

ODTv-A Grassroots Network



ODTv



ODTv



Have you ever dreamed of putting your business on TV but thought it was too expensive?

ODTv, along with cable companies, has developed a system to allow businesses to advertise on TV at a lower rate than ever before. Most cities in America are controlled by one cable company. Each company has divided their cities into subzones.

Subzones allow your business to target just one area of your city, which makes TV advertising more affordable than ever before.

Now you can target nationally-known cable networks with your commercial airing only in a portion of your city. To viewers, it looks as if your TV spot is airing all over the city, state and even the nation, but you are only targeting – and paying for – the immediate area around your business.

Advertise On Television For Less Money

Commercial advertising is one of the best ways to expand your business. However, many small business owners are not aware that they can advertise on television affordably by airing TV commercials in a very targeted local market.

Benefits Of Commercial Advertising

Television advertising allows you to advertise to many people who are more difficult to reach through other outlets. Most people do not respond to internet advertising, and others simply do not spend much time on the internet.

Similarly, it can be difficult to reach people with print ads in an age when newspaper and magazine subscription are on the decline. TV

advertising is a cost-effective way to reach a large audience in a desired market or demographic.

Best Practices For TV Advertising

The best way to get the most out of commercial advertising is to use a service like ours that will help you reach a specific market. We can help you advertise in a specific area — the subzone of your city where your business is located and most of your customers live.

You can also choose from several of the most popular cable channels for your tv ad to air on. Your ODTv Advertising cable consultant can help you choose from the channels that are available for advertising in your area.

Take advantage of the effectiveness of television advertising for less. Request more information or a quote today.

How It Works!

An advertising program that makes launching a TV campaign **easy, effective** and **inexpensive**. This is how it works.



Step 1: Choose your production package*

4 GREAT PRODUCTION PACKAGES TO CHOOSE FROM*:

Voice Over TV Spot – \$950

Great visuals with a great concept for a call to action, that's the key to an effective TV commercial. This is the most cost-effective way to produce a high-end TV spot, with your personal information. Nobody will ever know you spent so little money for such great production!

This package includes:

- Custom written script by our Award-Winning creative team
- Use of stock footage from our library of 500,000 clips

- Option to include your own footage and/or photographs
- Complete editing and production of finished spot
- Music and voice over
- Your business information, including logo, phone number, etc.
- Delivery to TV station

Spokesperson TV Spot – \$1,950

You can tell your story and advertise your business at the same time with the help of a live spokesperson. A spokesperson adds trustworthiness to your image, and helps you relate your message to your audience in a professional and very effective manner.

This package includes:

- Custom written script by our Award-Winning creative team
- Live actor or actress
- Complete editing and production of finished spot
- Music and voice over
- Your business information, including logo, phone number, etc.
- Delivery to TV station

Location Shoot TV Spot — \$2,500

If you want to show who you are along with high-end visuals, this is the perfect option for you. We send our own production crew to shoot you and your facility, we'll mix your own footage with footage from our extensive library to create a national level TV ad.

This package includes:

- Custom written script by our Award-Winning creative team
- We send a production crew to shoot you and your facility
- Use of stock footage from our library of 500,000 clips
- Complete editing and production of finished spot
- Music and voice over
- Your business information, including logo, phone number, etc.
- Delivery to TV station

*If you already have your own TV spot, no problem, skip to the next step.



Step 2: Choose your Airtime package*.

ODTv Advertising along with cable companies, have developed a system to allow business to get on TV cheaper than ever before. Most cities in America are controlled by one cable company, those companies have broken up those cities into subzones, that allows your business to target just one area of your city, and most importantly, it makes it more affordable than ever before.

- **3K Airtime — \$3,000 per month**
100 TV spots per month on average
- **5K Airtime — \$5,000 per month**
175 TV spots per month on average
- **10K Airtime — \$10,000 per month**

- **350 TV spots per month on average**
- **Custom** — Designed for custom schedules, higher amounts, and/or national buys.

**Airtime packages require a 3-month commitment minimum, paid monthly. Airings are Monday through Sunday, from 6am to 12 midnight. We recommend choosing 4-6 networks. Total spot count may vary in by market. We can recommend what networks based on the demographics client is after, or client can select them.*

Products and Services



Step 3: Add ons.

Add on tools that are directly connected to your TV campaigns to provide faster results

We recommend an additional 10-15% of your TV budget for your online campaign. For example, if you are investing \$3,000 per month

on TV, your investment would be an additional \$300 to \$500 in an online program.

In-Stream Video

They are TV commercials that appear online while you are watching internet videos. After 5-10 seconds, the viewer has an option to skip it. You only pay when a viewer watches the whole 30 seconds of your video (or the duration if it's shorter than 30 seconds) or engages with your video, whichever comes first. This online video ads allow you to target specific audiences, demographics and geographic areas.

Re-Marketing Tools: A clever way to connect with visitors to your website who may not have made an immediate purchase or enquiry. It allows you to place targeted ads in front of an audience that had already visited your website and are familiar with it, reinforcing the message of your ads.

Pay-Per-Click: An online marketing tool that allows you to pay only when your ad is clicked by a user. Adding Pay-Per-Click to your TV campaign will enable potential customers to search for your business online after they just saw your commercial on TV, providing a direct response.



Step 4: Get on TV!

Congratulations! Your commercial and airtime package are ready. We can have your commercial up on the air in as little as 72 hours (sometimes less) once everything is complete. We'll provide a report that shows when your TV spots are scheduled to air, so that you can track your advertising campaign results.

Contact Us

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