

PRIMEDIA NETWORK

Brand & Style Guide

Bold. Modern. Market Leader.
Nobody else can do what we do.

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Brand Lead: Justin Welack, Digital Marketing Manager

Distribution: Internal team, contracted designers, developers, and agency partners.

Audience tier: Fortune 1000 marketers, CMOs, agency partners with \$5,000–\$100,000+ weekly media budgets.

Massive Media Reach. Unlimited Growth.

00 — How to Use This Guide

This document defines every visual, written, and structural decision for the Primedia Network brand. It is the single source of truth for anyone producing work in our name — internal staff, freelance designers, copywriters, developers, video editors, and agency partners.

Treat every specification here as binding unless Justin Welack approves a written exception. If a section does not cover your situation, stop and ask before improvising. Improvised brand decisions are the number-one source of inconsistency.

Who this guide is for

- **Designers (web, print, presentation):** Sections 01–09 are mandatory. Section 10 covers PowerPoint, Section 11 covers email, Section 12 covers social.
- **Copywriters and content creators:** Sections 01, 06 (Voice & Tone) and 07 (Words We Use / Don't Use) are mandatory.
- **Developers and Webflow builders:** Sections 03 (Color), 04 (Typography), 05 (Logo), 09 (Web), and 13 (Components) are mandatory. Specifications are pixel-precise.
- **Sales, account managers, and partners:** Sections 01 (Brand Strategy) and 06 (Voice & Tone) so you sound like the brand in calls, emails, and proposals.

How to read the boxes

- Blue-accent callouts mark binding rules — these are not suggestions.
- Black headline bands mark major sections.
- Tables specify exact values (HEX, RGB, CMYK, point sizes, pixel sizes) — copy them precisely.
- The pattern "DO / DON'T" appears throughout. Both columns matter.

APPROVAL & EXCEPTIONS

Any deviation from this guide requires written approval from Justin Welack before the work ships. "It looked better" is not a valid reason. "The client asked for it" is not a valid reason — the brand is the product, and consistency is the proof we know what we are doing.

01 — Brand Strategy Foundation

What We Are / What We Offer

Our positioning, taglines, and capability set in one place — the canonical language for who Primedia is and what it sells. Lead with these lines; the sections that follow explain how to use them.

Positioning

The PRIMEDIA Network is the Nation's Largest Media Advertising Network

Nobody Else Can Do What We Can Do.

We are Media. The one-stop source for ALL media advertising options.

Massive Media Reach. Unlimited Growth.

What We Offer — Includes Instant Access To:

- **1,400 Local Network TV Stations in Every Market in the Country** — ABC, CBS, FOX, NBC, CW, MeTV, MyNet, Antenna TV, Cozi, Bounce Stations, & more
- **1000's of Cable TV Channels** — Available in 62 Markets Nationwide, covering the top metro DMAs from coast to coast: hundreds of cable networks (news, sports, entertainment, and lifestyle), bought by market, daypart, and zone so spend lands only where your customers are
- **2,000 Local Radio Stations** — Available in Every Market in the Country
- **Streaming TV Platforms** — Every Streaming Platform featuring Paramount+ and Peacock Nationwide
- **Streaming Radio** — Ability to target specific areas in any market nationwide

Get a fast, free custom proposal — call or fill out the form today.

What Primedia Network Is

Primedia Network is the only every-screen network — reaching every screen and every speaker — local network TV, cable, streaming, local radio, and digital — planned by one team, attributed to one phone number, on a single invoice.

We are not a programmatic vendor. We are not a self-service ad-tech tool. We are not a discount broker. And we are not an agency of record. We buy direct and cut out the middleman — the layer of markup and hand-offs that sits between most advertisers and the inventory — which is how we deliver the savings and the speed. We are a managed, full-channel media partner — and the difference is what we hold

ourselves accountable to. We measure impressions, reach, and site lift in full: GTM and streaming pixels capture them as part of campaign validation and reporting. But impressions are an input, not the scorecard. The number that matters is the phone ringing, the form filled, the booked appointment. We measure everything; we are judged on outcomes.

Every broadcast campaign we run is paired with pixel tracking via Google Tag Manager. When a TV commercial airs, the resulting website lift — sessions, impressions, and conversions — is captured, attributed to the spot, the daypart, and the market, and reported back. Most broadcast vendors cannot do this. We treat it as the baseline.

We build every media buy on our own proprietary MMS platform — software no competitor has. It is how one team plans, buys, and attributes across 1,400 local network TV stations, cable, streaming, CTV/OTT, and 2,000 radio frequencies on a single invoice, and it is the engine behind the attribution we report back. This is a hard, falsifiable point of distinction: no agency, ad-tech vendor, or station group can do what the MMS platform lets us do. Lead with it. The capability is ours alone, and saying so passes the "nobody else" test on the first read.

How the Market Describes Us

When buyers search "Who is Primedia?", Google's AI Overview returns the summary below. It is a useful external articulation of our position and reach — use it as a reference for how the market already understands us, and keep our own claims consistent with it.

Google AI Overview — "Who is Primedia?"

The Primedia Network is the nation's largest unwired network of local television stations, specializing in helping businesses buy TV, radio, and streaming ad space at highly discounted rates. Based in Schaumburg, Illinois, they offer full-service advertising and have an inventory that spans over 1,400 local network channels (including ABC, NBC, CBS, and FOX) across nearly 200 U.S. markets.

The network provides several distinct services and capabilities:

- **Massive Media Reach:** Beyond standard local network television, their inventory includes hundreds of cable channels, 2,000 local radio stations, national newspapers, billboards, and Over-The-Top (OTT)/streaming platforms.
- **Tech-Driven Purchasing:** The company utilizes proprietary Media Management Software (MMS) that allows local, regional, and national advertisers to buy deeply discounted "unsold" ad spot inventory directly.
- **Full-Service Production:** Alongside media buying, they offer commercial production, call center services, digital marketing, SEO, and web design.
- **Advertising Packages:** They offer tiered advertising packages where secondary marketing services (like analytics and ad creation) are provided for free when clients meet minimum media budget commitments.

Problem / Solution — The Right Channel Mix

A recurring format for our marketing: open with the question the buyer is already asking themselves, then answer it with the channel-mix advantage. Lead with the problem; resolve it with the math. Be educational — show why the right mix of channels delivers more impressions for the same money, and let the savings make the case.

The questions our buyers are asking:

- **Do you know which media option is best for your business?**
- **Could you be growing faster?**
- **Should your ROI or ROAS be higher?**

The answer — the channel-mix advantage:

More impressions for the same money. Nobody offers all four: TV, Cable, Streaming, and CTV. Most vendors sell one or two and leave reach — and savings — on the table. Buying all four direct, on one platform, means the same budget buys more of the right impressions in the right markets. That is the media plan that gets you promoted. Make your CEO happy.

More reach. Same budget. More growth.

How to use the format:

- **Open with the buyer's question** ("Do you know which media option is best for your business?") rather than a product claim.
- **Teach the mechanism** — explain that the savings come from the correct channel mix bought direct, not from a discount gimmick. The education is the sell.
- **Close on the outcome** — more impressions for the same money, higher ROI/ROAS, faster growth. Tie it to the buyer's own win ("the plan that gets you promoted").
- **Stay falsifiable** — "nobody offers all four" is a checkable claim; keep the four named (TV, Cable, Streaming, CTV) so it passes the "nobody else" test.

Who We Serve

This brand is built for marketing leaders with the budget, sophistication, and accountability to demand measurable broadcast outcomes. Specifically:

Tier	Profile
Primary (Tier 1)	CMOs and VPs of Marketing at Fortune 1000 / mid-market enterprises. Weekly media budgets of \$25,000–\$100,000+. Multi-market campaigns. Want a partner who can build, buy, and attribute across every channel.

Tier	Profile
Secondary (Tier 2)	Growth-stage advertisers and challenger brands. Weekly budgets \$5,000–\$25,000. Need full-service execution but think like performance marketers. Care about CPL, CPA, and ROAS, not GRPs.
Channel Partners	Agencies and consultancies that need a wholesale-grade broadcast partner. They sell strategy and creative; we run the media stack.

Who We Prioritize Last — And Phase Out Over Time

Brand discipline is also about sequencing — which buyers we lead with, and which we serve while building toward a higher-paying book of business. The buyers below are a real and valued part of who we are today. We do not turn them away. We tier them as lower priority and phase out our active pursuit of them as Tier 1 and Tier 2 accounts take over the pipeline. Our top-of-funnel marketing leads with the premium audience; it does not have to repel these buyers, and our Sales team continues to close them.

- First-time-to-TV advertisers and smaller, one-station buyers. We serve them today and will keep closing them — but our premium-tier marketing does not lead with them. Top-of-funnel copy still assumes a buyer who understands rate cards, dayparts, attribution, and DMAs, and the brand voice should not turn into a beginner explainer. As Tier 1 and Tier 2 accounts grow, our outbound effort shifts toward them and away from actively prospecting this segment.
- Single-spot, one-and-done buyers. Worth taking when they come in, but not a segment our premium marketing is built to attract; we look to convert them into repeat, multi-channel accounts over time.
- Pure price shoppers whose only question is rate. We can win them — buying direct means we are genuinely competitive on price — but we open on attribution and outcomes, then let the rate close the deal. Price-only buyers are the lowest-priority pursuit, not a forbidden one.

POSITIONING ON "FREE" AND "LOWEST RATES" — LEAD WITH OUTCOME, CLOSE WITH VALUE

"Free" and "lowest rates" are two of our strongest assets — the discipline is where we use them, not whether. Led with, in a headline or cold opener, they attract the price shopper and signal commodity. Held for the close — after the attribution and outcome story has landed — they reinforce value and help win the deal. Both are governed by tiered rules in Section 06: keep them out of the hook, and bring them in as a value-add close to an engaged buyer. The reason the rate is real is structural: we buy direct and cut out the middleman, so "absolute lowest rates because we buy direct" is a claim we can stand behind

once a buyer is listening. Lead with the outcome; close with the value.

Brand Promise

Three words. They appear everywhere, and in this order:

Massive Media Reach.

Every promise opens with the same constant — **Massive Media Reach.** — then connects to the outcome the buyer actually measures. There is no single universal promise; the outcome beat flexes by buyer type. Match the promise to the buyer:

Buyer Type	Then connect to the outcome
B2C	Growth. Unlimited.
B2B	More Reach. More Leads. More Growth.
DTC	More Reach. More Calls. More Growth.

