



— FILE · MARKETING PRESENTATION · 2026

TV & Digital Marketing that aims.

FIVE CHANNELS · ONE TARGET · ZERO WASTED DOLLARS

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REACH · IMPACT · GROWTH

100M

HOUSEHOLDS REACHED ACROSS
TV, STREAMING, DIGITAL & SOCIAL



— → 01 • WHO WE ARE

One team. Five compounding channels.

Precision Reach Marketing delivers a unique combination of large-scale national TV, nationwide streaming, premium digital display, full social media campaigns, and national press in USA TODAY — aimed only at the households the data says are looking for what you sell. Powered by Martini & Partners, moving markets since 2014.

100M

HOUSEHOLD SUBSCRIBERS
REACHED

2.4B

ANNUAL DIGITAL
IMPRESSIONS

200

TV MARKETS
COAST TO COAST

30%+

VERIFIED AUDIENCE
THRESHOLD TO AIR



— → 02 • WHAT WE DO

Five channels. Engineered to compound.

Every campaign is built across five integrated channels, all firing in synchronized timing for maximum reinforcement.

→ 01

Precision TV

National TV campaigns aimed at verified households — we only air in markets where 30%+ of the audience is in-market for what you sell.

→ 02

Digital Display

Millions of Google banner impressions monthly, matched to your verified audience and synchronized with your TV flight.

→ 03

Social Media

Full social campaigns — creative, posting, and paid amplification that surrounds the same households your spots reach.

→ 04

USA TODAY Feature

A published, Google-indexed feature article inside the USA TODAY ecosystem — national credibility that works for years.

→ 05

Custom Landing Pages

Every ad we run gets its own custom-built, message-matched landing page. The promise in the ad is exactly what they land on.



— → 03 • THE METHOD

Not the television **you're picturing.**

Traditional TV blasts your ad across an entire market and hopes. We do the opposite — we find the people already looking for what you sell, and leave everyone else off the table. **No wasted ad dollars.**

01 / SCAN

National Data Run

We run audience data across the entire United States to map exactly where verified interest in your product or service lives.

02 / LOCK

The 30% Cut

A market only makes your media plan when 30% or more of its audience is verified in-market. Below that? We skip it — and so does your budget.

03 / AIR

Your Story on TV

Your spot airs to verified households, backed by digital, social, and press so the demand it creates lands with you.

04 / REFINE

Re-Scan & Optimize

The data run never stops. As markets shift above or below the threshold, your plan shifts with them. Results compound.



→ 04 · GEOGRAPHIC FOOTPRINT

National coverage. Coast to coast.

Three integrated network footprints covering every major DMA — linear TV, streaming TV, and over-the-air. Across all three: **200 markets · 100M household subscribers reached.**

