



WHO WE ARE

Patriot Media Group is a leading source for innovative short-form commercials embedded in high-profile network, syndicated and cable television programming and with most professional sports teams through regional cable sports networks reaching both the general market and Hispanic viewers. These placements develop and enhance brand awareness, while effectively and efficiently creating a larger share of voice with less ad spend to maximize your ROI.



BENEFITS OF SHORT-FORM

- Create a larger share of voice with less ad spend
- Effective and efficient broadcast exposure, which increases reach and frequency
- Develops and enhances brand awareness
- Sustain top-of-mind awareness more efficiently for a longer period of time
- Reinforces your longer length campaigns
- Unique positioning - avoid the clutter of traditional commercial pods
- Inventory available nationally and locally
- Viewers cannot skip the spots like traditional commercials
- Effective as a heavy up during promotion periods

OTHER PERKS

- No minimum buy
- Spots are non pre-emptible
- Many of our Closed Caption placements come with a 5-second billboard
- Access to programs not always available to DR advertisers
- Pick specific programming as opposed to daypart rotations (in most cases)
- In most cases, ratings are guaranteed
- Ability to have ownership with professional sports teams without the expensive cost of traditional sponsorships
- Provides an overlay to a spot buy; enables advertisers to run in hiatus periods of flights to maintain awareness