



— FILE · IR PRESENTATION · 2026

# TV & Digital *Investor Relations.*

FIVE CHANNELS · ONE MOMENTUM CURVE

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REACH · IMPACT · CAPITAL

# 96M

ACTIVE INVESTORS REACHED ACROSS TV,  
DIGITAL, EMAIL, SMS & NATIVE

# One team. *Five compounding channels.*

Martini & Partners delivers a unique combination of large-scale linear TV, nationwide streaming networks, premium digital native ads, and unlimited access to every top opt-in financial email newsletter and SMS text alert investor group — all rolled up into a premium digital advertising powerhouse designed to reach active investors where they watch, research, and make decisions.

96<sup>M</sup>

TV INVESTORS  
REACHED

2.4<sup>B</sup>

ANNUAL DIGITAL  
IMPRESSIONS

20<sup>M</sup>

EMAIL/SMS  
RESPONSIVE TRADERS

30<sup>X</sup>

AVERAGE  
RETURN ON SPEND

# Five channels. *Engineered to compound.*

Every campaign is built across five integrated channels, all firing in synchronized timing for maximum reinforcement.

→ 01

## TV IR Advertising

National IR TV campaigns coast-to-coast on the top-rated financial news networks — CNBC, FOX Business, FOX News.

→ 02

## Digital IR Advertising

Google Banner Display campaigns: up to 5M banner ads monthly on the top-tier financial investor websites.

→ 03

## Email & SMS Investor Blast

Unlimited access to every top opt-in investor email list and SMS group, reaching 20M responsive traders.

→ 04

## CNBC Featured Article

A full-page, permanent featured article on CNBC.com. Editorial-grade placement that builds long-tail credibility.

→ 05

## Forensic Landing Page Audit

Content engineering that converts campaign clicks into committed shareholders — a substantial upgrade to the overall presentation.

# National TV *IR Campaigns.*

The impact from our combination of resources has generated **\$Billions of dollars** in new retail capital. Exclusive broadcast packages on CNBC, FOX Business, and FOX News — with thousands of monthly commercials and millions of banner ad impressions at industry-leading rates. The TV + Google Ads combo has consistently delivered a solid **30x ROAS**.

## → 01 • CNBC

## CNBC

- SQUAWK BOX
- MAD MONEY
- POWER LUNCH
- CLOSING BELL

## → 02 • FOX BUSINESS

## FOX Business

- KUDLOW
- VARNEY & CO
- MORNINGS WITH MARIA
- CLAMAN COUNTDOWN

## → 03 • FOX NEWS

## FOX News

- THE FIVE
- JESSE WATTERS
- HANNITY
- GUTFELD



→ 05 • FLAGSHIP TIER

# IR Ultimate *Package.*

Our flagship integrated package — every channel firing in synchronized rotation. Designed for issuers who need maximum awareness scale from day one.

**\$150K** TOTAL MONTHLY COST

UPGRADABLE TO SPECTRUM MARKETS, 5M OR 10M BANNER OPTIONS, ADDITIONAL EMAIL/SMS WEEKS

TV • COMCAST / CNBC / FOX BIZ

2,052 spots • :30 • 67 markets

BONUS SPOTS

1,026 free bonus ads

TOTAL COMMERCIAL ADS

3,078 spots aired monthly

GOOGLE BANNER DISPLAY

2M banners / month on top financial sites

EMAIL & SMS BLAST

1 week (M-F) • 20M responsive traders

TIMING

All spots run business days • aligned with Squawk Box, Power Lunch, Closing Bell

• OFFICIAL COMCAST AGENCY PARTNER

• CERTIFIED GOOGLE AD SPECIALIST

— → 06 • TIER • TV-ONLY

# TV IR *Elite Package.*

A linear-plus-streaming TV package covering 91 markets nationwide via the Spectrum + CNBC + FOX Business network — for issuers who want to lead with broadcast firepower.

