



RENEWAL BY ANDERSEN SPOT SEPARATION POLICY

We need your help. As you know, the purpose of our advertising is to generate phone and online inquiries for Renewal by Andersen and those inquiries are turned into appointments and those appointments are turned into sales (hopefully at a strong conversion rate).

At any point in time, approximately 5% of (any universe) homeowners are in the market for replacement windows. TV's reach is what makes it such an attractive medium for us, but when spots run close together, we do not achieve our goals; in fact, the client's budget is squandered.

Renewal by Andersen REQUIRES 20-MINUTE MINIMUM SEPARATION TIME between spots. This includes spots running in consecutive programs on the same day.

To avoid credits, we would like to be sure that your Traffic Management and Staff are aware of this important mandate.

Please be advised, Renewal by Andersen will not pay for spots that run closer than 20 minutes apart.

The undersigned agrees to the schedule terms and conditions as stated above.

X

SALES REPRESENTATIVE – PRINT NAME

X

SALES REPRESENTATIVE – SIGNATURE

DATE



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