Use the buyer-type promise that names the metric that vertical truly produces: B2C audiences are measured on growth and brand lift (Growth. Unlimited.); B2B on lead generation (More Reach. More Leads. More Growth.); DTC on direct response and call/order volume (More Reach. More Calls. More Growth.). Never promise a metric a campaign will not produce — if a vertical is not lead-driven, do not say “leads.” This three-promise set is the system; reinforce the matching one in every piece of marketing, every pitch deck, every email signature.

Brand Personality — Five Words

Trait	What It Means	How It Shows Up
Decisive	We make calls. We do not hedge.	Short sentences. Active voice. Numbered claims.
Proven	Twenty-plus years moving real budgets, real markets, real phones.	Specific numbers, sourced stats, named case studies.
Modern	Accountability for outcomes in a category that still sells on reach.	Call tracking, attribution, AI-readable schema, dashboard reporting.
Human	One team. No phone tree. The senior person answers.	First-name bylines. Real photos of real people. Direct phone numbers.

Trait	What It Means	How It Shows Up
Unapologetic	We are the category leader. We will say so.	"Nobody else can do this." "The only platform that..."

Competitive Positioning

We are positioned against three buckets of competitor. Knowing where we stand changes how we speak.

Competitor Set	They Sell	Our Differentiator
Self-serve CTV platforms — Roku Ads Manager, Vibe.co, MNTN	Streaming reach with do-it-yourself dashboards. Programmatic targeting. Impressions and viewable rate.	We add linear TV, cable, and local radio that they cannot deliver. One team buys and attributes across all channels — and every conversion traces back to the channel that drove it.
Linear-only TV reps and station groups	Local TV inventory in a single market or station group. Reach and frequency.	We give the buyer national scale, multi-channel reach, and unified attribution. They give the buyer one rate card and one phone call.
Data-driven TV platforms — Tatari, Simulmedia	Sophisticated measurement and attribution science for enterprise TV buyers.	We match the measurement, add execution, creative production, and radio — under one team. They are a platform; we are a partner.

THE "NOBODY ELSE" TEST

Every line of marketing copy and every slide we ship must pass one test: can a competitor say the same thing? If yes, rewrite. If no, ship.

02 — Logo System

The Primedia Network wordmark is the single most important visual asset of the brand. It identifies us in every channel and locks the eye to our signal blue accent.

Reverse / Dark Mode Logo (Backup — Inverted Use Only)

This is the backup logo, for inverted use only — on black, dark navy, signal-blue, or dark photographic backgrounds where the primary black wordmark would not read. The Light Mode logo below is the primary mark. Reach for this reverse version only when the background requires it.



Primary Logo (Black / Light Mode)

This is the primary logo. Use it on white, ink-50, or very light photographic backgrounds — the default across the website, decks, and marketing surfaces. The wordmark is solid black while the accent bar remains signal blue.



Vertical / stacked lockup: see Dean. A stacked, vertical lockup may still be needed for narrow or square placements. Until one is approved, do not improvise a stacked version of the logo — check with Dean before producing or using any vertical lockup.

The Logo System — One Device, Many Lockups

The logo carries one signature device: the signal-blue accent bar. It must be present in the horizontal logo in both its primary (black) and backup (reverse) forms, and must always be signal blue. That accent bar is what keeps the mark instantly recognizable as Primedia.

Logo Construction

The logo is the wordmark "PRIMEDIA" set in a heavy geometric sans-serif, with the word "NETWORK" set smaller in our signal blue, and a horizontal blue accent bar tying the two together. The accent bar is structural — it is not decorative. Never remove it.

WORDMARK VS. BRAND TYPEFACE — IMPORTANT FOR DESIGNERS

The logo wordmark is custom-drawn and is NOT the same as the brand typeface. The brand typeface for all other applications — headlines, body, presentations, web — is Space Grotesk and Inter (see Section 04). Designers must never rebuild the logo by typing "PRIMEDIA" in Space Grotesk, Inter, or any other font. The logo exists only as the supplied vector files. Use the file; never recreate it.

Clear Space

Minimum clear space around the logo equals the cap height of the letter "P" in PRIMEDIA. Nothing — type, image, edge of canvas, button — may enter that space. Doubling the clear space is preferred wherever layout allows.

Minimum Sizes

Surface / Lockup	Minimum Size	Notes
Horizontal logo — digital / web	160 px wide	Below this, switch to the stacked lockup or the icon tile.
Horizontal logo — print	1.25 inches wide	Anything smaller loses legibility on the accent bar.
Stacked lockup — digital	120 px wide	The monogram keeps it legible at smaller widths than horizontal.
Email signatures	180 px wide	Use the horizontal black-on-white variant.
Icon tile — app icon / favicon	16 px minimum	Use the supplied favicon.ico and SVG icon. Tile holds up to very small sizes.
Social avatars / profile pictures	400 x 400 px square	Use the signal-blue icon tile (primedia-icon-blue). Do not crop the horizontal logo.

Logo Don'ts — Hard Rules

These are the most common ways logos get destroyed in the field. None of these is acceptable, including with client approval.

- **Do not recolor.** The wordmark is black or white. The accent bar is signal blue. No other combinations.
- **Do not stretch, skew, rotate, or compress.** Use proportional scaling only — hold Shift in any design app.
- **Do not add effects.** No drop shadows, no glows, no bevels, no gradients on the wordmark.
- **Do not place on busy photography.** If the background image is busy, add a solid black or white panel behind the logo.
- **Do not place on a colored background other than approved brand colors.** Especially do not use the logo on competitor blues, neon, or trend colors.
- **Do not separate the accent bar from the wordmark.** They are one mark.
- **Do not redraw or substitute typefaces.** Always use the vector logo file. Never rebuild from a font.

Logo File Reference — Use the Right File

The complete logo kit ships as a single folder, primedia-logo-kit. Every lockup is supplied as both SVG (vector — use for web, and any time the file will be scaled) and PNG (raster — use when a tool cannot accept SVG). Use this table to grab the correct file for the job.

File Name	What It Is	Use On
primedia-network-logo-white	Horizontal, white wordmark + blue bar	Dark backgrounds — default primary
primedia-network-logo-black	Horizontal, black wordmark + blue bar	Light backgrounds
primedia-network-logo-lcolor-black / -white	Horizontal, single-color (no blue)	One-color print, fax, engraving, embroidery
primedia-network-stacked-black / -white	Vertical lockup, monogram over wordmark	Narrow columns, mobile, square formats
primedia-icon-blue / -black	Contained P tile, rounded corners	Social avatars, app icons, large favicons
primedia-p-mark-black / -white	Bare P-monogram + blue bar, no tile	Watermarks, large-format, brand device
favicon.ico	Multi-resolution icon (16/32/48/64 px)	Browser tab favicon — legacy fallback

FILE ACCESS & VERSION

The current logo kit is primedia-logo-kit, with all marks built on Signal Blue #1C3FD4. If you do not have the folder, request it from Justin Welnack before starting work — never pull the logo from the live website, and never use any older kit built on the previous blue. SVG is preferred wherever the tool accepts it; fall back to PNG only when it does not.

03 — Color System

Primedia Network's color system is built for high contrast, premium feel, and screen-first accuracy. The palette is divided into three layers: Primary (the brand), Neutrals (the architecture), and Functional (the signals).

Primary Palette

These three colors are the brand. Every piece of marketing leads with this trio. Anything beyond this list is a supporting color, not a brand color.

Primary Black #000000	Primary White #FFFFFF	Signal Blue #1C3FD4	Ink 900 #0A0A0F
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Primary Color Specifications

Name	HEX	RGB	CMYK (Process — Print Safe)
Primary Black	#000000	0 / 0 / 0	0 / 0 / 0 / 100
Primary White	#FFFFFF	255 / 255 / 255	0 / 0 / 0 / 0
Signal Blue	#1C3FD4	28 / 63 / 212	84 / 71 / 0 / 4
Ink 900	#0A0A0F	10 / 10 / 15	75 / 68 / 67 / 90

CMYK-SAFE PALETTE — NO SPOT COLOR REQUIRED

Signal Blue #1C3FD4 is built to sit inside the CMYK process gamut. It converts cleanly to a standard 4-color process build with only a minor, generally imperceptible shift — no Pantone spot color, no print premium, no vendor-specific color matching. Use the HEX value for all screen work and the CMYK build above for all print work. Any commercial printer can reproduce the full palette on a standard process press.

Neutral Scale (Architecture Colors)

Neutrals build the structure of any layout. Use them for backgrounds, dividers, body copy, secondary text, table strokes, and disabled states. Do not use them as accent colors — that role belongs to Signal Blue.

Ink 900 #0A0A0F	Ink 700 #1F2330	Ink 500 #4A5167	Ink 300 #9097A8	Ink 100 #E5E8F0	Ink 50 #F6F7FB
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Neutral Usage Map

Name	HEX	Use
Ink 900	#0A0A0F	Background for dark sections. Pitch-deck cover slides. Email headers. Replaces pure black where a tiny warmth helps it not look like a void.
Ink 700	#1F2330	Body copy headlines. Default H1/H2 color on light backgrounds.
Ink 500	#4A5167	Body paragraph text. Maintains 7.4:1 contrast on white — passes WCAG AAA.
Ink 300	#9097A8	Captions, microcopy, footer text, form helper text.
Ink 100	#E5E8F0	Dividers, table strokes, card borders, disabled states.
Ink 50	#F6F7FB	Section backgrounds for content separation. Alternating table row fills.

Functional Colors

Use sparingly and only for their stated purpose. These are not accent colors and should never be used decoratively.

Success #0F8A4D	Warning #C97A14	Danger #C13A2E
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Name	HEX	Use Only For
Success	#0F8A4D	Positive results, confirmations, form-success states, growth metrics in charts.
Warning	#C97A14	Caution states, validation hints, attention callouts. Never use as a brand accent.
Danger	#C13A2E	Errors, deletions, declining metric arrows in charts. Use rarely.

Color Pairing Rules

- **Signal Blue against Primary Black or Ink 900:** the signature lockup. This is what makes Primedia look like Primedia.
- **Signal Blue against Primary White:** permitted, but keep the blue at 100% — never tint or shade.
- **Black background sections:** use Signal Blue or Primary White type. Never gray type on black.
- **Light backgrounds:** default headlines to Ink 700, body to Ink 500. Reserve Signal Blue for one accent moment per section — a headline word, a button, a stat callout.
- **Never combine Signal Blue with competitor blues,** trend colors, neon, or generic stock-template accent colors.