**\$89K** PACKAGE COST • INCLUDES FULL PRODUCTION

TOTAL MARKETS

91 between linear + streaming

LINEAR TV SPOTS

4,600 spots across all markets

NETWORKS

FOX Business News + CNBC

STREAMING IMPRESSIONS

1,071,428 impressions

PRODUCTION

Included • in-house • fast turnaround

• OFFICIAL SPECTRUM AGENCY PARTNER

— → 07 • TIER • COMCAST 67-MARKET

# TV IR *Package A.*

Comcast / CNBC / FOX Business network across 67 markets nationwide. All spots run business days only, aligned with top CNBC program segments. Includes **1,026 free bonus ads.**

— COMCAST MARKETS • 67 DMAs

- Albuquerque
- Atlanta
- Augusta
- Baltimore
- Boston
- Burlington
- Champaign
- Charleston
- Charlottesville
- Chattanooga
- Chicago
- Colorado Springs
- Denver
- Detroit
- Eugene
- Flint
- Fresno
- Ft. Myers
- Ft. Wayne
- Grand Rapids
- Harrisburg
- Harrisonburg
- Hartford
- Hattiesburg
- Houston
- Huntsville
- Indianapolis
- Jackson
- Jacksonville
- Johnstown
- Knoxville
- Lafayette
- Lansing
- Little Rock
- Memphis
- Meridian
- Miami
- Minneapolis
- Monroe
- Monterey
- Nashville
- New York
- Panama City
- Peoria
- Philadelphia
- Pittsburgh
- Portland
- Richmond
- Roanoke
- Rockford
- Sacramento
- Salisbury
- Salt Lake City
- San Francisco
- Sarasota
- Savannah
- Seattle
- South Bend
- Spokane
- Springfield
- Tallahassee
- Tupelo
- Washington

**\$65K** COST • INCLUDES FULL PRODUCTION

COMMERCIAL SPOTS	2,052 spots • :30
BONUS ADS	1,026 free bonus ads
TOTAL COMMERCIAL ADS	3,078 spots aired monthly
MARKETS	67-market network nationwide
REACH	70M subscriber households
LAUNCH	Within 10 days of compliance clearance

— → 08 • TIER • SPECTRUM TOP-7 DMA

# TV IR *Package B.*

Spectrum controls some huge markets where Comcast can't operate. Package B covers the **top 7 most populated and desirable DMAs** — Los Angeles County, NYC, Dallas, Austin, Charlotte, Tampa, Orlando.

**\$28K** FOR 700 SPOTS • INCLUDES FULL PRODUCTION

VOLUME DISCOUNT: 1,400 SPOTS DROPS COST TO \$52K

COMMERCIAL SPOTS

700 spots • :30 (100 per market)

DMAS COVERED

LA County • NYC • Dallas • Austin • Charlotte • Tampa • Orlando

NETWORKS

CNBC + FOX Business combo

TIMING

Monday-Friday • prime trading hours

VOLUME UPGRADE

1,400 spots → \$52K

• OFFICIAL SPECTRUM AGENCY PARTNER

— → 09 • TIER • STREAMING-ONLY

# TV IR *Streaming Package C.*

Live streaming TV impressions on FOX News, CNBC, and FOX Business News across seven premium markets. For issuers who want pure connected-TV reach without linear-TV spend.

**\$33K** TOTAL • INCLUDES PRODUCTION

COMCAST CAN MIRROR THIS PACKAGE

FORMAT

Live streaming TV impressions

NETWORKS

FOX News + CNBC + FOX Business News

MARKETS

Orlando • Tampa • NYC • LA • Dallas • Austin • Charlotte

IMPRESSIONS

1M total per 4 weeks

• OFFICIAL SPECTRUM AGENCY PARTNER

— → 10 · TIER · MAX TV COVERAGE

# TV IR *Combo Package.*

The complete TV coverage solution — combining Comcast's 67-market footprint with Spectrum's top-7 DMA coverage. Maximum geographic reach across both partners.

**\$93K** COMBINED PACKAGE COST

COMCAST · CNBC / FOX

3,078 spots · :30 · 67 markets

SPECTRUM · TOP-7 DMAS

700 spots · :30 · 100 per market

SPECTRUM MARKETS

LA · NYC · Dallas · Austin · Charlotte · Tampa · Orlando

TOTAL SPOTS

3,778 commercial spots

● OFFICIAL COMCAST AGENCY PARTNER

● OFFICIAL SPECTRUM AGENCY PARTNER

# Email blast + *SMS text alerts.*

Create widespread investor awareness by adding dedicated opt-in email blasts and SMS text alerts to your campaign. The key to a spectacular awareness launch is achieving **massive scale from Day #1** — combining the leading financial newsletters and text alerts to your TV commercials, streaming delivery, and native banner placement, for an awareness explosion like no other.

