

## **Program Promotion Services**





With thousands of paid programming time slots available every week, it's more important than ever to stand out. As the world's leading provider of TV listings data, Tribune Media Services can help. Leverage the reach of our TV listings distribution and get noticed with **Program Promotion Services** from TMS.

- Build your brand with enhanced listings
  - Custom titles and descriptions
  - NEW! Actionable descriptions with embedded URLs and SMS text messaging instructions
  - NEW! Eye-grabbing images of your product, experience or brand
- Reach and engage viewers to increase your sales
  - Drive eyeballs to your airings directly from the television guide
  - Direct consumers to online shopping carts via web-based TV guides
  - Capture viewers' attention at the moment they're choosing what to watch
  - Reach up to 70 million households across the U.S. with your custom titles and descriptions



## Measurable effectiveness.

Custom listings improve performance by as much as 25%! Source: PPS client studies



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## **Avails Reporting**





## Worried about flying blind on media buys? Take aim with your marketing dollars.

With thousands of paid programming time slots available every week, media purchasing can be a risky decision. Reduce your guesswork and make informed choices with **Avails Reporting** from Tribune Media Services. Our comprehensive analytics focus on paid programming inventory to arm you with the business intelligence you need.

- Obtain advance visibility into the full scope of inventory across all linear schedules
- Increase your marketing savvy with the discovery of hidden inventory units
- Facilitate rapid program changes to optimize your media buying decisions
- Tailor to your needs with extensive metadata and flexible reporting options
  - Advance outlook for 14-day and 28-day schedules
  - Full coverage of broadcast, cable and satellite channels
  - Weekly and monthly updates
- Select from two levels of reporting capabilities
  - Avails Basic search by time slot, duration, DMA, station affiliation and platform
  - Avails Premium expand your insight with program title and category data for all clean lead-ins and lead-outs



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