

National Advertising Gives Us a Big Push Heading into the New Year

When we rolled out the MONI brand in September, a lot of thought was given as to how we would create greater awareness not just among prospective customers, but for the entire public. For too long, Monitronics had been a huge company with a remarkably low public profile.

The story is different for MONI heading into 2017. We're wrapping up a month of intensive advertising and paid content through several types of media that will give us a full head of steam for the New Year, with more opportunities ahead.

Some of the advertising mentions J.D. Power, some offers our current Amazon Echo promotion, and some emphasize our brand and our service. But they all are a major step forward in letting the public know who we are and what we do.

Television

I'm very excited about 30- and 60-second TV commercials for MONI that began running on Dec. 26 and will conclude on Jan. 8. The campaign includes 70 spots each week across a wide variety of networks, including A&E, ESPN and ESPN-2, MSNBC, TNT, TBS, USA, ION, BBC America and American Movie Channel. We'll be running two commercials; take a look at "5 Star" and "What If."

Radio

MONI had a remarkably strong nationwide radio presence in December:

- Charles Osgood is regarded as one of the most famous and most trusted news reporters ever. We're thrilled that he recorded 30- and 60-second radio spots for MONI that ran on 123 stations nationwide this month, reaching an estimated audience of 23 million listeners.
- We also aired radio commercials on iheartradio through the end of the month in our top 10 markets, reaching an estimated audience of 555,000 listeners. We have also been running digital ads on the online radio station.

Magazine and Newspaper

MONI was featured prominently in an "advertorial" section in USA Today on Dec. 19, with sponsored content and a print ad that was targeted at 750,000 readers in various regions of the country. Our digital ads are also appearing on usatoday.com.

Holiday travelers on American Airlines have been seeing a full-page MONI ad in the onboard American Way magazine, as well as digital ads on the magazine's website. The magazine has an estimated 5.4 million readers each month. We're planning to run a similar ad regionally in United Airlines onboard Dossier magazine.

Digital and Social Media

We have always been aggressive in our social media presence, as well as digital advertising. That includes running online display and mobile ads through CBS Sports that have put us in front of millions of sports fans. Now we have a great opportunity to gain an even wider audience during the NFL playoffs by sponsoring online content.

We also have a great opportunity to gain a huge audience during the NFL playoffs by sponsoring radio and online content through CBS Sports. We're currently running online display and mobile ads that have already put us in front of millions of sports fans. This includes working with AAA and AARP digital, print and social advertising as part of our ongoing relationship with those organizations.

In addition to our existing online ads, we'll soon be advertising with Nextdoor. It's a private, fast-growing social network for more than 120,000 neighborhoods nationwide, and it will give us access to a huge pool of potential customers.

Airport Kiosk

We will soon be advertising inside Love Field airport. Ultimately, we'll also be setting up an interactive kiosk that will feature our technology and more information about our products and services. That's a major potential impact, considering that millions of travelers pass through the airport annually.

We're closely tracking how these advertisements and paid content perform. That will help us define the next steps, and determine the best way forward to make MONI into a formidable brand that's known by millions of people nationwide.