ACCESSIBILITY MINIMUMS

All text must pass WCAG AA contrast (4.5:1 for body, 3:1 for large text). Use webaim.org/resources/contrastchecker to validate any new color pairing. Black on Signal Blue and Signal Blue on Black both pass AAA. White on Ink 500 fails — always pair Ink 500 with white or Ink 50 backgrounds.

04 — Typography

Type does more brand work than color or logo. The font choice on a website or pitch deck is the single fastest signal of "premium" or "discount," of "2026" or "2010." Primedia Network uses a deliberately tight type stack: two families, modern, screen-first, with a paid upgrade path when budget allows.

Type Stack — Production (Free, Webflow-Ready)

Role	Family	Source / License
Display / Headlines	Space Grotesk	Google Fonts — Open Font License (free, commercial use permitted). Self-host in Webflow for performance.
Body / UI	Inter	Google Fonts — Open Font License. The category-standard screen-first sans-serif. Self-host in Webflow.
Data / Code	JetBrains Mono	Open Font License. Use only for code snippets, version stamps, JSON examples, schema, and rare data tables.

Display & Headline Specifications

Level	Family	Weight	Web Size	Line Height	Tracking
Display XL (Hero)	Space Grotesk	700 Bold	72–96 px	0.95	-0.03em
H1	Space Grotesk	700 Bold	48–56 px	1.05	-0.02em
H2	Space Grotesk	600 SemiBold	36 px	1.15	-0.015em
H3	Space Grotesk	600 SemiBold	24–28 px	1.25	-0.01em
Eyebrow / Label	Inter	600 SemiBold	12–14 px	1.3	+0.08em UPPER

Body & Paragraph Specifications

Level	Family / Weight	Web Size	Line Height	Color
Body Large	Inter Regular 400	20 px	1.55	Ink 700 #1F2330
Body Default	Inter Regular 400	17 px	1.6	Ink 500 #4A5167
Body Small	Inter Regular 400	14 px	1.5	Ink 500 #4A5167
Caption / Microcopy	Inter Medium 500	12 px	1.4	Ink 300 #9097A8

Hero Statistic Treatment

Numbers are the brand's proof. Big numbers should be treated as a graphic element, not a paragraph. Specification:

- Family: Space Grotesk Bold 700
- Size: 96–144 px web; 72 pt print
- Line height: 0.9
- Tracking: -0.035em (tightened)
- Color: Signal Blue #1C3FD4 on light backgrounds, Primary White on dark
- Always tabular-figures numerals (font-variant-numeric: tabular-nums in CSS) to keep alignment

Type Anti-Patterns — Do Not Ship

- **No Arial, Helvetica, Times New Roman, Calibri, or Comic Sans.** These signal default-template, which signals not-premium.
- **No three-or-more font families on a single layout.** Two is the maximum. Three is amateur hour.
- **No ALL CAPS body copy.** Reserved for eyebrow labels, button text, and section dividers only.
- **No condensed, italic body copy,** or anything below 12 px on web.
- **No drop shadows, outline strokes, or 3D effects on type.** If a stat needs emphasis, use color and weight, not effects.
- **No tracking out of headline text.** Default headline tracking is tight (negative). Stretched-out type signals 2010.
- **No mixed quotes.** Use typographic smart quotes (“curly”) everywhere, including in pitch decks and email.

05 — Voice & Tone

Voice is the brand's biggest lever. The same visual identity written timidly will fail. Written boldly, the same identity converts. Every sentence we ship must pass three tests: it leads with the claim, it can be said by nobody else in the category, and it is short enough to land.

Voice DNA — Five Principles

Principle	DO	DON'T
Lead with the claim, justify after.	We reach every screen and every speaker.	We partner with broadcasters across multiple media types to deliver integrated solutions.
Specific numbers, not ranges.	1,400 TV stations. 2,000 radio frequencies.	Thousands of stations nationwide.
Active voice, present tense.	You see which spot drove the lift, when and where.	Our clients typically see results within a week.
Short sentences. Hammers, not paragraphs.	Massive Reach. Real Savings. Unlimited Growth.	We deliver a comprehensive suite of marketing services designed to drive measurable outcomes.
Direct address — you, your.	Your business. Our 1,400 stations.	Our clients benefit from extensive reach.

Voice Tier — One Brand, Two Gears

Primedia Network speaks in two registers, both consistent with the brand promise. The audience decides which gear is right for the surface.

Gear	Tier 1 — Premium / Pitch	Tier 2 — Demand-Gen / Public
Audience	CMOs, VPs Marketing, agency principals, brand directors. People who buy on track record, not on price.	Director-of-Marketing or owner-operator at growth-stage businesses. People who buy on outcomes and time-to-value.
Surfaces	Pitch decks, case studies, sales emails, LinkedIn thought leadership, agency partnership	Website hero, vertical landing pages, DMA pages, paid social ads, performance email.

Gear	Tier 1 — Premium / Pitch	Tier 2 — Demand-Gen / Public
	pages.	
Default headline pattern	"The category leader for [outcome]. Built for [audience]."	"More leads. More calls. More growth."
Sentence length	Up to 20 words. Editorial pace. Pull-quote-friendly.	Up to 12 words. Hammers. Banner copy.
Power words	Category, leadership, accountable, attributed, integrated, proven.	More, real, ring, results, calls, leads, today, period.
Avoid	Slang, exclamation marks, exaggerated colloquialisms, anything that reads as a startup pitch.	Jargon, MBA language, anything that reads as a consulting deck.
Why Primedia	Nobody else owns all four: TV, cable, streaming, and CTV — one team, one platform, full attribution.	Nobody else has all 4: TV, Cable, Streaming, CTV.

Example — Same Idea, Two Gears

Idea	Voice
Tier 1 — Pitch deck cover	"The only every-screen network built for marketers accountable to their phone, not their reach number."
Tier 2 — Homepage hero	"Massive Reach. Real Savings. Unlimited Growth."

VOICE COMMON FAILURE — DRIFTING TIER 2 INTO TIER 1 SURFACES

The biggest voice mistake we make: using the Tier 2 hammer voice in a Tier 1 CMO pitch deck. A C-suite buyer reads "More calls. Period." as a small-business pitch. The Tier 1 voice still says the same thing, just at adult register.

Voice by Buyer Tier — Samples

The two gears above set the register; this subsection maps the brand voice onto the specific buyers we sell to, ranked by long-term value. The higher a buyer sits on this list, the more our marketing should lead with them. Tiers 1-3 here are the premium and growth registers that build the brand. The lower tiers are real revenue today, but they are the buyers we phase out of active pursuit over time — so their language is walled off from the premium voice and must never bleed up into a Tier 1 or Tier 2 surface.

One thread runs through every tier: the MMS platform. MMS is our proprietary media-planning software, and it is the reason one team can plan, buy, and attribute across all 1,400 local network TV stations plus cable, streaming, CTV/OTT, and 2,000 radio frequencies from a single screen. No competitor has it. Lead with what MMS lets that specific buyer do — the capability scales from a national CMO down to a single-market buyer, and saying so passes the "nobody else can do this" test on the first read.

1. CEO / CMO — National Accounts (\$1-\$10M annual budgets)

Register: Tier 1 (Premium / Pitch). Editorial pace, up to 20 words, pull-quote-friendly. Buys on track record and accountability.

Headline: "The only every-screen network that plans, buys, and attributes every national channel from one screen."

Cold-open: "You are running media in twenty markets and reconciling it across as many vendors. We attribute every result your broadcast spend produces, by spot, daypart, and market."

MMS angle: MMS is the system of record for the whole buy — all 1,400 stations, cable, streaming, CTV/OTT, and radio planned and reconciled in one proprietary platform, with attribution reported back. Frame MMS as the control layer a national marketer cannot get anywhere else.

Why Primedia: On the metric a CMO reports to the board, TV is the most important advertising influence at every stage of the purchase funnel, and broadcast reaches 81% of consumers — wider than any other medium. We deliver that whole-funnel reach across all four screens on one platform, with attribution reported back. (See Stat Bank: TV #1 at every funnel stage; 81% reach.)

Avoid: Hammer slogans, exclamation marks, "free," and any rate talk in the opener. Never sound like a small-business pitch.

2. CEO / Marketing Director — Regional Companies (\$500K-\$5M annually)

Register: Tier 1 leaning Tier 2. Confident and specific; outcomes plus a little more time-to-value than a national CMO needs.

Headline: "Every channel in your region, planned and attributed by one team — on one invoice."

Cold-open: "You know which markets matter. We put your spend across local TV, cable, streaming, and radio in exactly those DMAs, and we trace every lead back to the channel that drove it."

MMS angle: MMS lets us build a regional, multi-market plan across all 1,400 stations and every channel, then show which market and daypart produced the results. Position MMS as multi-market reach without multi-vendor chaos.

Why Primedia: Our contracted footprint spans roughly 18.5 million TV households across our core markets — including 2 of the top 5 US markets. For a regional buyer, that is real, nameable local reach bought and attributed market by market, not a national average. (See Stat Bank: 18.5M HH footprint; 2 of top 5 markets.)

Avoid: "Lowest rates" or "free" as the hook. Keep rate and included production for the close, after the attribution story lands.

3. Local Business Owner / Marketing Person (\$100K-\$1M annually)

Register: Tier 2 (Demand-Gen / Public). Hammers, up to 12 words, direct address. Buys on outcomes and speed.

Headline: "More leads. More calls. More growth."

Cold-open: "You judge the campaign by what the phone does. So do we — every call tied back to the spot that drove it."

MMS angle: MMS gives a local buyer the same all-channel reach the big accounts get: all 1,400 stations and every streaming and radio option, planned in one place and attributed back to the call. Frame MMS as enterprise capability at local scale.

Why Primedia: 70% of people trust local broadcast TV news — the most trusted medium — and local TV is the #1 source people name for local news. Your message runs inside the most trusted screen in the market, and every call traces back to the spot that drove it. (See Stat Bank: 70% trust; local TV #1 local source.)

Avoid: MBA language, jargon, or consulting-deck tone. Do not open on price, and do not promise outcomes we cannot attribute.