→ 01 · NETWORK ONE



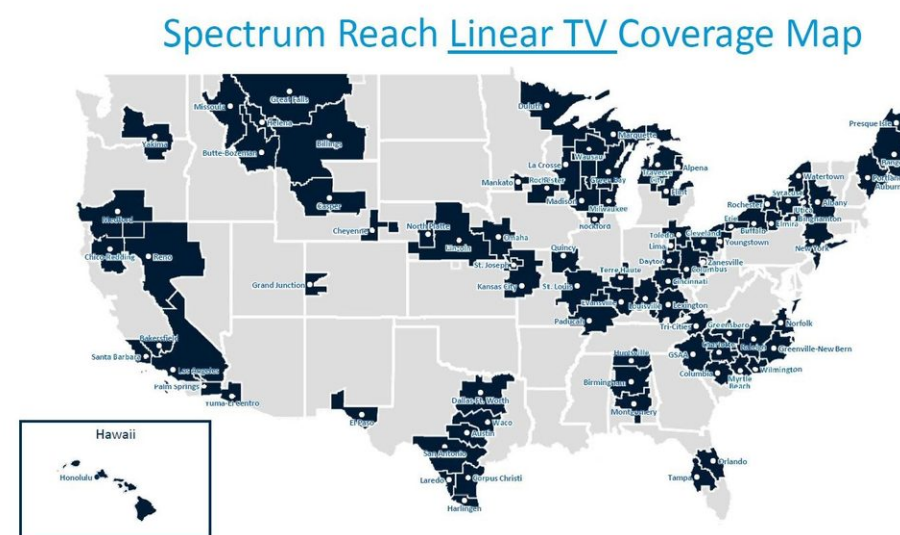
67

70M

MARKETS · NATIONWIDE

SUBSCRIBER HOUSEHOLDS

→ 02 · NETWORK TWO · LINEAR



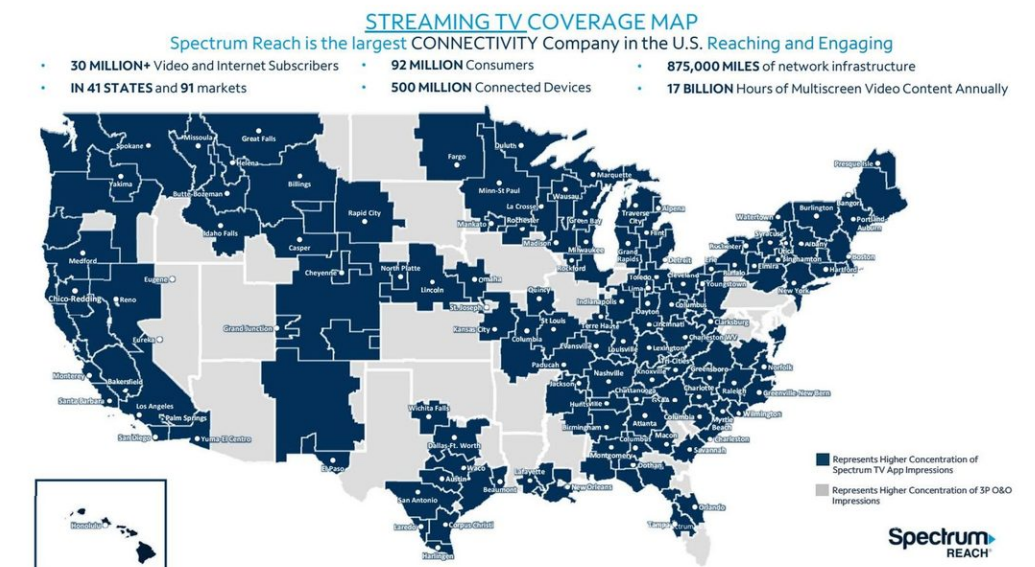
91

30M

DMA5 LINEAR REACH

VIDEO + INTERNET SUBS

→ 03 · NETWORK TWO · STREAMING



92M

17B

STREAMING CONSUMERS

HOURS · MULTISCREEN/YR



— → 05 • BUILT TO FIT

Every budget has a bullseye.

The packages ahead are proven configurations — not price walls. Most of our clients start with a conversation, not a catalog.

Tell us what you're trying to achieve and what you're working with, and we engineer a precision campaign to fit — mixing television, streaming, digital display, social, and national press in whatever combination your goal demands.

À la carte. Tailored. Aimed at exactly what you're trying to achieve.

→ HOW WE TAILOR

YOUR GOAL Leads · foot traffic · launches · credibility

YOUR BUDGET We build to it — never the other way around

YOUR MIX TV · streaming · digital · social · USA TODAY

YOUR LAUNCH Live within days of creative approval

ALWAYS INCLUDED Production & a custom landing page

NO MINIMUMS PRINTED HERE ON PURPOSE -
THE RIGHT NUMBER IS THE ONE THAT FITS YOUR TARGET.



→ 06 • FLAGSHIP TIER

The Precision **Ultimate.**

Our flagship integrated package — every channel firing in synchronized rotation. Television, digital, social, and national press, aimed at the households already looking for you.

