

# Frequently Asked Questions

## Campaign Questions

### Q. Will I see my commercial or digital ad while it's running?

- A. Because your campaign is targeted to reach your business' target audience, you may not see it if you are not in the same demographic or exhibit the same consumer behaviors.

### Q. How will I know when and where my advertising ran?

- A. At the end of your television campaign, you'll get an affidavit that will detail the networks, dates, and times your spot(s) aired. For digital, you'll get a specific report showing the campaign performance.

### Q. How does Cox Media optimize my campaign?

- A. As television viewership trends shift, we'll work with you to ensure your message is at the right place to reach the right audience. In addition, our analytics team will frequently monitor your digital campaign to ensure we're delivering your ads on the right screens at the right time to reach your target customers. Providing read-only access to your Google Analytics will allow us to see the traffic we drive to your site so we can maximize delivery and improve your ROI.

### Q. How quickly can I change out my commercial or digital ad?

- A. In general, we can change out your commercial spot or digital ad within 2-4 business days. To send us a new video ad for television, visit <http://spotxpress.coxmedia.com> and follow the upload instructions. Display and video ads for digital campaigns can be emailed directly to your consultant.

### Q. What is a pre-empt?

- A. There are times when a network goes live or adjusts their commercial break structure, such as live news conferences or during sporting events. That programming change can impact delivery of your ad. If that occurs, your media consultant will reach out to you to find an alternative airtime.

### Q. How long will it take to see results of my campaign?

- A. It depends on the objective of your campaign, your target audience, and the budget. If your business has a strong brand presence already, you will likely see results more quickly. If you need to build your brand awareness, it takes repetition with your target audience to get a response. Your media consultant can help you plan your campaign with this in mind.

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## Billing Questions

Q. When will I receive my bill?

A. You will receive your invoice by the 15<sup>th</sup> of the month for the month prior. For example, you'll receive a January invoice by February 15<sup>th</sup>.

Q. When is my payment due?

A. If you have qualified for credit, payment is due 30 days following receipt of invoice.

Q. What are my payment options?

A. There are several ways to pay your invoice. View them [here](#).

## Other Questions

Q. What types of creative services do you offer?

A. Our creative department offers a wide range of services – all with a goal of creating campaigns that help your business stand out from the crowd, connect with your target audience, and achieve the results you're after.

Services include:

- Creative Concepting – Developing the right message to connect with your audience
- Video production
  - :05s, :10s, :15s, :30s, and :60s for tv and online
  - Long-form videos for websites, sales videos, testimonials, trade shows, etc.
- Graphic design
  - Logos
  - Landing pages
  - Display ads, including animated display
  - Print collateral
  - Direct mailers
- Other
  - On-hold messaging
  - Audio ads
  - Social media ads

Ask your media consultant for examples of our work!