

Spot-on loves politics

And we understand how it works

We know that local ad buys are the ones most trusted by voters.

Spot-on's experienced team of political buyers knows campaigns have little time – and less patience – for the ins and outs of Internet ad buying.

We know how to work with local outlets to give you the best exposure.

Pinpoint Persuasion's database of more than 4,500 local news outlets is broken down by zip code and Congressional District. We can tell you – quickly and accurately – how to reach voters in the outlets they trust and regularly read. And we'll give you pricing to fit your budget.

We know which outlets perform, which don't, and we'll advise you accordingly.

Pinpoint Persuasion doesn't rely on search or keywords for sales so you don't have to worry about embarrassing, off-message placements. And we're not a network so there's no "spare" inventory to push off on unsuspecting clients.

Online Ad Facts

In 2008, 50% of voters got news and information about politics from the Internet. In 2010, that number was 69%.

Source: eVoter Institute 5th Annual Survey of Voter Expectations, 2010

The 3rd most popular use of the web among those 46-64 is to "get news."

- 75% of those between the ages of 35 and 45 get news online.
- More than 50% of those 46-64 get their news online.

Source: Pew Internet Project Survey, Generations 2010

The most popular topics for reading news online:

- Weather 81%
- Business/Finance/The Economy 64%
- State news 58%
- Local/Community news 51%

Source: Pew Project for Excellence in Journalism report, The State of the News Media, Feb. 2010

You can't just buy local sites; voters skim.

- 56% of readers get news from a portal site like Google News or AOL
- 46% rely on national outlets like Fox or CNN
- 38% read a local or national newspaper site

Source: Pew Project for Excellence in Journalism report, The State of the News Media, Feb. 2010

Voters can't be found at just one site.

- 65% said they did NOT have a favorite online news source.
- More than half, 57%, rely on two to five websites.
- Only 21% said they rely on only one site for news

Source: Pew Project for Excellence in Journalism report, The State of the News Media, Feb. 2010

Spot-on's Pinpoint Placement

Precise Targeting For Political Ads



Online ads aren't just pretty pictures, and websites aren't just electronic versions of your direct mail.

The interactive nature of the web means sites - and the ads used to promote them - can tell a campaign a great deal about its supporters.

Most ad networks rely on this kind of data when placing ads. That's why you'll see ads for hotels after you've bought an airplane ticket, or ads for casinos after you've looked at a news site in Las Vegas.

But this data is not suited for political ad placement because it's geared towards selling, not persuading. Often it's out-of-date, collected for presidential elections, not local races. Ads are often placed on sites where they're not appropriate or effective.

Spot-on's Pinpoint Placement helps campaigns - campaigns of all sizes - collect the data they need to target ads on their own. Pinpoint Placement does away with the need to rely on clumsy demographic categories created by ad houses with limited political experience.

It's a simple process - one you and your supporters won't even notice.

First, we "tag" your campaign site and collect aggregate data about visitors. Using that information (which is compiled by a third party data house), we build profiles of the voters who have come to those pages.

Next, we hand-tailor an ad campaign to target those sorts of voters - even though they haven't visited your site. Using the data we've collected, Spot-on makes ad buys across the web, pinpointing the right voters at the right time with the right campaign message. And our ads are placed on networks that let us review - and edit - the lists of news sites where your ads will appear.

It's targeting made simple. Ads show up when and where they're wanted on sites a campaign can trust.

Contact:

Chris Nolan | cnolan@spot-on.com
1819 Polk Street, #317, SF, CA 94109

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POLITICS AND PERSONALITIES

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