

Our services cost less!
**No middlemen
 and no ad agency
 markup for outsourced
 productions.**

How do we do it for less? We keep it simple. No middleman, small crews and low overhead, combined with state-of-the-art equipment, allows us to produce big studio quality for substantially less investment.

We've been creating commercials and buying airtime for over 25 years. With that experience, we've developed unique and highly effective TV spot placement strategies that will get you results!

Whether you need just one TV commercial, production and airtime combined, or an entire campaign that includes TV, radio, print and internet advertising, contact us for affordable advertising solutions.



Lasso Productions
614-326-FILM
 info@lassopictures.com

Request a free DVD Demo Reel
 or see it on our website:

www.lassopictures.com/showcase

Whether you're a new or seasoned advertiser, Lasso Productions has the affordable television production and advertising solutions that are right for you. Our goal is for your business to grow.

That's why we take a comprehensive and realistic approach to creating advertising that fits your business and budget. If our advertising is successful, then your business will increase and it's likely you'll continue to use our services. That's why we won't charge top dollar for productions and then spend your entire year's budget on a four week blitz. When planned correctly, television advertising will continually build the strong name recognition your business needs to be competitive in the marketplace.



Local broadcast and cable television advertising is absolutely the most cost effective medium for promoting your business, product or services. For over twenty-five years we've found this to be true over and over again. In our opinion, most businesses with sufficient budgets should always invest first in television advertising. With the advantage of sight, sound and motion, TV spots are more impressionable, more recognizable, and can increase awareness for your company more effectively than any other medium.



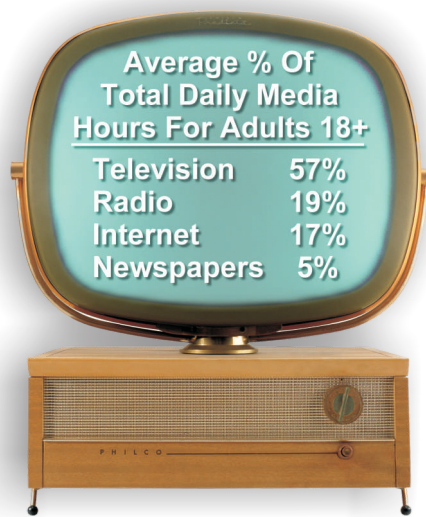
Other media such as radio, newspapers and billboards are fine if you have the additional budget, but none can compete with television's ability to reach more people for less money. This is especially true when cable television is added into the mix. Cable television is an

"In good times people want to advertise; in bad times they have to."
 -Bruce Barton
 Advertising Pioneer



extremely affordable way to increase frequency, target people with a specific interest, and reach local customers in areas such as Lancaster or Newark, Ohio. Nearly 70% of households watch cable. Advertisers who don't include cable TV in their airtime plans are missing a big audience.

If you have a website, television advertising is a great way to drive business directly to your site and avoid the need for expensive internet advertising. Speaking of expensive, just how much money is your business spending on outdated yellow page advertising? With the money spent on a one year contract for a full page yellow page advertisement, your business could have reached hundreds of thousands of customers on television. Plus, you wouldn't be stuck with just one ad that can't be changed or altered. Nor would you be contractually obligated to pay thousands of dollars a month for an entire year with no way to cancel and no recourse. Why lock your business into an expensive year long contract when there are so many better and less restrictive ways to advertise?



Lasso Productions has been creating television commercials and other film, video, sound and multimedia productions for over twenty-five years. We handle all aspects of the production process from

We're Central Ohio's best source for affordable television advertising!

We keep costs down with in-house television commercial production and targeted airtime placement services.



script to screen. We will create a custom TV spot production proposal for you along with a cost quote, up front. Your commercial will be produced for the quoted amount with no surprise add-ons. We take pride in our work and we make even simple, low budget, commercials look their best



For those who have never advertised on television, you're probably wondering how much it cost to get started. For Central Ohio, a lower budget plan might include \$1200 to \$2000 for one or two nice TV spots and an ongoing investment of \$4000 to \$5000 in monthly airtime expenditures. Targeting just a small cable area would cost less. Larger airtime budgets increase the rate of market exposure, awareness, name recognition and results. Contact us for a customized commercial production and airtime plan that's right for your business.

If you're already a television advertiser, we would appreciate the opportunity to submit a money saving bid for your next commercial production. In addition, consider us for your airtime buying services. We have media buying strategies that will get you better results for the same or less than you're spending now. With our twenty-five years of experience, we can increase the effectiveness of your advertising and get you new customers!

We also provide media buying services for radio, print, outdoor advertising and more. Additional production services include, radio spots, voice-overs, music recording, copywriting and graphic design. We create and maintain websites as well.

More info and our demo reel at www.lassopictures.com