THE TIER LINE — EVERYTHING BELOW IS PHASE-OUT VOICE

Tiers 1-3 above are the brand. The buyers below (single-spot and first-time buyers, plus the channel and category segments that tend to shop on price or volume) are real revenue today and we keep closing them — but they are lower-priority and slated to phase out of active pursuit as higher-value accounts take over. Their language, including "free custom proposal," "absolute lowest ad spot rates," and "no budget too small," lives only here, in bottom-tier and Sales-closing contexts. It must never appear in a Tier 1 or Tier 2 surface, a headline, the website hero, or any premium pitch. Use it to close a deal that is already in hand, not to attract one.

4. No Budget Too Small — First-Time, Smaller Buyers, One-Station Buys

Register: Phase-out tier. Plain, transactional, value-forward. Used in Sales-closing and bottom-funnel only — never premium surfaces.

Headline: "No budget too small. Get on the air in any market in 24-48 hours."

Cold-open: "Tell us your market and your budget. We will build a custom proposal — free — and because we buy direct, you get the absolute lowest ad spot rates."

MMS angle: Even at the smallest buy, MMS plans the spot across the same 1,400-station, all-channel inventory the big accounts use — that is why a one-station buyer still gets real reach and a real plan.

Why Primedia: Because we buy direct and cut out the middleman, even the smallest buy gets real reach at the absolute lowest ad spot rates — planned across the same all-channel inventory the big accounts use. One station today can scale to every screen as you grow. (Earlier messaging: buy-direct savings; all-channel access. Closing-tier use only.)

Avoid: Do not let this language touch a Tier 1/Tier 2 asset, a headline, or the homepage. "Free" and "lowest rates" are allowed here as the offer; keep the FTC qualifier near any "free" claim.

5. Ad Agencies

Register: Channel-partner register. Wholesale-grade, peer-to-peer. They sell strategy and creative; we run the media stack.

Headline: "Your strategy and creative. Our media stack — every channel, one platform, full attribution."

Cold-open: "Bring us the brief. We plan and buy across all 1,400 stations, cable, streaming, and radio on MMS, and hand you back clean attribution to put in front of your client."

MMS angle: MMS is the wholesale engine an agency plugs into — it gives them all-channel reach and reporting they cannot build in-house, under their brand. Lead with MMS as their unfair advantage.

Why Primedia: Nobody else gives an agency all four channels — TV, cable, streaming, and CTV — on one proprietary platform, bought direct, with clean attribution to hand the client. Broadcast still reaches 81% of consumers, so it is reach your client expects and you can now deliver under your own brand. (See Stat Bank: 81% reach; earlier messaging: MMS, all four channels.)

Avoid: Talking down to them or pitching them like an end advertiser. Do not undercut their client relationship; we are the stack behind them.

6. Digital Agencies

Register: Channel-partner register, performance-native. They live in CPL/CPA/ROAS; broadcast is the gap we fill.

Headline: "Add broadcast to your performance stack — planned, bought, and attributed like digital."

Cold-open: "You already optimize to CPA. We extend that discipline to TV, streaming, and radio, with MMS attribution that speaks the language your dashboards already do."

MMS angle: MMS is what makes broadcast legible to a digital shop: all 1,400 stations and every channel planned in software, with pixel-tracked, GTM-attributed reporting. Position MMS as the bridge from digital to broadcast.

Why Primedia: CTV speaks your language: ads complete 90–98% of the time and earn a 51.5% attention rate, beating most digital formats — and CTV still draws 20.2% of media time against only 7.7% of ad spend, an arbitrage your clients want. We make broadcast measurable on MMS the way your dashboards already are. (See Stat Bank: 90–98% completion; 51.5% attention; 20.2% vs 7.7%.)

Avoid: GRPs-and-reach language, or anything that sounds like legacy TV sales. Keep it performance-first.

7. Franchises

Register: Tier 2 to channel-partner, depending on whether we sell HQ or local. Consistency and local activation are the hooks.

Headline: "One brand, every market — the same plan, attributed location by location."

Cold-open: "Your locations need the same campaign run consistently and measured locally. We plan it once and attribute it market by market."

MMS angle: MMS scales one master plan across every franchise DMA using all 1,400 stations and every channel, then reports results per location — national consistency with local attribution from a single platform.

Why Primedia: One master plan runs across every franchise market on a single platform, attributed location by location — national consistency with local proof. Our footprint alone spans about 18.5 million TV households, and local broadcast remains the most trusted screen in each of them. (See Stat Bank: 18.5M HH footprint; 70% trust. Earlier messaging: MMS multi-market.)

Avoid: One-size messaging that ignores the franchisee/franchisor split. Do not promise uniform results across very different markets.

8. Politicians / Political

Register: Specialized, compliance-aware register. Speed, reach, and timing in specific DMAs are everything.

Headline: "Every voter screen in your district — bought fast, placed precisely, tracked to the spot."

Cold-open: "You have a window and a map. We place across local TV, cable, streaming, and radio in exactly your target DMAs and turn it around fast."

MMS angle: MMS targets specific markets, counties, and zip codes across all 1,400 stations and every channel, and moves quickly when a window is short — precision and speed no single-channel vendor can match.

Why Primedia: Campaigns still bet nearly half the money on broadcast — \$5.35 billion, 48% of the 2024 cycle — and TV ad effects are largest in down-ballot and

local races, where votes actually move. We place across TV, cable, streaming, and CTV in exactly your target DMAs, fast. (See Stat Bank: \$5.35B / 48% broadcast; down-ballot TV moves votes; political CTV +600%.)

Avoid: Outcome promises that imply a result at the ballot box, and any partisan brand voice. Keep claims to reach, placement, and timing, and route political-ad compliance through the usual review.

06 — Words We Use / Don't Use

Vocabulary is the fastest way the brand drifts. The wrong word can make a pitch read like a discount broker, a competitor, or a 2010 marketing agency. This is the working list. Add to it; do not subtract from it without Brand Lead approval.

The Governing Test

Every word below was sorted by one question: does this word make the claim more specific, or does it let the writer avoid being specific? Words that force a fact are promoted. Words that let a sentence survive while saying nothing are banned. If you hit a word that is not on either list, apply that same test yourself — the list is a teaching tool, not a complete dictionary.

A second test runs underneath the first, and it is the more useful one for a premium audience: is the claim falsifiable? "The only platform that plans and buys TV and radio under one team" can be checked — a competitor could try to disprove it — which is exactly why a sophisticated buyer believes it. "Best-in-class" cannot be checked, which is exactly why it is worthless. Prefer the claim a competitor could attack. It is the one that earns trust.

Always Use

These words are not invented for this guide — most were extracted from Primedia copy that already works. The list exists to preserve them so freelancers do not drift away from a voice that is already landing.

Word / Phrase	Principle It Serves	Why It Earns Its Place
All-channel	Specificity over vagueness	Stronger than "multi-channel," which only means "more than one." "All" is a falsifiable claim — we either run every channel or we do not — and we do, so we say it.
Attributed	Proof over assertion	The proof word. Every call and lead traced to a channel, daypart, and market. It signals measurement, which is the entire reason a performance buyer would leave a self-serve platform for us.
Phone rings / your phone rings	Outcome over activity	The category's most ownable phrase. It names the outcome the buyer actually wants — not an impression count, the

Word / Phrase	Principle It Serves	Why It Earns Its Place
		literal sound of new business. We measure impressions and reach in full; this phrase keeps the copy focused on the result they buy us for. Concrete beats abstract every time.
Owned and operated	Specificity over vagueness	Describes our station relationships precisely in Tier 1 surfaces. It is a factual claim about control, not a vague gesture at "partnerships."
Built around	Differentiation pattern	A sentence frame, not just a phrase: "Built around your phone, not your form." The "X, not Y" structure forces a contrast and makes the differentiator land. Reusable across copy.
Pixel-tracked / GTM-attributed	Proof over assertion	Names the specific mechanism behind our attribution. "GTM" is a concrete, checkable noun a sophisticated buyer recognizes — it separates us from competitors who only report reach and impressions.

Never Use

Each banned word fails the governing test — it lets a writer dodge specificity, dates the brand, or signals the wrong tier. The "Use Instead" column is the point: never just delete a banned word, replace it with the specific one. That is how the writing gets sharper, not just shorter.

Banned Word / Phrase	Use Instead	Why It's Banned
Lowest rates — as a hook (allowed as a close; see tiered rule)	Lead with attribution and outcome; competitive pricing can be a close, not the opener	A positional rule, like the rule on "free" — about where the claim goes, not whether. Leading with "lowest rates" reads as commodity and attracts the price shopper, so keep it out of the hook. As a close to an engaged buyer it is a strength: because we buy direct and cut out the middleman, "the absolute lowest ad spot rates because we buy direct" is a claim we can stand behind. The substantiation is the "because" — the rate claim is tied to a structural fact (direct buying), not a bare superlative. Hold it for the close, keep the "because we buy direct" attached, and have the rate data on file. See the dedicated rule below and Appendix B —

Banned Word / Phrase	Use Instead	Why It's Banned
		Legal Note 1.
Free / free creative / free production — as a hook	Lead with the outcome; introduce included creative only after budget is established	A tiered rule, not a flat ban — see the dedicated note below. As the hook on a premium surface, "free" is a race to the bottom: every local station and competing agency uses it, so it differentiates nothing and floods Sales with no-budget requests. The only sanctioned use of the word "free" is the offer phrase "free custom proposal" — permitted as a CTA, disclosed with its FTC qualifier. For any other value-add, do not say "free": offer a "bonus media schedule" tied to qualifying services or a qualifying schedule (see the "bonus media schedule" entry). The word "free" builds the brand only as "free custom proposal"; everywhere else it reads as commodity, and the bonus-schedule framing is what we use instead.
Performance broadcast / performance (as our category)	Every-screen network; all-channel broadcast network; the only network that owns TV, cable, radio, streaming, and digital	Moved here from Always-Use per Dean. "Performance" implies a guaranteed, measurable result — the same substantiation and FTC exposure as "lowest rates." Name the falsifiable structural claim instead (every channel, one team, one platform), which a competitor could try to disprove and we can defend. The category we own is the channel mix and the MMS platform behind it, not a promised outcome.
Best-in-class / best-in-industry / world-class	The fact — "the only platform that..." "1,400 stations"	Fails the falsifiability test. "Best-in-class" cannot be proven or disproven, so a sophisticated buyer discards it. A specific fact can be checked, which is what makes it persuasive.
Solutions	"Services," "campaigns," "plans," or the actual deliverable	The most overused, lowest-information word in B2B. It survives in a sentence even when the sentence says nothing — the textbook tell of vague thinking. Name the actual thing.
Synergy / synergies	Name the specific benefit, e.g. "radio reinforces the TV buy"	Reads as 2005 management consulting — the wrong era and the wrong register for a modern category leader. It also hides the actual mechanism behind a buzzword.
Leverage (as a verb)	"Use," "deploy," "run"	Corporate filler standing in for a plain verb. Plain verbs are shorter and stronger. "Leverage" adds syllables and subtracts clarity.

