

## DIRECT RESPONSE

Direct Response Advertising consists of two components, short form and long form. Short form units range from :15 to :60 seconds in length. Long Form units are 30 minutes in length. All Direct Response ads need to have a method of response; either an 800 number and/or a web address.

### SHORT FORM AND LONG FORM DIRECT RESPONSE

DIRECTV is the destination for Short Form and Long Form Advertising Sales. There are many options for short form agencies and advertisers. These include our 11 demographically targeted clusters, live sporting events, regional sports and interactive advertising. We accept :15, :30, and :60 second units on all clusters and live sports.

Our Long Form Advertising Sales opportunities consist of twenty one channels that are dedicated to infomercials, live shopping and programming which can be viewed in all DIRECTV residential households. Time is sold in blocks ranging from a ½ hour to a full 24/7 branded channel, where a total of 10,248 half-hour long form advertising is available per week. Packages can be customized based on a client's needs.

For more information, please contact the following:

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