**\$70K** FULL WEEKLY RUN • MON-FRI

1-WEEK COMMITMENTS • NEVER REPEAT ON SAME LIST

RESPONSIVE TRADERS

20M weekly reach

FORMAT

Email newsletters + SMS alerts

COMMITMENT

1 week minimum • no monthly lock-in

LIST ROTATION

Never repeat — fresh audiences weekly

## The launchpad *advantage.*

The flexibility to run email and SMS blasts **one week at a time** — lock in maximum impact in week 1, then strategically choose additional weeks while never having to repeat on the same list. A lethal wildcard for awareness campaigns that need surging momentum at the press of a button.

# Google Banner *Display Ads.*

Display campaigns running on the top-tier of financial investor websites — over **300M cumulative monthly visitors** across the placement network. Same days and times as the TV commercials for synchronized reinforcement.

**\$35K** 5M BANNERS · MONTHLY

2.5M BANNERS MONTHLY · \$20K

5M BANNERS · MONTHLY

\$35K

2.5M BANNERS · MONTHLY

\$20K

CAMPAIGN BUILD

Google advanced settings · included

MONITORING

Full monitoring & management included

— FEATURED PLACEMENT SITES

● tradingview.com	● fortune.com	● forbes.com
● marketwatch.com	● finance.yahoo.com	● barrons.com
● barchart.com	● seekingalpha.com	● nasdaq.com
● stockhouse.com	● benzinga.com	● stockwatch.com
● fool.com	● bloomberg.com	● thestreet.com
● investors.com	● stockcharts.com	● stocktwits.com
● wsj.com	● businessinsider.com	● zacks.com
● freestockcharts.com	● cnbc.com	● fastcompany.com

# A powerful campaign is only *as strong as the landing page behind it.*

Impactful content is an essential component of every successful investor awareness campaign. We specialize in content engineering that produces a substantial upgrade — important company details, industry facts, and the perfect layout that has a huge impact on the investor becoming a shareholder.

Every Martini & Partners campaign combines national TV, streaming, and digital ads — all supported by premium landing page content. As we prepare to launch to millions of investors across CNBC, FOX Business, FOX News, streaming TV, and the top tier of financial websites, we also perform a **Forensic Landing Page Audit** as part of the process.

When an investor scans a QR code or clicks through from a TV commercial, we make sure the page they land on is ready to convert them — at the moment it matters most.

## → THE FORENSIC AUDIT INCLUDES

CONTENT REVIEW	Company narrative · key claims
LAYOUT & UX	Conversion flow · hierarchy
QR CODE TARGETING	TV commercial response paths
INDUSTRY POSITIONING	Competitive context · proof points
RECOMMENDATIONS	<a href="#">Full upgrade brief</a>

— → 14 • WHAT IT LOOKS LIKE WHEN IT LANDS

# Real campaigns. *Real capital.*

Two recent cases — both publicly traded, both running our integrated TV + digital + email/SMS approach. The numbers below are pulled directly from Google Ads dashboards and public market data.

## CASE • NASDAQ: AREB

MAR 28–APR 30, 2025 • TV + GOOGLE ADS LAUNCH

### From **\$1** → **\$21** in days.

\$1B TRADED • SEVERAL \$B FIRST MONTH

AREB issued a PR on 3/28 stating the TV/Google Ads combo would launch 3/31. **3.34M Google impressions** • 11,752 clicks • 0.35% CTR — during a period of substantial broader market weakness.

## CASE • NASDAQ: SKYX

OCT 2024 + JAN–FEB 2025 • TWO INTEGRATED ROUNDS

### Two rounds. *\$30M new retail.*

RD 1: \$0.80 → \$1.50 • \$10M • RD 2: \$1.11 → \$2.13 • \$20M

Round 1: CNBC TV + Google Ads combo. Round 2: double-heavy TV. **6.04M Google impressions** • 18,368 clicks • 0.30% CTR. Compounding effect from round 1 awareness.

▲ [FULL CASE STUDIES](#) • [SCREENSHOTS](#) • [TICKER-LEVEL DATA](#) • [MARTINIADPARTNERS.COM/CAMPAIGNS](https://martiniadpartners.com/campaigns)



— → NEXT STEP

# Let's schedule *a quick call.*

A 20-minute Zoom or phone call is the fastest way to figure out which package fits your story, your timing, and your budget — and what an integrated awareness campaign would look like for your company.

VIEW THE FULL PORTFOLIO AT [MARTINIADPARTNERS.COM/CAMPAIGNS](https://martiniadpartners.com/campaigns)

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