Banned Word / Phrase	Use Instead	Why It's Banned
Revolutionary / game-changing / disruptive	The proof point that would make a reader think it themselves	Startup-pitch language. We are an established category leader, not a Series A raising money. Telling people you are revolutionary is the opposite of looking like it.
Cutting-edge / state-of-the-art	Show the capability; let the reader conclude it	Out of date the day it is written, and unfalsifiable. If we are genuinely advanced, the proof demonstrates it. Announcing it does not.
Etcetera / etc.	Finish the list, or end it one item earlier	A signal the writer stopped thinking. If the remaining items matter, name them. If they do not, the list should have ended sooner.
Exclamation marks	A period — and a claim strong enough not to need the mark	The strongest-stated rule on this list, and a deliberate one. For a Fortune 1000 register, an exclamation mark reads as a brand straining to convince. A confident claim lands on a period. (Note: this is a defensible position, not a universal law — see the note on this rule below.)

The Tiered Rule on "Free"

"Free" is the one word in this guide governed by position rather than presence. It is not banned outright — it is banned from the hook. Where the word appears decides whether it builds the brand or erodes it.

Leading with "free" is a race to the bottom. Every local TV station and every competing agency opens with it, so it differentiates nothing — and it actively attracts the no-budget prospect who contacts Sales asking for a free commercial with no media spend behind it. That traffic costs the Sales team real time and converts at near zero. The long-term vision is the opposite of this: creative and production become a productized service Primedia sells, not a giveaway. This rule points the brand in that direction now, before the productized offering exists.

Tier 1 — Banned: "Free" as the hook

- Never use "free," "free creative," or "free production" in a headline, subject line, ad hook, the first line of a script, or any opening that a prospect sees before budget and intent are established.
- Never use "free" as the primary reason to contact us. The reason to contact Primedia is the outcome — leads, calls, attributed business.

Tier 2 — Allowed: "Free custom proposal" + the bonus media schedule

- Two value-adds are sanctioned. (1) "Free custom proposal" — the one approved use of the word "free," usable as a CTA. (2) A "bonus media schedule" — once a prospect is qualified (budget and real intent), bonus weight may be presented as part of the value of a media plan, tied to qualifying services or a qualifying schedule.
- Frame the bonus as inclusion, not as the offer: "Qualifying media plans earn a bonus media schedule." The media plan is the product; the bonus weight is what comes with it. Say "bonus media schedule," not "free media" or "free spots."
- This rewards a real buyer and sweetens a real deal. It does not invite a tire-kicker.

LEGAL — FTC DISCLOSURE ON "FREE"

Whenever included creative is described as free or included, the condition must be disclosed clearly and near the claim — for example, "included with qualified media plans, production scope defined at onboarding." The qualifier must be visible without scrolling or hunting for fine print. This is an FTC requirement on conditional offers, not a stylistic preference. See Appendix B — Legal Note 2.

Worked Example

Wrong — "free" as the hook	Right — "free" as the value-add
Ad headline: "Get a FREE TV commercial!"	Ad headline: "Massive Media Reach. Unlimited Growth."
Cold email opener: "We'll produce your commercial for free."	Cold email opener: "Massive reach across every screen, and we show you which one drove the lift."
Result: floods Sales with no-budget requests for a free commercial.	Later, in the proposal — after budget is known: "Creative production is included with qualified media plans."

The Tiered Rule on Rates and Pricing

Like "free," the conversation about rate is governed by position rather than presence. The concept is allowed; the specific phrasing is regulated.

Leading with "lowest rates" attracts the price shopper and signals commodity. Closing with a confident note that Primedia is competitive on rate — to a buyer who has already heard the attribution story — reinforces value rather than undercutting

it. The discipline is to keep rate out of the hook and to use language that is defensible if a competitor or regulator ever asked us to back it up.

Tier 1 — Banned: "Lowest rates" as the hook

- Never use "lowest rates," "lowest prices," or "absolute lowest" in a headline, subject line, ad, the first line of a script, or any opener that a prospect sees before the attribution story has landed.
- Never use absolute superlatives — "the lowest rates anywhere," "nobody beats our rates." These trigger Lanham Act and state-UDAP exposure (Appendix B — Legal Note 1) and cannot be substantiated at scale.

Tier 2 — Allowed: Competitive rate as a value-add close

- Once the buyer is engaged on attribution, reach, and outcomes, rate can be raised as a confident close — never the lead.
- Use comparative, defensible language: "competitive on rate," "our rates beat the local stations in most DMAs we serve," "rate won't be the obstacle." Each of these is falsifiable and survives scrutiny.
- Avoid the literal phrase "lowest rates" even as a closer. The concept is fine; the wording is the risk. "We're competitive on rate" carries the same meaning and exposes the brand to nothing.

LEGAL — RATE CLAIMS

Any rate claim that compares us to a named or implied competitor must be substantiated by current pricing data on file. "Lower than the local station rate card" is defensible if we can produce the rate card. "The lowest rates anywhere" is not, ever. See Appendix B — Legal Note 1.

Worked Example — Rates

Wrong — "lowest rates" as the hook	Right — competitive rate as the close
Ad headline: "Lowest TV ad rates in the market!"	Ad headline: "More leads. More calls. More growth."
Pitch opener: "We have the absolute lowest rates anywhere."	Pitch opener: "Every result your broadcast spend drives, traced back to the spot that drove it."
Result: attracts price shoppers, exposes the brand to a comparative-claim challenge.	Closing line, after attribution lands: "And our rates are competitive — we'll beat what you're paying at the local station."

ON THE EXCLAMATION-MARK RULE

One rule on this list is stronger opinion than settled fact, and an honest guide

says so. The exclamation-mark ban is a copywriting position — defensible hard at the Fortune 1000 tier, more arguable in a casual Tier 2 social post. It stands as a default and is open to the Section 13 exception process. A rule a writer understands is a rule a writer follows; a rule that looks arbitrary is one they quietly ignore.

COMPARATIVE & SUPERLATIVE CLAIMS

Any claim using "only," "first," "lowest," or "best" must have substantiating source data on file before publishing. "The only all-channel broadcast network" can be defended; "the lowest rates" cannot. When in doubt, route copy with comparative claims through Justin Weltnack before ship. See Appendix B — Legal Note 1 for the underlying exposure detail.

Grammar & House Style

- **Sentence case in headlines and buttons.** Not Title Case Like This.
- **Oxford comma.** We use one (TV, cable, and streaming).
- **Em dashes — like this — with no spaces.** Not hyphens with spaces - like that. Reserve dashes for emphasis; do not overuse.
- **Numerals over written numbers** above ten. "1,400 stations" not "fourteen hundred stations."
- **Smart quotes everywhere** (curly, not straight). "like this," not "like this."
- **First-person plural — we, us, our.** Never speak in the third person about ourselves ("Primedia Network delivers...").

07 — Imagery Direction

Imagery has one job for Primedia Network: make the brand look like what it is — a real broadcast operator that proves results. Every image should do one of three things: prove the outcome, show the real infrastructure behind the network, or carry a human or emotional beat that data cannot. Anything that does none of those is decoration, and decoration is not on-brand.

The Governing Principle — Specific Beats Generic

The single rule under everything in this section: a specific image beats a generic one, regardless of medium. A real photo of a broadcast control room beats an abstract gradient. A generic stock handshake loses to plain typography. The enemy was never photography or stock — the enemy is generic. A well-chosen, specific photograph is a strong asset; a generic one drags the brand back to 2010. Judge every image by that test before anything else.

The Imagery Hierarchy

Organized by what the image does for the brand, strongest function first. Within a layout, reach for the highest tier the content will support — but a specific image from a lower tier always beats a generic one from a higher tier.

Tier	Treatment	Why It Ranks Here / How To Use It
Proof	Data visualization & reporting UI	Top of the hierarchy on the merits, not by default. Primedia sells attribution — so a chart of calls-by-daypart, an attribution waterfall, a lift graph, a real CallRail or GA4 screenshot is not decoration, it is the product demo. For a measurement-led brand this is the most on-message image available. Signal Blue for the primary series, Ink 700 for secondary, Ink 300 for axes. Show real numbers; never a fake-looking chart.
Proof	Broadcast infrastructure photography	The category's most ownable real-world imagery. Control rooms, transmission towers, studio cameras, audio boards, walls of monitors, station signage. It photographs cinematically and nobody mistakes it for a SaaS office — it says "we operate real broadcast." Buyable as specific stock; a clean phone photo from inside a partner station often reads more authentic than polished stock. Rank this high — it is proof of infrastructure.
Category	In-context /	Shows the product where it actually lands: a TV in a

Tier	Treatment	Why It Ranks Here / How To Use It
truth	advertising-in-the-wild	real living room with a spot playing, a car dashboard with the radio on, a phone showing a streaming app mid-ad. Warmer and more concrete than a chart, and unmistakably about broadcast advertising. Use for emotional beats and channel-specific sections.
Category truth	The network map	A signature device, not a filler graphic. A custom-styled US map with covered DMAs lit in Signal Blue dramatizes national scale in one image — something a network business should own. Always custom-styled to the brand palette; never a default Google Maps screenshot or generic stock map illustration.
Category truth	Station & network logo grids	Visual proof of reach. ABC, NBC, CBS, FOX, CW alongside Paramount+, Peacock, Hulu, Roku, Sling. The grid itself is the statement. Always use current logo files from the partner brand kits, and respect the trademark guidance in Appendix B — Legal Note 8.
Human	Editorial business photography — specific only	An accountability-driven brand still sells to humans who feel things. A real, tight, well-lit shot of a business owner in their actual shop, or a person mid-call, carries emotion that data cannot. The line is sharp: real-feeling moments of a real-feeling person are in; fake people in fake situations (see Imagery to Avoid) are out. The subject is ideally the kind of business owner Primedia helps.
Tone	Typography as image	Large statement headlines, hero numbers in Space Grotesk Bold (96–144 px web, 288 pt print), bold pull-quotes on Signal Blue or Ink 900. Always available, always on-brand, zero cost — the dependable default when no stronger image fits, and strong in its own right for stat and quote moments.
Tone	Abstract gradients & color fields	Signal Blue radial gradients on Ink 900, Ink-900-to-Signal-Blue washes, subtle noise and light-leak textures. Connective tissue — section backgrounds and hero washes behind typography. Use to set tone, not to carry a message on its own.