\$100K TOTAL PACKAGE COST

EVERY ELEMENT INCLUDED • PRODUCTION • ONE PARTNER FROM CONCEPT TO AIR

PRECISION TV

National campaign • aimed at verified households • 30% threshold targeting

GOOGLE BANNER DISPLAY

2.5M banners monthly • matched to your audience

SOCIAL MEDIA

Full campaign — creative, posting & paid amplification

USA TODAY

Featured article • Google-indexed • national credibility

LANDING PAGE

Custom-built & message-matched • included



— → 07 • THE FULL ARSENAL

Not for everyone. **By design.**

This doesn't fit every marketing plan — and it's not supposed to. For businesses that want every channel we own firing at once, there is one package that holds nothing back.

\$150K TOTAL PACKAGE COST • EVERY CHANNEL • ONE CAMPAIGN

PRECISION TV

National campaign • verified households • 30% threshold targeting

GOOGLE BANNER DISPLAY

5M banners monthly • audience-matched placements

SOCIAL MEDIA

Full campaign — creative, posting & paid amplification

EMAIL BLAST

Dedicated opt-in newsletter campaign • 20M readers

SMS TEXT ALERTS

National opt-in text alert campaign • synchronized with your TV flight



→ 08 • TIER • TV-ONLY

Precision TV Elite Package.

A linear-plus-streaming TV package covering 91 markets nationwide — for businesses that want to lead with broadcast firepower.

\$89K

PACKAGE COST • INCLUDES FULL PRODUCTION

TOTAL MARKETS

91 between linear + streaming

LINEAR TV SPOTS

4,600 spots across all markets

PROGRAMMING

Premium national news & lifestyle — matched to your audience

STREAMING IMPRESSIONS

1,071,428 impressions

PRODUCTION

Included • in-house • fast turnaround

● OFFICIAL SPECTRUM AGENCY PARTNER



→ 09 · TIER · 67-MARKET NATIONAL

Precision TV Package A.

A 67-market network across the country. All spots run business days, placed where your verified audience actually watches.

\$65K

COST · INCLUDES FULL PRODUCTION

COMMERCIAL SPOTS

2,052 spots · :30

MARKETS

67-market network nationwide

REACH

70M subscriber households

LAUNCH

Within 10 days of creative approval

-- NETWORK MARKETS · 67 DMAs

◦ Albuquerque	◦ Harrisonburg	◦ Panama City
◦ Atlanta	◦ Hartford	◦ Peoria
◦ Augusta	◦ Hattiesburg	◦ Philadelphia
◦ Baltimore	◦ Houston	◦ Pittsburgh
◦ Boston	◦ Huntsville	◦ Portland
◦ Burlington	◦ Indianapolis	◦ Richmond
◦ Champaign	◦ Jackson	◦ Roanoke
◦ Charleston	◦ Jacksonville	◦ Rockford
◦ Charlottesville	◦ Johnstown	◦ Sacramento
◦ Chattanooga	◦ Knoxville	◦ Salisbury
◦ Chicago	◦ Lafayette	◦ Salt Lake City
◦ Colorado Springs	◦ Lansing	◦ San Francisco
◦ Denver	◦ Little Rock	◦ Sarasota
◦ Detroit	◦ Memphis	◦ Savannah
◦ Eugene	◦ Meridian	◦ Seattle
◦ Flint	◦ Miami	◦ South Bend
◦ Fresno	◦ Minneapolis	◦ Spokane
◦ Ft. Myers	◦ Monroe	◦ Springfield
◦ Ft. Wayne	◦ Monterey	◦ Tallahassee
◦ Grand Rapids	◦ Nashville	◦ Tupelo
◦ Harrisburg	◦ New York	◦ Washington



→ 10 · TIER · TOP-7 DMA

Precision TV Package B.

Package B covers the **top 7 most populated and desirable DMAs** — Los Angeles County, NYC, Dallas, Austin, Charlotte, Tampa, Orlando.

