



**Make your franchisees
part of something bigger:**

Television advertising.

**Share the power of professional television advertising in a simple and affordable way:
Spot Runner's Franchise Advertising Program.**

Television is the most powerful advertising medium available, and Spot Runner—the first advertising agency to focus on the needs of the local business—is making television advertising affordable for your franchisees. Increase brand recognition and provide local franchise outlets with the ability to effectively use TV advertising to promote their business and attract new customers. With Spot Runner's Franchise Advertising Program, you can expand your advertising reach at the local level while managing your brand message and integrity.

The right program for you.

Spot Runner is opening up the world of TV advertising. We'll develop a Franchise Advertising Program based on your specific business, size, and structure. We can even support and report on your co-op programs. To discuss your objectives and build a program that's right for you, or to learn more about Spot Runner's Franchise Advertising Program, contact us at [888-277-6876](tel:888-277-6876) or e-mail franchise@spotrunner.com.

Customizable ads.

The Franchise Advertising Program offers your company a secure website featuring 30 second ads for your franchisees to customize for their locations. We'll use your existing TV spots or we'll create commercials from scratch. Because all ads are brand-approved, you'll be aligning local and national messaging.

Franchisees simply log in to the website, and within minutes they can select one of your pre-approved ads and upload information about their business, like a store location or hours of operation. Spot Runner then uses the information to create a personalized ad that highlights the local franchisee's business.

Targeted airtime.

Our easy-to-use website allows your franchisees to build a local advertising campaign to air in their trade area. Franchisees enter information about their location, customers, and goals. We take their input and build a schedule with the ideal networks and times for their ad. Franchisees who need a more personal touch can simply call us for assistance.

Franchisees cost-effectively advertise on major networks that reach their customers in just the areas they service, from an entire city right down to a neighborhood. Franchisees can create an advertising schedule on their own, or you can pre-approve networks and timeslots that best represent your franchise brand.



Spot Runner