On Stock Photography

Stock is a legitimate tool, not a last resort. The problem is never "stock," it is "generic." Specific, well-shot, well-treated stock — a real control room, a genuine business owner, advertising in a real environment — is a strong brand asset.

Generic stock — the handshake, the headset, the finger pointing at a chart — is what fails. Source all licensed imagery from Envato; it is our single approved stock library. Adobe Stock may be used only on a per-image basis with prior approval. Apply the brand duotone treatment where it strengthens the image, and always run it through the specific-beats-generic test first.

Imagery to Avoid

- **Generic stock cliches:** diverse-team-handshake, hands-on-keyboard, finger-pointing-at-chart, smiling-headset-call-center, world-map-with-glowing-network-lines. The cliché is the staging, not the medium.
- **Bright over-saturated stock.** The "happy people in white shirts" look reads as 2010 SaaS template.
- **Retro broadcast clip-art** (rabbit-ear antennas, vintage TV sets, film reels). The brand is forward-looking, not nostalgic. Note this is distinct from real modern broadcast hardware, which is encouraged.
- **Generic isometric illustrations.** Every B2B SaaS brand uses these. We are not a B2B SaaS brand.
- **3D-rendered "floating screen" device mockups,** especially the kind with iPhones and MacBooks tilted at 35 degrees.
- **Photographs of real people we have not licensed.** Even a CEO headshot needs a written release on file.
- **AI-generated imagery in client-facing work** without an internal review for likeness, IP, or watermark issues. See Appendix B — Legal Note 7.

Image Treatments — Hard Specs

- **Duotone for editorial stock where it strengthens the image:** Ink 900 (shadows) + Signal Blue (highlights). Photoshop / Affinity action available on request. Not mandatory on infrastructure photography where natural color carries the realism.
- **Aspect ratios:** 16:9 for hero, 4:3 for inline editorial, 1:1 for social. Never crop people's heads or off-center key subjects.
- **No drop shadows under photos.** Use a 1 px Ink 100 border or zero border. Drop shadows under photos signal 2010.
- **File format:** WebP for web (with JPG fallback). PNG for any image with transparency. SVG for all data viz and icons.

08 — UI Components & Iconography

Components are the building blocks of every web page, every email, every slide. Specifying them once here means every future build inherits the look. Build the Webflow Style Guide page as a one-to-one mirror of this section.

Buttons

Type	Background	Text	Use Case
Primary	Signal Blue #1C3FD4	White	The single most important action on a page. "Get my media plan."
Secondary	Transparent + Ink 700 border	Ink 700	Alternative paths: "See pricing," "Watch demo."
Tertiary (text link)	None	Signal Blue, underlined on hover	Inline navigation: "Learn more."
Inverse Primary	White	Primary Black	On dark sections only.

Button Specifications

- **Height:** 48 px (desktop) / 44 px (mobile)
- **Padding:** 12 px vertical, 24 px horizontal
- **Corner radius:** 6 px. Never pill-shaped. Never sharp 0 px corners (signals brutalist trend, not premium).
- **Text:** Inter SemiBold 600, 16 px, sentence case
- **Hover state:** Background darkens 8% (Signal Blue → #1A3AC3). Add 1px lift translate or subtle shadow. No color change to text.
- **Focus state:** 2 px outline in Signal Blue at 50% opacity, 2 px outline offset. Required for accessibility (WCAG 2.4.7).
- **Disabled state:** Ink 100 background, Ink 300 text, no shadow, cursor not-allowed.

Cards

- **Background:** White on light sections, Ink 900 on dark sections
- **Border:** 1 px Ink 100, no shadow at rest

- **Hover:** Border becomes Signal Blue, subtle 4 px shadow appears. Never scale or translate the entire card more than 2 px.
- **Corner radius:** 12 px (larger than buttons — cards are container-class)
- **Internal padding:** 32 px desktop, 24 px mobile

Iconography

Primedia Network uses a single icon system: Lucide Icons (lucide.dev) — open source, MIT licensed, 1,000+ icons in a consistent stroke style. Stroke weight 1.5 px is the brand default.

- **Stroke weight:** 1.5 px, never thinner, never thicker
- **Sizes:** 16 px (inline with body), 24 px (alongside H3), 32 px (feature card icons)
- **Color:** Ink 700 default; Signal Blue for active or highlighted state
- **Never use:** Font Awesome solid icons (too heavy, signals 2015), gradient icons, emoji as icons in marketing copy, custom-drawn icons inconsistent with Lucide's geometry.

Dividers & Rules

- **Standard horizontal rule:** 1 px Ink 100, full width
- **Section break:** 4 px Signal Blue, 80 px wide, left-aligned with content
- **Vertical rule:** 1 px Ink 100, full height of adjacent content

09 — Web Design Standards

primedianetwork.com is the single largest brand surface we own. The Webflow redesign brief covers architecture and copy; this section covers the visual and interactive standards every page must meet.

Layout Grid & Spacing

- **Container max-width:** 1,280 px content area, 1,440 px full-bleed boundary
- **Grid:** 12-column, 24 px gutter on desktop, 16 px on tablet, 12 px on mobile
- **Section padding:** 120 px top/bottom desktop, 80 px tablet, 64 px mobile. Use these consistently — irregular section spacing is the #1 signal of an amateur build.
- **Spacing scale:** 4 px base unit. Use 4, 8, 12, 16, 24, 32, 48, 64, 96, 128, 160. Nothing in between.

Page Anatomy — Universal Order

1. Sticky header (logo left, primary CTA right)
2. Hero (full-width, dark or signal-blue background)
3. Sub-hero or trust strip (logos of stations, networks, awards)
4. The core value proposition section ("More Leads. More Calls. More Growth.")
5. Service stack / capability tiles
6. Vertical or DMA quick-launch
7. Social proof — case study cards and testimonials
8. Final CTA — large headline + form + phone number
9. Footer

Motion & Interaction

- **Default:** subtle, fast, purposeful. 200ms ease-out for hover states, 300ms ease-in-out for scroll-triggered reveals.
- **Scroll animations:** use sparingly — fade-in or slide-up-8 px. Never carousel or parallax-heavy. Modern premium sites have less motion, not more.
- **Loading:** skeleton placeholders, not spinners. Spinners signal 2015 web.
- **Never use:** auto-playing video with sound, popup modals on entry, scroll-jacking, mouse-trail effects, particle-network background animations.

Performance Standards

- **Largest Contentful Paint:** under 2.5 seconds

- **Cumulative Layout Shift:** under 0.1
- **Mobile PageSpeed score:** 85+ on every template (35%+ of traffic is mobile)
- **Image format:** WebP only for hero and featured images. JPG fallback for compatibility.
- **Fonts:** self-hosted via Webflow, not Google Fonts CDN. Two font families maximum (Space Grotesk + Inter).

Accessibility — Non-Negotiable

- **WCAG 2.1 AA compliance** minimum. AAA where achievable.
- **All color combinations:** tested via webaim.org/resources/contrastchecker. Body 4.5:1, large text 3:1.
- **All interactive elements:** have visible focus states, keyboard-navigable, ARIA labels where required.
- **All images:** have descriptive alt text. Decorative-only images: alt="".
- **All forms:** have proper labels, not just placeholders. Errors announced to screen readers.

ACCESSIBILITY IS NON-NEGOTIABLE

WCAG 2.1 AA compliance is the production standard for every page we ship and every client site we build. Test all color combinations at webaim.org/resources/contrastchecker before submitting. See Appendix B — Legal Note 5 for the underlying compliance obligation.

10 — PowerPoint / Presentation Template

Pitch decks are where Primedia closes deals. The template is the single highest-leverage sales asset we ship. This section defines the structural and visual rules; the actual .pptx template file is the companion deliverable to this guide.

Format & Setup

- **Slide size:** 16:9 widescreen, 1920 x 1080 px (HD). Never 4:3.
- **Master slide:** every deck inherits from the master. Custom slides off-master are not allowed without Brand Lead sign-off.
- **Default font:** Space Grotesk for headlines (or Calibri / Arial as fallback if recipient cannot install). Inter for body.
- **Font embed:** always embed fonts in the .pptx file (File > Options > Save > Embed fonts). Otherwise type renders wrong on recipient's machine.

Slide Layouts — The Eleven Templates

#	Layout	Use
01	Cover (dark)	Black or Ink 900 background, logo top-left, deck title + subtitle, date, recipient. Bold opening.
02	Section divider	Full-bleed Signal Blue background, large section number (e.g., "01") in white, section title.
03	Title + body	White background, H2 headline top-left, body paragraph below. The workhorse slide.
04	Two-column comparison	Title at top, two equal columns below with sub-headlines and content. The "us vs. them" slide.
05	Big stat	Dark background, single huge number in Space Grotesk Bold (288 pt), one-line caption below. For impact moments.
06	Three-up grid	Title at top, three equal cards below with icon, headline, body. "More leads, more calls, more growth."
07	Image full-bleed + caption	Photography or chart fills slide, caption strip overlaid on bottom-left.
08	Case study	Client logo top-left, headline, three KPI tiles, one-paragraph context, link to longer write-up. Always anonymize when needed.
09	Data / chart	Title at top, chart center, source citation bottom-left

#	Layout	Use
		in 10 pt Ink 300. Chart styling: bars in Signal Blue, axes in Ink 300.
10	Quote / testimonial	Large quote mark in Signal Blue, quote in Space Grotesk Regular 32 pt, attribution below in Inter.
11	Closing / Next steps	Mirror of cover slide. Three clear next steps with owner and timeline. Contact info bottom.