\$28K FOR 700 SPOTS · INCLUDES FULL PRODUCTION

VOLUME DISCOUNT: 1,400 SPOTS DROPS COST TO \$52K

COMMERCIAL SPOTS

700 spots · :30 (100 per market)

DMAS COVERED

LA County · NYC · Dallas · Austin · Charlotte · Tampa · Orlando

TIMING

Monday–Friday · prime viewing hours

VOLUME UPGRADE

1,400 spots → \$52K

● OFFICIAL SPECTRUM AGENCY PARTNER



→ 11 • TIER • STREAMING-ONLY

Precision TV Streaming Package C.

Live streaming TV impressions across seven premium markets. For businesses that want pure connected-TV reach without linear-TV spend.

\$33K TOTAL • INCLUDES PRODUCTION

FORMAT

Live streaming TV impressions

PROGRAMMING

Premium news & entertainment — matched to your audience

MARKETS

Orlando • Tampa • NYC • LA • Dallas • Austin • Charlotte

IMPRESSIONS

1M total per 4 weeks

● OFFICIAL SPECTRUM AGENCY PARTNER



→ 12 • TIER • MAX TV COVERAGE

Precision TV Combo Package.

The complete TV coverage solution — combining the 67-market national footprint with top-7 DMA coverage. Maximum geographic reach across both network partners.

\$93K COMBINED PACKAGE COST

NATIONAL NETWORK

2,052 spots • :30 • 67 markets

TOP-7 DMAS

700 spots • :30 • 100 per market

DMA MARKETS

LA • NYC • Dallas • Austin • Charlotte • Tampa • Orlando

TOTAL SPOTS

2,752 commercial spots

• OFFICIAL COMCAST AGENCY PARTNER

• OFFICIAL SPECTRUM AGENCY PARTNER



→ 13 • DIGITAL • DISPLAY NETWORK

Google Banner Display Ads.

Display campaigns placed across the web's most-visited premium sites — matched to where your verified audience actually browses. Same days and times as your TV commercials for synchronized reinforcement.

\$35K 5M BANNERS • MONTHLY

5M BANNERS • MONTHLY

\$35K

2.5M BANNERS • MONTHLY

\$20K

TARGETING

Audience-matched placements • 30% threshold data

CAMPAIGN BUILD

Google advanced settings • included

MONITORING

Full monitoring & management included



→ 14 · NATIONAL PRESS

Get featured in **USA TODAY.**

Through our national media partnership, we place a published, Google-indexed feature article about your business inside the USA TODAY ecosystem — recognition as a **Top 5 Industry Leader** in your category. Only five leaders are selected per category.

RANKING SPOT #1 · SHOWCASED LEADER

\$13K ONE-TIME

Featured as the **#1 Leader** in your category · video at the top of your article · 500-word SEO & AI-optimized bio · framed award cover · full social promotion package · premium in-article ad linked to your site

RANKING SPOTS #2-#5 · TOP 5 FEATURE

\$8K ONE-TIME

Featured in the USA TODAY Top 5 Industry Rankings · professional image · name & title · direct website link · 150-word biography · Google-indexed article · SEO & AI search visibility



A powerful campaign is only as strong as the landing page behind it.

No ad we run ever points to a generic homepage. Every campaign gets its own custom-designed, custom-built landing page — matched word-for-word to the ad that earned the click.

The promise someone sees in your ad is exactly what they land on: same message, same offer, one clear next step. Designed, built, and live in days — and refined as the campaign learns.

→ EVERY PAGE INCLUDES

MESSAGE MATCH Word-for-word with your ad

DESIGN & BUILD Custom · in-house · days not weeks

QR & TV RESPONSE Built for commercial response paths

CONVERSION FLOW One clear next step · lead capture

OPTIMIZATION Refined as the campaign learns



— -- → NEXT STEP

Let's schedule a quick call.

A 20-minute call is the fastest way to figure out which package fits your story, your timing, and your budget — and what a precision-targeted campaign would look like for your business.

SEE THE WORK AT [PRECISIONREACHADS.COM](https://precisionreachads.com)



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