

JAG FAQ

Summary of frequently asked questions regarding our services

What is CTV?

- CTV stands for “connected TV” and it is any television set used to stream video content over the internet vs typical cable outlet.

What devices are used to watch CTV?

- Amazon Fire TV, Apple TV, Roku, Google Chromecast, Sling TV, Sony Smart TV, DIRECTV, Pluto TV, Android TV, Dish TV, Samsung Smart TV, LG Netcast Smart TV, Xbox, Playstation, and Nintendo Switch.

What geo-targets are available for TV advertising?

- We can target your customer audience base per zip code, city, or state. We can also serve TV ads outside of the USA in international markets.

How long can my TV video ad be?

- 15 to 30 seconds long.

What are the minimum campaign budgets?

- CTV, audio, web, Peacock, and Spotify video ads: \$1,000
- Disney+ and Hulu ads: \$500
- Netflix ads: \$25,000

How much do you charge for your TV advertising services?

- JAG charges a 25% campaign management fee of the total campaign budget. For example, if the campaign budget is \$3,000 then the payout to JAG is \$750.

Does JAG Inc require any monthly commitments?

- Absolutely not. Work with JAG to run any ad campaigns when it makes sense for your business. If we are not managing a campaign, then there are no fees.

Why should I care about streaming TV advertising for my brand?

- Americans now watch more TV from streaming services than either broadcast or cable TV. For the month of July 2024, TV streaming in American households accounted for a total of 41.4% of overall TV viewing.

