

POLITICAL WINDOWS: A MEDIA BUYING GUIDE

The 2020 political season will be one of the most challenging years in history for non-political advertisers due to the substantial amount of marketing dollars now available to candidates. If your market is unable to avoid placing media during a political window, follow these guidelines to maximize your buy and hold media partners accountable.

ANTICIPATED CHALLENGES.

1) Unreasonably expensive rates. 2) Limited inventory. 3) Bumped spots.

THE ACTION PLAN

In order to develop an effective advertising strategy, you will need to purchase efficient media programs that target the primary demo. Your media schedules should include enough spots to generate a strong reach and frequency campaign within each flight window (as stated below). Once your market's initial marketing budget has been approved by DTG, please submit your proposed media schedules to DTG and Power Marketing for review.

› PLAN AHEAD. BOOK EARLY. AND NEGOTIATE FIXED RATES FOR NETWORK TV.

When establishing your overall Network TV rates consider using the "fixed political rate" rule. Ask your media partner for a fixed rate that will offer the best protection from pre-emptions upfront, rather than lower unit rates that are more likely to get bumped. Stations that manage their inventory well can offer rates that will likely reduce pre-emptions.

DTG understands CPP's will rise during a political window based on demand - not audience delivery. However, the TV buys will still be posted to ensure we received all of the promised points.

› BE STRATEGIC. CONSIDER SPOT LENGTH.

In some cases, :15 bookends will offer better protection from pre-emptions than: 30's.

› BUMPED SPOTS? MOVE QUICKLY TO MANAGE PRE-EMPTIONS AND MAKE-GOODS.

Reschedule any bumped spots within the same flight window as an already established buy. Your market's multi-media approach is diluted when effective reach campaigns are interrupted with pre-emotions. Therefore, it's important that all make-goods are managed in accordance with the media buying policies, fall within existing flight windows, and include proper Network TV programming (listed in the media manual).

› MAKE-UP POINTS, NOT RATES.

Make-goods should make-up the points lost, not the dollars lost, as you don't want to decrease your reach. Making up points will provide the same audience size delivery, whereas making up rates may fall short in regards to both points and reach.

› BE PROACTIVE AND REACTIVE.

Working ahead will allow you to locate proper make-good options. Last minute planning will likely result in credits, weakening the sales strategy.

REMINDER

Following any changes, please remember to adjust your original schedules and re-submit to DTG with the current and accurate information (otherwise settlements and postings will be off).