PowerPoint Rules — Hard Constraints

- **One idea per slide.** If a slide makes more than one argument, split it.
- **Six words maximum in titles.** Long titles signal disorganized thinking.
- **No transitions.** No spin, no fly-in, no cube. Slides cut. That is the transition.
- **No bulleted content slides.** Bullets are a thinking tool, not a presentation tool. Replace with three-up grids, single-claim slides, or stat slides.
- **No clip-art, no SmartArt, no WordArt.** Ever. These are the three biggest tells of an amateur deck.
- **Page numbers in footer** in Ink 300, 10 pt. Logo in footer left.
- **Source citations on every chart and data slide.** 10 pt, Ink 300, bottom-left. Examples: "Source: Nielsen, 2025 Local Television Report."

11 — Email Design Standards

Email is the lowest-tolerance design surface we have. Most enterprise email clients (Outlook, especially the desktop client) render HTML email like it is still 2007. Every design decision here is constrained by that reality.

Three Email Modes

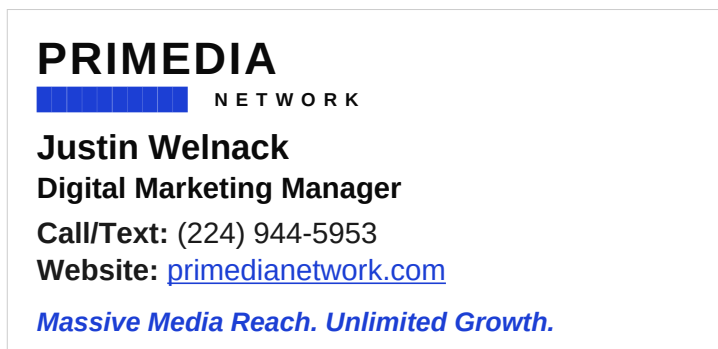
- **Plain-text professional emails** — cold 1:1 outreach, first-touch sales, and CEO/executive correspondence. No HTML, no logos, no images; just typography and a minimal text signature (name, title, phone). This is the one context where truly stripped-down still wins: across 2025–2026 campaign data, plain text outperforms HTML in cold outreach by roughly 15–25% in reply rate, and image-heavy or HTML-bloated signatures are a measurable deliverability risk on a cold or unwarmed domain. When in doubt for a first touch, send plain text.
- **Warm 1:1 and client emails (hybrid)** — replies, warm follow-ups, active-client and partner correspondence. Use minimal HTML that reads like a plain-text note — live text, one or two links, and a full branded signature (logo, name, title, contact, one link). The branded signature is the trust signal here, not decoration: 2026 data attributes up to a 76% lift in recipient trust and a ~22% lift in response rate to branded signatures, and most recipients judge an email's professionalism by the signature alone. Keep it light — a slim logo and text, never a graphic the message depends on.
- **Branded HTML campaigns** — newsletters, nurture, and landing-page-mirror campaigns to an opted-in list. Use a simple branded template, not a heavy designed one: logo header, branded signature, one primary CTA, and text-first content that still makes sense if images are blocked. The evidence is blunt on weight — adding even a single GIF to an otherwise text email cut opens by ~37% in campaign testing, and heavy image templates can cut opens ~23% — so "branded" means a light, plain-text-feeling layout (the hybrid/minimal-HTML approach that wins most campaign A/B tests), never a graphic-dependent design. Build these in an ESP (Mailchimp, OmniSend) whose templates are pre-tested against Outlook's rendering quirks. Hand-coding raw HTML is the last resort, used only when an ESP genuinely cannot produce the layout.

Sources (email performance figures, 2025–2026): Plain text vs. HTML reply-rate gain for cold outreach (15–25%) — Puzzle Inbox, "Plain Text vs HTML for Cold Outreach," Feb 2026; corroborated by Hunter.io cold-email deliverability analysis (2.2M emails). GIF reduces opens ~37% and image-heavy templates ~23% — Warmforge, "Plain Text vs HTML in Cold Emails," 2026. Branded signatures increase trust up to 76% and response rate ~22% — Wave Connect, "Email Signature Statistics 2026"; trust figure originally Demand Gen Report signature study; response-rate figure also Stripo and Crossware365. Figures are third-party benchmarks; verify against current sources before external publication.

Plain-Text Email Standard

- Default font: client default (the recipient's settings will override). Do not specify.
- Use --- (three hyphens) as section dividers, not horizontal rules.
- Signature block (warm and campaign modes), in this hierarchy, largest to smallest: (1) horizontal logo, black-on-white, ~130px wide / under ~50px tall — the name should read larger than the logo, since the person anchors a 1:1 email; (2) Name, bold; (3) Title, bold; (4) Call/Text: number, with a bold label; (5) Website: primedianetwork.com — the one link that earns its place, in Signal Blue; (6) tagline “Massive Media Reach. Unlimited Growth.” — smallest line, italic, Signal Blue. Do not list the email address: it is redundant with the From field and the reply path. All type in the Arial/Helvetica web-safe stack so it survives Outlook. No social icons, no QR code, no banner, no animated GIF, no “sent from my iPhone,” no quote-of-the-day. Cold 1:1 outreach uses a minimal text-only signature (Name, Title, phone) — no logo — to protect deliverability on a cold or unwarmed domain.

Signature — Approved Example



Reference rendering. In production, the wordmark and accent bar are the approved horizontal logo PNG (~130px wide), not type. All other lines are live text in the Arial/Helvetica web-safe stack.

- Subject lines: under 50 characters. Sentence case. No exclamation marks. No emoji.
- Open with the ask or the headline. No “I hope this email finds you well.”

HTML Email — Specifications

Element	Spec
Max width	600 px. Anything wider breaks in Outlook.
Layout	Tables, not divs. Single-column on mobile. Outlook still requires table-based layouts.

Element	Spec
Font	Web-safe stack: Arial, Helvetica, sans-serif. Do not specify custom web fonts — Outlook ignores them.
Header / hero image	600 x 300 px PNG or JPG. Always include alt text. Always have a text fallback for image-blocked clients.
Logo placement	Top-center, 180 px wide, on white background. Use logo_alt.png (black + signal blue).
Buttons	Bulletproof button method (HTML table + VML for Outlook). Background Signal Blue, white text, 14 px Arial Bold, 16 px padding.
Body copy	16 px / 1.5 line height. Black on white. Maximum 70 characters per line for readability.
CTAs per email	One primary CTA. Maximum two total. Buyers don't choose between five CTAs — they choose none.
Dark mode	Test in Apple Mail and Outlook dark mode. Specify color-scheme: light dark in meta. Use transparent PNGs for logos.
Unsubscribe	Always visible in footer. CAN-SPAM Act requires the physical mailing address in the footer. Both are legal requirements, not design choices.

EMAIL COMPLIANCE — REQUIRED FIELDS

Every marketing email must include: (1) a clear, working unsubscribe link, (2) Primedia Network's physical mailing address in the footer, (3) a non-misleading subject line. Unsubscribe requests must be honored within 10 business days. See Appendix B — Legal Note 6 for the underlying CAN-SPAM obligation and penalty exposure.

12 — Social Media Standards

Primedia Network is LinkedIn-first. The Tier 1 audience (CMOs, agency principals, brand directors) lives on LinkedIn. Other platforms are secondary and managed only when there is a campaign-specific reason to be there.

Platform Priority

Platform	Tier	Mandate
LinkedIn	Primary	Company page posts 3x/week. Executive thought leadership 2x/week. Sales activation by AEs daily.
YouTube	Secondary	Long-form case studies, client testimonials, broadcast operations behind-the-scenes. Quality over cadence.
Instagram	Optional	Use only if there is a content engine (custom photography, studio behind-the-scenes, team culture) to feed it. Do not start without 3 months of content.
X / Twitter	Avoid	Audience does not live there. Reputational risk outweighs reach. Do not maintain unless there is a specific campaign reason.
TikTok / Facebook	Skip	Not our audience. Do not build presence here.

Image Specifications by Platform

Asset	Dimensions	Notes
LinkedIn Company Cover	1584 x 396 px	Update quarterly. Currently: "The every-screen network. TV, cable, radio, streaming, digital. One team."
LinkedIn Profile Image	400 x 400 px	Squared. Use the primedia-icon-blue tile (white P on signal blue). Do not crop the horizontal logo.
LinkedIn Single Image Post	1200 x 1200 px square or 1080 x 1350 px portrait	Portrait performs better in feed. Use cards with bold headline + brand element.
LinkedIn Carousel	1080 x 1080 or	8-12 slides. Cover slide must earn the

Asset	Dimensions	Notes
(PDF doc)	1080 x 1350 per slide	swipe. End slide must have CTA.
YouTube Channel Art	2560 x 1440 px	Safe area: 1546 x 423 px centered.
YouTube Thumbnail	1280 x 720 px	Big headline (4-6 words), high contrast, no over-promising thumbnails ("You won't believe..."). Brand mark bottom-corner.

Social Voice

- **Default to Tier 2 voice** for company-page posts. Hammer headlines work well in social feeds.
- **Use Tier 1 voice** for executive thought leadership and senior-leader long-form posts.
- **Open with the claim** in line 1. LinkedIn truncates after the first sentence; the hook lives there.
- **Numbers in line 1.** "1,400 stations. One phone number." stops scrolling faster than "In this post, I'll explain..."
- **No hashtag-stuffing.** Three hashtags maximum. Mix one branded (#PrimediaNetwork), one category (#BroadcastAdvertising), one outcome (#PerformanceMarketing).
- **Always tag clients** (when permitted) and partner stations. Earned engagement multiplies organic reach 3-5x.

13 — Brand Governance & Approvals

A style guide that is not enforced is a Word document. This section defines who owns what, who approves what, and how exceptions get made.

Ownership Matrix

Decision Area	Owner (Decides)	Approver (Signs Off)
Brand strategy, positioning, voice	Justin Welnock	CEO (annual review)
Logo, color, typography	Justin Welnock	None — final per this guide
Website copy, page-level	Justin Welnock	CEO (homepage only)
Web design & build	Varun (lead developer)	Justin Welnock
Pitch decks	AE or Account Manager	Dean / Kelly
Social posts	Justin Welnock	Weekly batch self-review
Paid ad creative	Justin Welnock	None — per this guide
Client deliverables (creative for our clients)	Account team	Keith Kousins

Exception Process

- Designer or copywriter believes the guide should not apply to a specific situation.
- Writes the proposed exception in one paragraph: what they want to do, what the guide says, why the exception is better for the specific use.
- Sends to Justin Welnock via email or Asana.
- Justin replies within 24 hours: approved, rejected, or modified.
- If approved, the decision is logged in the brand exceptions log (a running list at the back of this document, updated quarterly).

