



When premium yields matter.

Primetime Plus™ achieves higher yields and generates incremental revenue.

The Primetime Plus™ solution focuses on driving the highest possible primetime yield and maximizing advertising revenues.

Benefits:

- Significant annual revenue is generated within 2 weeks.
- Extensive media specific sales training for advertising sales staff.
- Highest possible prime time yield through creative and effective use of media inventory.
- Ad rates are maximized with no discounting.
- Inventory is evenly spread.
- Effective, but simple, self-regulating supply/demand formula.
- Primetime Plus™ builds a strong forward sales base.
- Excellent monthly cash flow.
- Annual advertising revenue contracts.
- There is a greater appeal to advertisers whose primary objective is to build top-of-mind awareness.