

AirMaster

NEW REVENUE STREAMS - FASTER ROI

- **New Revenue stream.** Commercial Snipes generate profitable income
- **Powerful sales tool.** These attention grabbing spots are very popular
- **Direct Mail competitor.** Increases Web & Direct Response activity for Buyers
- **ROI PAYBACK in a few months.** Even in 100+ markets this is a realistic goal
- **Do the math. Complete the attached spread sheet. An ROI of 6 months?**



Advertising Snipe

- **Drive ratings with attention grabbing animations**
- **Don't waste valuable Advertising Inventory for Promotional materials**



Promo Snipe

- **Our Dual channel DVE Squeezes full screen Credits and Promo's on-the-fly**
- **Storing Promo's in their original format** saves time and production expense
- Others compress the Program only and **reveal** a the pre-sized Promo
- **Squeezing the Promo live grabs more attention than a "reveal"**



Show Credits & Promo Squeeze Backs

- **Revenue generating Direct to Air hot buttons**
- Up to 16 pre-set layouts can be embedded into "direct to air" hot buttons
- Station logo with Time-Temperature can be located anywhere on the screen
- Use HD "Side Panels" for revenue generating Sponsorships
- Frequently used Text messages can be stored on the hot buttons



HD panels with Sponsor message

- **EAS receiver interface.** The CG supports EAS and PSA message tickers
- **Manual text entry** by an MC Operator is easy and can be taken to air instantly
- **Pre-stored messages** are displayed on the GUI buttons for immediate recall



AIRMASTER a cost effective solution for TV, CHA
EAS, PSA & News "tickers"