

Atlanta Media Buy

GRTL TV Ads

Broadcast TV Buy Information

Judge Mathis, 6-7 pm, 1 spot each day on Monday and Wednesday, 24 weeks,
for a total of 48 spots
Attitude changing ad “*Lifesaver*” with the “Think About It” tagline

Tyra Banks, 1-2 pm, 1 spot each day on Monday, Wednesday and Thursday, 24 weeks,
for a total of 72 spots
Attitude changing ad “*Lifesaver*” with the “Think About It” tagline

Maury, 11 am – 12 noon, 1 ad each day on Monday, Tuesday and Wednesday, 24 weeks,
for a total of 72 spots
Call for Help ads all using 1-800-395-HELP,
50% of the time using “*Mixed Signals*” and 50% using “*Time Out*”

Judge Judy, 3-3:30 pm, 1 ad each day on Monday, Tuesday and Wednesday, 24 weeks,
for a total of 72 spots
Call for Help ads all using 1-800-395-HELP,
50 % of the time using “*Mixed Signals*” and 50% using “*Time Out*”

Jerry Springer, 12 noon – 1 pm, 1 ad each day on Monday, Tuesday and Wednesday, 24 weeks,
for a total of 72 spots
Call for Help ads all using 1-800-395-HELP,
50 % of the time using “*Mixed Signals*” and 50% using “*Time Out*”

Total ads on Broadcast stations = 336

Cable Buy Information

The cable zones will run the ads on BET, CMT, and MTV networks

BET will run the “*Time Out*” and “*Mixed Signals*” Sunday through Wednesday from 4pm to 2 am for a total of 336 spots

CMT will run the “*Time Out*” and “*Mixed Signals*” Monday through Sunday from 6 am to 12 midnight for a total of 252 spots

MTV will run the “*Time Out*” and “*Mixed Signals*” Sunday through Wednesday from 4pm to 2 am for a total of 336 spots

Fox News will run “*Lifesaver*” ad only, Monday through Sunday from 6 pm to 12 midnight for a total of 56 spots

Total ads on Cable Stations = 680