

# The Media Buying Process

We invest in **media buying software** and **ratings software** to help target the right audience at the right frequency.

We negotiate **ONE rate** for all clients. That means every client gets the best possible **ROI**.

We receive **special frequency packages** that allow us to maximize all client budgets.

We negotiate **value added promotions** and/or **bonus spot schedules** with every buy. This extra exposure helps build brand awareness.

We do a **Post Buy Analysis** every quarter to ensure that stations deliver as promised. If a media partner fails to deliver the promised rating points, we require a bonus schedule.

Ad Lab's experience, media relationships, and over **\$3 million in buying power**, means that nobody places more media than us...and **no one gets better results**.

**Ad Lab**  
Advertising • Marketing

• *create*  
**DEMAND**