



Austin Television Advertising Starter Guide

Before you buy, the very least you should know.

- 1. Planning and reserving media as far ahead of time as possible yields the lowest rates.**
- 2. An experienced, unbiased professional media buyer is the most efficient way for a local advertiser to buy media. Most media buyers are paid on a 15% agency commission granted by the stations. Usually there are no added fees for the advertiser.**
- 3. Television station reps are usually knowledgeable only about the station they represent and, of course, are biased toward recommending their station only.**

Local Broadcast Affiliates

On the local affiliates, KVUE, KXAN, KEYE and KTBC, local news programming, daytime television 9am-630pm and late night 1030pm-12am are the most cost effective time slots. Primetime spot costs range from \$750-\$5,000 per :30 spot.

Cable Television

Local cable television advertising—unlike the network affiliates—can be geographically targeted through Time Warner/AT&T. Original primetime programming can be affordable for most local advertisers with spot costs ranging from \$150- \$1,500 per spot market wide. Primetime rates are lower in the individual geographic zones.

KVUE (ABC) - Good for targeting middle and upper income women 35+.

Top programming for local advertisers

Daytime: Good Morning America M-F 7am-9am, Kelly & Michael M-F 9am-10am

The View M-F 10am-11am, Midday News M-F 11a-12pm, Ellen M-F 4pm-5pm

Entertainment Tonight M-F 630pm-7pm

Local News M-F 5p-530p, 6pm-630pm, 10pm-1035pm

KXAN (NBC) – Also good for targeting middle and upper income women 35+ (generally a little more expensive per viewer than KVUE).

Top programming for local advertisers:

Daytime: The Today Show M-F 7am-9am, Rachel Ray M-F 11am-12pm, Dr. Phil M-F 3pm-4pm,

Jeopardy 4pm-5pm (Good for adults 50+)

Wheel of Fortune M-F 630pm-7pm (Great for adults 50+)

Local News: M-F 5p-530p, 6pm-630pm, 10pm-1035pm

KEYE (CBS) – Good for targeting adults 55+.

Top programming for local advertisers

Daytime: CBS This Morning M-F 7am-9am, The Price is Right M-F 10am-11am, Young and the Restless M-F 11am-12pm, Who Wants to be a Millionaire M-F 3pm-330pm, Local News M-F 5p-530p, 6pm-630pm Modern Family M-F 630pm-7pm M-F 10pm-1035pm Local News

KTBC (Fox) Primary target adults 18-49

Top programming for local advertisers

Daytime: Dr. Oz 3pm-4pm, Judge Judy M-F 4pm-5pm, TMZ 6pm-630pm, Big Bang M-F 630pm-7pm Local News: Good Day Austin M-F 6am-9am, M-F 5p-6p, 9p-1030p, M-F 9p-1030p local news, Big Bang M-F 1030p-11pm, Simpsons 11pm -12M

Time Warner/AT&T Cable/Direct TV

Time Warner is the primary cable provider in Austin. Time Warner’s television advertising interconnect has approximately 420,000 households (this includes Austin's AT&T Uverse households). AT&T households are located primarily in the northwest and west parts of the Austin DMA. Cable advertising can be targeted geographically by placing ads in eight individual zones offered by Time Warner from San Marcos to Georgetown. The zones range in size from 25,000-111,000 households.

Local advertising can also be placed in Direct TV households. There are approximately 78,000 Direct TV households in the Austin 12 county DMA.

Cable Networks available for local advertising

Entertainment for general audiences

ABC-Family	FX	TLC
AMC	Hallmark	TNT
A&E	History	TRU
BET	Spike	TVLand
Comedy	SyFy	USA
Discovery	TBS	

News

CNN	Headline News
CNBC	MSNBC
FoxNews	TWC-News
Fox Business	Weather

Sports

ESPN	Golf Channel
ESPN2	Longhorn Channel
ESPNU	NBC Sports
Fox Sports	NFL Network
Fox Sports 1	

Women's Entertainment

Bravo
E!
Lifetime
Lifetime Movie
Oxygen

Special Interest, Children's & Music

Animal Planet
Food
HGTV
National Geographic
History
Travel
Galavision

Cartoon
Nickelodeon
CMT
MTV
VH1

Producing a television spot

We recommend hiring a local independent video production company to produce your television spots. Frink Inc. Advertising has one of the most experienced and recommended television and video production departments in Central Texas.

The local affiliates and Time Warner have video production departments and in some cases will produce a television spot for an advertiser as a value ad to the purchase of media. KEYE has the best production department among the affiliates and cable. If you decide to use a television station's production department, make sure you get full ownership of the spot without restrictions on its use with other media outlets.

Recommendations

We have a bias toward recommending that you hire an experienced and proven advertising agency or independent media buyer to manage your television advertising campaign. If you decide to run a television campaign in-house, we recommend that you vet the media outlets and their sales representatives as thoroughly as possible starting with the following procedures.

1. Planning and reserving media as far ahead of time as possible yields the lowest rates.
2. Establish your demographic and geographic target for your campaign and make sure your sales reps are recommending programs that suitable and efficient in reaching your target.
3. Ask each station rep about other businesses and competitors in your industry that have had success advertising on their station.
4. If you're not satisfied with your sales rep's expertise request a new rep at the outset of the process and request a meeting with the stations sales mangers before buying.

5. Track and review results after the first two weeks of the campaign. If you're not seeing a measurable response to your campaign reevaluate your media messaging and placement strategy and perhaps consult with an advertising agent or independent media buyer.

If you have questions concerning this guide please contact Bill Frink at bill@frinkadvertising.com



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