Annual Review

- Justin Welnock reviews and updates this guide annually, in January.
- Version number increments on every published update (1.0, 1.1, 1.2, etc.).
- Major version bumps (2.0) require CEO sign-off.

- Old versions are archived but never deleted — for legal-history and brand-evolution reference.

THE TEST OF ANY GUIDE

If a new freelancer can read this document on a Monday morning and ship work consistent with the brand by Friday — without asking a single "what color, what font, what voice" question — the guide is doing its job. If they can't, the guide is incomplete and we update it. This is a living document.

Freelancer Quick-Start Checklist

Print this. Tape it to the freelancer's monitor.

- Logo kit received? The primedia-logo-kit folder — horizontal, stacked, icon tile, and P-mark, each as SVG and PNG, plus favicon.ico. All built on Signal Blue #1C3FD4.
- Brand colors locked in your design tool's swatches? Primary Black #000000, Primary White #FFFFFF, Signal Blue #1C3FD4, plus the Ink scale.
- Fonts installed and licensed? Space Grotesk (display) + Inter (body), both via Google Fonts.
- Voice principles understood? Lead with the claim, specific numbers, short sentences, direct address.
- Words-to-avoid list reviewed? No "lowest rates" or "free" as a hook (both allowed as a value-add close — see Section 06), no "solutions," no exclamation marks.
- Output check: does it pass the "nobody else can do this" test?
- Output check: does it look like 2026, not 2010? (Generous spacing, modern type, restrained color, editorial photography.)
- Submitted to Justin Welack for sign-off before public release?

Appendix — Quick Reference Card

Colors

- Primary Black: #000000 | RGB 0/0/0 | CMYK 0/0/0/100
- Primary White: #FFFFFF | RGB 255/255/255 | CMYK 0/0/0/0
- Signal Blue: #1C3FD4 | RGB 28/63/212 | CMYK 84/71/0/4 | Prints clean on standard process — no spot color
- Ink 900 (deep): #0A0A0F | Ink 700 (headlines): #1F2330 | Ink 500 (body): #4A5167
- Ink 300 (caption): #9097A8 | Ink 100 (divider): #E5E8F0 | Ink 50 (bg): #F6F7FB

Fonts

- Display / Headlines: Space Grotesk — 600/700 weights — tracking -0.02em
- Body / UI: Inter — 400/500/600 weights — tracking 0
- Data / Code: JetBrains Mono — use sparingly

Voice — One Page

- Lead with the claim. Justify after.
- Specific numbers, not ranges. "1,400 stations" not "thousands."
- Active voice, present tense. "Your phone rings."
- Short sentences. Hammers, not paragraphs.
- Direct address — you, your. Talk TO the prospect.
- "Nobody else can do this" test on every line.

Six Bans

- No "lowest rates" or "free" as a hook (both allowed as a value-add close)
- No exclamation marks in marketing copy
- No bullet points on pitch deck content slides
- No Arial, Helvetica, Calibri, Comic Sans
- No stock-photo handshakes, headsets, or finger-pointing-at-chart
- No comparative claim without source data on file

(Appendix B follows on the next page.)

Appendix B — Legal & Compliance Notes

This appendix consolidates the legal and regulatory items referenced throughout the guide. It is a working summary written for marketing operators — it is not legal advice. Specific contracts, claims, or disputes should be reviewed by qualified counsel. Where the main body of this guide says "See Appendix B — Legal Note X," the corresponding entry is below.

Note 1 — Comparative and Superlative Claims

References: Section 06 (Words We Don't Use).

Marketing claims using "only," "first," "best," "lowest," "#1," or similar superlatives are governed by the Lanham Act (federal false advertising) and state Unfair and Deceptive Acts and Practices (UDAP) statutes. Comparative claims that cannot be substantiated invite competitor complaints, FTC review, and class-action exposure.

Practical rule:

- Every comparative or superlative claim must have substantiating source data on file before publishing — analyst report, third-party study, internal audit, or contractual fact.
- "The only all-channel broadcast network" is defensible if we can produce a competitor comparison showing none of MNTN, Tatari, Vibe.co, Roku Ads Manager, or Simulmedia plans and buys the same channel mix under one team.
- "The lowest rates" is not defensible without a current, comprehensive rate comparison — and almost never defensible at scale.
- When in doubt, soften to a factual statement ("1,400 stations") and let the number do the work.

Note 2 — "Free" Claims and Conditional Offers

References: Section 06 — The Tiered Rule on "Free."

The FTC Guide Concerning Use of the Word "Free" requires that any condition on a "free" claim be disclosed clearly and conspicuously near the claim. Failure to disclose the condition is a deceptive practice.

Practical rule:

- Never lead with "free" — it is banned from hooks, headlines, and openers as a positioning rule (Section 06). Lead with the outcome instead.
- When a bonus media schedule is offered to a qualified buyer, the qualifier — "bonus schedule with qualifying media plans; bonus weight and qualifying spend defined at onboarding" — must appear on the same screen or page, in

legible type, near the claim. "Free custom proposal" is the only "free" offer permitted, and it carries its own FTC qualifier.

- Asterisks pointing to fine-print footnotes are permitted only when the qualifier is also visible without scrolling.

Note 3 — Privacy Policy, Terms of Service, and Cookie Disclosure

References: Section 09 (Web), site-wide.

California Consumer Privacy Act (CCPA), California Privacy Rights Act (CPRA), Virginia Consumer Data Protection Act, Colorado Privacy Act, and similar state laws require operators of commercial websites that collect data from state residents to publish a Privacy Policy and, in most cases, a Terms of Service. Several states require a cookie consent mechanism for non-essential tracking. The European Union's GDPR applies if traffic originates from the EU.

Minimum requirements for primedianetwork.com:

- A Privacy Policy published at /privacy and linked from every page footer.
- A Terms of Service published at /terms and linked from every form.
- A cookie consent banner if Google Tag Manager, advertising pixels, or any non-essential tracking fires.
- A working data-subject-access-request mechanism (an email or web form) for CCPA/CPRA opt-outs and deletion requests.
- Honor "Do Not Sell or Share My Personal Information" requests within statutory windows (typically 45 days).

Note 4 — Call Recording Two-Party Consent

References: Section 11 (Email signature mention), call tracking implementation site-wide.

CallRail and similar call tracking platforms can record inbound calls. Federal law requires one-party consent; eleven states require all-party consent: California, Connecticut, Florida, Illinois, Maryland, Massachusetts, Montana, Nevada, New Hampshire, Pennsylvania, and Washington. Recording without proper consent is a criminal offense in several of these states.

Practical rule:

- If we record calls, the recording must be disclosed at the start of the call with a brief script: "This call may be recorded for quality and training purposes."
- Recording disclosure should also appear in the website privacy policy.
- If we operate in two-party consent states and cannot script the disclosure, recording must be turned off for those geographies.

Note 5 — Web Accessibility (ADA Title III)

References: Section 09 (Web).

Title III of the Americans with Disabilities Act has been applied to commercial websites in multiple federal circuits. WCAG 2.1 Level AA is the de facto compliance standard cited by the Department of Justice. Inaccessible websites have generated demand letters and lawsuits at scale — over 4,000 federal ADA web cases filed in 2024 alone, with several state-court analogues.

Minimum web build requirements:

- Color contrast meets WCAG AA: 4.5:1 for body text, 3:1 for large text and UI components.
- All interactive elements have visible focus states and are keyboard-navigable.
- All images have descriptive alt text; decorative images use alt="".
- All forms have proper labels associated with inputs; errors announced to screen readers.
- Video content includes captions; audio content includes transcripts.
- Annual third-party accessibility audit recommended for any site with form-based lead capture.

Note 6 — Email Marketing (CAN-SPAM)

References: Section 11 (Email).

The CAN-SPAM Act of 2003 governs all commercial email sent to U.S. recipients. Penalties are statutory and stack per email: up to \$51,744 per violation under current FTC adjustments.

Mandatory fields in every commercial email:

- A clear, working unsubscribe link or mechanism.
- Primedia Network's physical postal mailing address in the footer.
- A non-misleading subject line that accurately reflects the content of the email.
- Accurate "From," "To," and "Reply-To" header information.
- Identification as an advertisement when applicable.

Operational obligations:

- Unsubscribe requests must be honored within 10 business days.
- Unsubscribed addresses must not be sold, transferred, or re-added to any list, including via opt-in re-acquisition.
- Third-party email vendors (Mailchimp, OmniSend) handle most of these mechanics automatically — but the legal obligation rests on Primedia Network, not the vendor.

Note 7 — AI-Generated Imagery and Intellectual Property

References: Section 07 (Imagery).

Generative AI image tools (Midjourney, DALL-E, Stable Diffusion, Adobe Firefly, etc.) are trained on copyrighted works. The legal status of AI-generated output is unsettled. Practical exposure includes: copyright infringement claims if the output substantially resembles a protected work; right-of-publicity claims if a real person's likeness is generated; trademark infringement if a brand mark appears; and indemnification gaps in standard tool terms of service.

Practical rule:

- AI-generated imagery may be used internally and for ideation.
- AI-generated imagery used in client-facing or public materials requires an internal review before publication: (1) confirm no recognizable real person, (2) confirm no third-party trademarks or logos, (3) confirm no substantial similarity to a known protected work.
- Adobe Firefly and similar models trained on licensed-only data sets carry lower exposure than open-internet-trained models. Prefer these when AI imagery is required.
- Always retain the source prompt and tool used, in case the output is ever challenged.

Note 8 — Trademark and Logo Use of Third Parties

References: Section 07 (Imagery).

Use of network and station logos (ABC, NBC, CBS, FOX, CW, Paramount+, Peacock, Hulu, Roku, Sling) in marketing materials is permitted under nominative fair use — referring to a service we actually buy and resell. However, the placement must not imply endorsement, partnership, or affiliation beyond the commercial reality.

Practical rule:

- Use third-party logos in factual contexts: "Stations and networks where we buy inventory," "Streaming platforms we activate."
- Do not place a third-party logo adjacent to a claim that implies endorsement ("NBC trusts Primedia").
- Always use the current, official logo file from the partner's brand kit — not a screenshot, not a recolor.
- Client logos used in case studies require a signed permission release on file before publication.

— end of guide —