
PROFILE

**SND is a paid subscription, daily newsletter.
It is delivered via e-mail by 7 a.m. each business day.**

Over nine years in publication.
It is the only publication of its type that specifically targets the
business of television advertising sales.

Documented readers include General Managers, all levels of
Sales Management and staff, and research and marketing personnel.

REACH

SND reaches over 900 broadcast television station subscribers
(does not include duopolies).

That's over 70% of all US Broadcast Stations,
and 86% of the Network Affiliates in the sought after top 50 markets!
Our subscribers also include nearly every Rep Firm in the country.

READERSHIP

SND is opened and read daily by an average of 7,470*
Television Sales and Management Professionals.
It is read by an additional 1,420** via fax, for a total of nearly
9,000 Targeted Television Professionals each day!

Our companion publication, "cable spots",

cable spots

has nearly 300 subscribers, including Groups and MSO's and is opened and
read daily by over 1,300* Cable TV Sales and Management Staff each day!

***Spots n Dots and Cable Spots combined total=
over 10,000 daily readers per day*****

* e-mail readership numbers are based on actual server data

** fax readership is estimated based on actual "reader per copy" data from e-mail deliveries

spots • n • dots



BENEFITS

REACH YOUR TARGET

SND cuts through the daily accumulation of television trade information and zeros in on content that is specific and essential to TV sales.

REPETITION

For the cost of ONE ad in a monthly trade publication, your message can reach your target MANY times, and on a daily basis in *spots n dots* and *cable spots*.

CREATIVE FLEXIBILITY

You can change your ad as often as you want, assuring that your message is timely and meets the changing needs of your marketing plan.

AVOID THE CLUTTER

**YOUR ad will be the ONLY ad on the page.
MAKE YOUR MESSAGE STAND OUT!**

“We are very pleased with the response and the measurable results we are getting from our advertising investment in your publication. Based on our experience, I can earnestly recommend *Spots n Dots* as a high exposure, cost effective marketing tool to promote television related products and services.”

—Ed Salgado
One Domain, Inc.

“*Spots n Dots*” is the only outside advertising that we have used to launch BuyOrSellTV.com and we have already had inquiries representing over 70 DMA’s! We are also very pleased with the continuing interest in BuyOrSellTV.com that is generated whenever we run our ads. Our decision makers are Station GM’s and GSM’s and the reach has been right on target.”

—Carl Schulhof, BuyOrSellTV.com

“I have used *Spots n Dots* every month for over six years and get a great return on my investment.”

—Bob Jordan, President, The Media Audit

SPECS

PRINT ADS

RGB for PDF

Full Size: 8" wide x 2.125" tall

Three-Quarter Size: 5.25" wide x 2.125" tall

File Formats:

.JPG (baseline optimized), PDF, TIF, EPS.

Or, the original artwork accepted from
PageMaker, Illustrator, InDesign, and Photoshop.

Please flatten all fonts.

Fonts smaller than 8 point may not be legible.
Please include corresponding URL for PDF delivery.

WEBSITE and EMAIL

www.spotsndots.com

Tile Ad: 130 wide x 100 pixels tall

Banner Ad: 468 x 60 pixels

Please include URL
Animation accepted
50k limit

Deliver Artwork to:

graphics@spotsndots.com

cc: sales@spotsndots.com

For Advertising Information:

sales@spotsndots.com **877-526-2823**