



Be Media Smart. *Buy Media Smart.*[™]

Smart Spot: Put Your Money Where Your Market Is!

With Over 180 million people in wired cable homes in the US who tune to cable programming every single week (and not one of these viewers is watching in the same way), Spot Cable is your consumer reach enhancer—by city, and occasionally even by neighborhood.

Spot Cable is a unique medium with unique value and deserves a unique line on your media plan. With new and more powerful tools available for planning and buying spot cable, Blue Plate Media Services is able to help SGMA members maximize the value they receive from Spot Cable advertising.

With limited advertising dollars, you may think that Network Cable rates and availabilities are out of your league. However, you need to know that the hottest cable television shows are currently available at fractions of the costs on a spot market basis.

The US is delineated into 212 individual spot markets or DMA's. There are cable systems and cable interconnects with literally hundreds of weekly spots available in each of these DMA's.

Spot cable offers you the opportunity to:

- Implement an ad-hoc network buy
- Test creative
- Create product roll-outs
- Develop affordable new product launches
- Target key markets based on distribution or market importance
- Capitalize on product seasonality based on market geographies
- Heavy up network cable schedules
- Advertise in an environment with little clutter; due to the uniqueness of the Sporting Goods product category.

Spot cable offers strategically sound, affordable and unique ways to deliver the hottest programs on cable!

Smart Spot for Sports

Spectator sports are perhaps the greatest examples of brand loyalty in the world today. Fans are loyal & incredibly passionate about their teams and the players. Cable networks understand this relationship better than anyone. There are almost three times the number of sports telecasts on cable versus those on broadcast networks. And that gives advertisers a much better opportunity to score with fans. Spot Cable can give your brand the home team advantage in every market where major sports teams reside or have a loyal following.

Just imagine the audience you could reach if you focused your advertising efforts on these home team markets/regions.

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For more information on how you, as an SGMA member, can make Spot Cable advertising a part of your overall media and advertising strategy, contact Blue Plate Media Services at 908-918-0202 or visit blueplatemediacompany.com/SGMA.

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