


TV Advertising Cheat Sheet

Is TV advertising right for your brand? It's a question we can help you answer!

Below is a guide to help you understand the difference between each TV option. Take a look at our POV on when to use them, or reach out to start a conversation! We'd love to hear from you.

01 National Broadcast/Cable TV

Advertising bought against a certain demographic, within a daypart, on either national broadcast networks (ABC/CBS/FOX) or national cable networks, such as CNN or National Geographic.

CPM Range:  \$3 \$15




When do you use it?

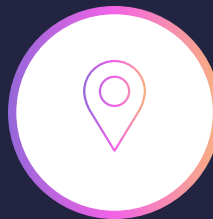
National TV still reaches the largest number of households across all media channels. If the goal is reach, there is often no better avenue than national broadcast.

02 Local TV

Similar to national broadcast/cable, however on the DMA/zone level.

CPM Range* :  \$7 \$15

*Varies by DMA, roughly \$7-\$15



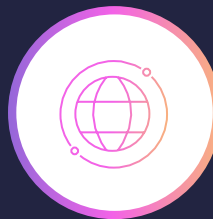
When do you use it?

Great opportunity for local/regional advertisers to buy into TV, where a national buy would be ineffective/too expensive.

03 Direct Response TV (DRTV)

A TV ad with a direct call-to-action purchased close to air time.

CPM Range:  \$3 \$13

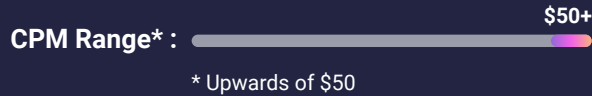


When do you use it?

When selling products that appeal to the general masses, without worry of inventory issues or pricing fluctuations.

04 Addressable TV

Targeting a data-driven consumer profile on specific set top boxes.

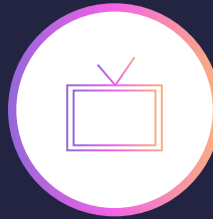


When do you use it?

When the goal is to reach a very specific audience and reduce media waste, with a high value item.

05 Connected TV (CTV)

Long-form episodic content, typically only consumed on smart TVs.

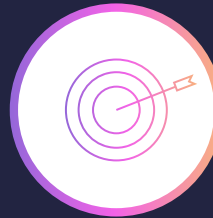


When do you use it?

To amplify reach or frequency within a traditional TV buy in quality television placements.

06 Over-the-Top (OTT)

Long-form episodic content, typically consumed on streaming devices/smart TVs.

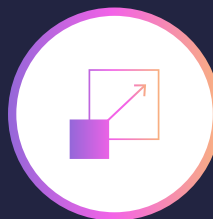


When do you use it?

To amplify reach or frequency within a traditional TV buy, or the audience is highly targeted, requiring precision.

07 Full Episode Player (FEP)

Television-like content (30-60 minutes in length) with commercial breaks. Likely to deliver on desktop and mobile, not only on a TV console.



When do you use it?

FEPs help reduce the cost of an OTT buy, allowing you to more effectively scale at efficient rates.