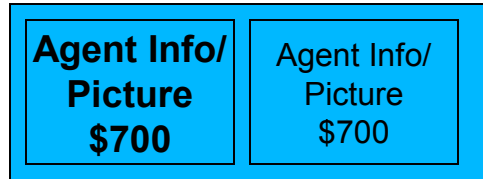
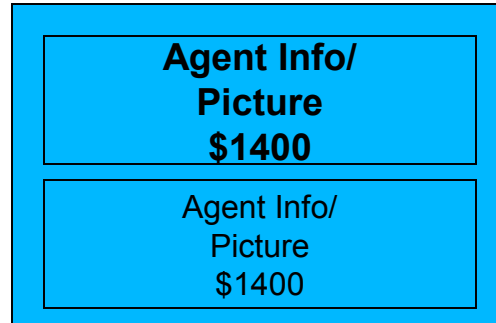


What is a “Tag”?

TAG Example



2½ seconds-Single Pod



5 seconds - Double Pod



10 seconds - Quad Pod

- A tag is a :10 second attachment to a :20 second commercial
- For this campaign, each tag is composed of 4 “pods” or 4 places where agency information can be inserted
- In **BOLD** is an example of a Single, Double and Quad Pod.

If an agent purchases a **single pod**, they receive an **individual agent photo** and **2 ½ seconds of audio**.

If an agent purchases a **double pod**, they receive a **group photo or 2 individual agent photos** with **5 seconds of audio**.

If an agent purchases a **quad pod**, they receive **multiple individual photos or 2 groups** with **10 seconds of audio**.