



6300 Wilshire Boulevard
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www.spotrunner.com

Services Overview

Background

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.

Process

The process of creating a commercial using Spot Runner takes just days – a significant time savings over traditional commercial production. Once a commercial is approved, it can be on the air in a matter of days. Spot Runner offers three fundamental services related to advertising: commercial production, media planning and media buying.

Commercial Production

- Clients begin by logging on to www.spotrunner.com.
- They provide specific business information and select their desired media targets.
- Clients review commercials online from Spot Runner's library of thousands of high-quality, pre-produced commercials targeting hundreds of different business categories.
- They select the ad that is right for their business.
- Spot Runner hand-tailors the commercial in its state-of-the-art digital facilities using the client's business information, specially recorded voiceovers, and a client's own images and logos.
- They can review and approve the customized commercial online.

Media Planning

- Using their patent pending media planning engine, Spot Runner develops a customized media plan based on the client's industry, budget, target demographics and other input. The media plan consists of specific networks and times of day for the client's ads to run.
- Spot Runner offers highly flexible packages at all price points that give clients access to any TV station that accepts advertising, including top broadcast and cable networks such as ESPN, Bravo, HGTV, CNN and Lifetime.
- Clients select a media plan that best fit their needs.

Media Contact
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Media Buying

- Spot Runner takes care of all of the details associated with securing an advertiser's media time and getting them on the air.
- Businesses with existing commercials can use Spot Runner's media buying capabilities to save money by taking advantage of the company's economies of scale and nationwide buying power.
- Spot Runner provides clients with detailed reports that show exactly where and when the commercials ran and how they performed.

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