

National TV Spots

National TV Spots Cost Per Inquiry Rate Card 2011



**AS LOW AS \$1.67
PER SPOT!**

<u>TV Spots</u>	<u>Campaign Length</u>	<u>Rate</u>	<u>Households</u>	<u>ACS*</u>
6,000	2 Weeks	\$18,000	2,500,000	\$3.00
9,000	2 Weeks	\$25,000	3,250,000	\$2.78
15,000	3 Weeks	\$35,000	4,225,000	\$2.33
25,000	3 Weeks	\$50,000	5,500,000	\$2.00
40,000	4 Weeks	\$75,000	7,000,000	\$1.88
60,000	4 Weeks	\$100,000	10,000,000	\$1.67

(ACS = Average Cost per Spot)

Just some of the Categories Successfully Used:

- Insurance
- Law Firms
- Auto Sales
- Warranties
- Website Sign Ups
- Direct Response Phone
- Blanket Branding
- and much more...



and many more...

NOTES:

- 1: NTVS CPI Test program is a cable system zone by zone run.
- 2: Post logs are available at the end of the two-four week run.
- 3: NTVS Infrastructure review is included.
- 4: The NTVS CPI test program is for the generation of leads and is not available for the sale of product or services at this time
- 5: Not all lead generation Clients are qualified for this NTVS CPI Test program
- 6: Rates/Packages are subject to change without notice.
- 7: Both :30 and :60 Second TV Spots are available in rotation for testing of both versions for response.
- 8: Networks are an assortment of Tier 1, 2, and 3 Networks
- 9: After the initial two-four week test program, Client and NTVS will negotiate a final CPI rate.

**Thank you for choosing National TV Spots!
We look forward to participating in Your Success!**