



Infomercial Sales Inc.

Innovative Solutions For Long From Management

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At a glance

Info Sales, Inc. is a television rep firm with over 20 years of experience in the television industry. Info Sales sells paid programming on behalf of a wide variety of stations and cable companies. We represent more that 12,000 half hour time periods per year.

We cultivate and maintain relationships with an impressive number advertisers and media buying agencies.

Our Goals

To out perform our competition by offering superior customer service, expert negotiations, professional reporting systems by developing and maintaining mutually beneficial relationships. To create win-win scenarios for the stations, networks and advertisers by listening to the needs of all parties and leverage our relationships and expertise; to find the right solution on behalf of our clients.

Get to know us better on
FaceBook

See Photos and bios of the
people who develop solutions
to your needs



Our Services

Air-time Sales - We Leverage our long standing relationships in the direct response industry on a daily basis to negotiate the best possible rates. Our reputaiton for quality service and operating with integrity ensures high spending and loyalty.

Program Titles - No more chasing down titles and 800 numbers, from media buyers and assistants. Instead, we, do all the work for you. Our staff maintains a database with reminders for titles to ensure timely computerized reporting to your traffic department.

Tape trafficking - We ensure that program tapes are delivered on time and in the correct format.

Accounting - Tired of not receiving cash in advance payments? Late payments? discrepencies? Do you find yourself having to process credit applications? We can relieve you of the onerous task of accounting and collections while ensuring timely disbursement of revenue to your station!

Marketplace Presence - By networking, attending industry conferences and maintaining close relationships with agencies and advertisers, we are able to stay ahead of the curve and track industry changes. Who's spending what, how can we carve out a bigger piece of the client's budget and how to maximize the rates of each time period on your station.



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Added Value For Your Station / Network

- Personalized and direct attention to your account.
- Experienced team always at reach, and available to serve your station.
- Comprehensive service (sales, traffic, accounting and continuous support).
- Knowledgeable and courteous traffic team management.
- Collections and accounting solutions that make payment and pay-out processes efficient and well-timed.
- Competitive strategies to get the most revenue for each time slot.

Take the Next Step

Hesitant about how convenient our services are? By using Info Sales, instead of using in-house salespeople, you can save the costs associated with the following:

- Salaries and in-house commissions
- Sales, traffic and accounting personnel
- Payroll taxes
- Healthcare and Fringe benefits
- Vacation/ Personal Time-off
- Training and personnel turnover
- New business cultivation, including:

Networking activities/Conferences.
Lunches/Cocktail Receptions.
Public relations, and expense reports.

Most importantly, since Info Sales will take care of all of your long form paid programming, your in-house salespeople can concentrate on developing and expanding spot business!

For more information regarding
Infomercial Sales Inc. or to have
a market evaluation, please contact:

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