

MEDIA JOINT VENTURES

This eBook brought to you by:
Buy-Ebook.com

Our site has got a great collection of the best ebooks which are sold on the Internet, but at a lower price than on any other site.

Affiliates

Earn 60% Commission On Every Sale! We sell 500+ eBooks.

As a Buy-Ebook.com Associate, we will pay you a Massive 60% referral fee for every sale that you generate. You can [sign up for FREE](#) and start making money straight away.

If you want to directly link to some ebooks related to content of your site, [get affiliate link here](#). Choose any from 500+ titles.

NOTE:

If you Would like to Offer this Ebook to Your Web Site Visitors as a FREE Download, then please do so. You can post this ebook to your web site, offer it in your newsletter, print it out as a book, give it to your friends, etc. No royalties are necessary. Give it away or offer it as a bonus with your products. You are not allowed to make any changes to it without permission.

The Author, his publishers, agents, resellers or distributors assume no liability or responsibility to any person or entity with respect to any loss or damage or alleged to be caused directly or indirectly by the use of and the advice given in this publication. It is recommended that the users of this publication seek legal, accounting and other independent professional business advice before starting a business or acting upon any advice given. This book is not intended for use as a source of legal, business, accounting or financial advice, but is distribute for information purposes only.

TV-12.

MEDIA JOINT VENTURES

Purchasing television airtime requires a substantial amount of upfront capital. It is therefore common to seek joint ventures to finance your media buys.

Entering into a joint venture with a TV station simply means that the station is willing to extend you the airtime in exchange for a percentage of your sales. Or they will finance you for a flat fee based on units sold or inquiries generated during each airing.

Since TV stations rarely advertise this aspect of their business, you may have to call a number of them to find those who accept per order (PO) or per inquiry (PI) deals.

There are also media brokers who put together similar deals. Service bureaus who broker turnkey infomercial projects also have access to TV stations that will do PO/PI deals. See the listings at the end of this Guide.

Regardless of which route you take, you will be required to produce customized material that shows an 800 number exclusive to the TV station on which your material is being aired. This will allow both you and the station to track the number of leads or sales generated by each airing.

6. PER INQUIRY

If you have a lead generation DRTV spot, some TV stations, particularly those with huge inventories of unsold commercial time, will accept payment based on the actual number of leads each airing of your ad generates.

Per inquiry deals are usually confined to 1 and 2-minute DRTV spots. TV stations seldom extend half-hour airtime for a lead-generation infomercial. If they do, however, expect to pay a premium for each inquiry you generate with each airing.

Some stations may require a guarantee to run your DRTV spot on a per inquiry basis. For example, if you agree to spend \$1 for each inquiry, the station may require you to give them \$300 in advance until you've generated the equivalent of 300 leads.

7. PER ORDER

Per order deals are usually available for both DRTV spots and half-hour infomercials. With per order advertising, the station may charge a fixed

amount for each unit sold or a percentage - between 30% and 75% - of the gross value of the product.

As with per inquiry deals, some stations may want a guarantee before they air your infomercial or DRTV spot. The guaranteed amount is usually based on the percentage the station expects to earn from the selling price of your product.

For example, if your product sells for \$100 and the station wants 50%, the station will want a guarantee based on \$50 per unit. If the station asks for \$1,000 as a guarantee, it will run your infomercial or DRTV spot until you've sold 20 units.