder and Vice President of Marketing and Creative Services

Investors (partial list)

Index Ventures (www.indexventures.com)
Battery Ventures (www.battery.com)



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