



# Adtag™ & Adcopy™



On Air



Online



On Demand

## Fast Facts

- Industry standard for zone-addressable advertising, available in over 100 markets, representing over 84% of cable households.
- Fast turnaround: over 90% of campaigns tagged and delivered to market in one business day.
- Over 300 unique advertisers have run Adtag & Adcopy campaigns since 2004.
- Advertiser usage has almost doubled every year since 2004.
- Great for co-ops and dealer groups: every agent can have a unique photo, voiceover, and contact information.

*\*Source: Visible World, 2009*

## Overview

Adtag & Adcopy employ state-of-the-art technology to offer you the most targeted approach to spot cable advertising. Using geography and demographics, you can segment your market and customize spots like never before.

Adtag lets you maintain the first 25 seconds of a spot and change the final five seconds to feature different local tags that run simultaneously throughout the market. The viewer sees not only the most relevant location information, but an ad that is customized and effective. With Adcopy, you can promote different products and services to different customers, simultaneously, all with one buy. This tailor-made mix of commercials will deliver a more targeted message without sacrificing reach.



## Benefits

- Strengthens your brand throughout a market while targeting the desired geographic and demographic groups with specific messages.
- Offers more targeted, relevant and effective advertising with commercials that run simultaneously across the market with different tags.
- Incorporates client-specific data with market research to enhance targeting.
- Offers a more targeted approach that broadcast cannot match.
- Promotes different products and messages to support one or multiple brands.
- Maximizes your media execution by reaching multiple segments with one simple buy.

## Features

- Geographic targeting with different messages.
- One order placed for all advertising.
- Creative repurposing for different segments comes standard with your order.
- Split copy execution to target specific audiences with specific messages.

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