

MEDIA CORTEZ

360° Media Planning & Buying Agency

“Every budget comes with responsibility.”

TV Advertising

**On the right channel.
In the right time slot.**

Tailored media plans across national, news and sports channels, and Turkish channels broadcasting to Europe.



TV Advertising Formats

01 TV commercials

Your commercial on selected channels and time slots.

02 Lower-third banner ads

Your brand message along the bottom of the screen.

03 Programme sponsorship

Your brand aligned with relevant programmes.

04 Sponsorship credits

Brand credits at the start and end of a programme.

05 Advertorial

Your product or service featured in a programme.



National & International TV Channels

National & General-Interest

- TRT 1
- ATV
- Kanal D
- Show TV
- Star TV
- NOW
- TV8
- Kanal 7
- TV2
- 360
- TV4
- Beyaz TV
- a2
- TV8,5
- TLC
- DMAX

Europe & International

- ATV Avrupa
- Euro D
- Show Türk
- EuroStar
- Kanal 7 Avrupa
- TV8 int

Channels and formats are confirmed based on campaign dates and broadcaster availability.

News, Business & Sports Channels

News / Business

- TRT Haber
- NTV
- CNN Türk
- Habertürk TV
- A Haber
- Haber Global
- TGRT Haber
- 24 TV
- tv100
- Halk TV
- Bloomberg HT
- TVNET

SPORTS

- TRT Spor
- TRT Spor Yıldız
- A Spor
- beIN SPORTS 1
- beIN SPORTS 2
- beIN SPORTS 3
- beIN SPORTS 4
- S Sport
- S Sport 2
- HT Spor

Our media plans align brand objectives, programme content and budget.

Radio Advertising

Your brand, heard throughout the day.

Stations, airtime and repeat schedules tailored to your audience. Our team manages media buying and delivery.



Radio Advertising Formats

01 Radio spots

Short brand messages in selected time slots.

02 Programme sponsorship

Regular brand mentions within a chosen programme.

03 Sponsorship credits

Brand mentions at the start and end of a programme.

04 DJ / presenter live reads

Your message delivered within a relevant programme.



Radio Stations

National, Regional & Local Stations

- Kral FM
- Kral Pop Radyo
- PowerTürk
- Power FM
- Power Love
- Radyo D
- Süper FM
- Metro FM
- Joy FM
- JoyTürk
- Virgin Radio Türkiye
- SlowTürk
- Best FM
- Alem FM
- Show Radyo
- Baba Radyo
- Radyo Turkuvaz
- Vav Radyo
- A Haber Radyo
- A Spor Radyo
- Lig Radyo
- 24 Radyo

The radio plan can be expanded to suit each city and target audience.

Outdoor Advertising

Your brand in key city locations.

From site and route selection to media buying, printing, installation and on-site checks, our team manages your campaign delivery.



Roadside & Transit Advertising

Roadside Advertising

- Billboard
- Megalight
- Giantboard
- Pole Banner
- Bridge banners
- Lightbox
- Bus shelter CLP panels

Vehicles & Transit Stops

- Superback
- Full bus wrap
- Full double-decker bus wrap
- Full Metrobus wrap
- Metrobus station panels
- Taxi wrap

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03 / OUTDOOR

Roadside Advertising



Billboard



Megalight



Giantboard



Pole Banner



Bridge banners



Lightbox

Vehicles & Transit Stops



Superback



Full bus wrap



Full double-decker bus wrap



Full Metrobus wrap



Bus shelter CLP panels



Taxi wrap

Rail & Airport Advertising

Metro & Marmaray Advertising

- Metro CLP panels
- Metro digital portrait panels
- Metro overhead panels
- Metro Fix & Silver panels
- Metroboard
- Metro branded tunnel
- Marmaray CLP panels
- Marmaray portrait panels
- Marmaray overhead panels
- Marmaray Billboard
- Marmaray XL panels
- Marmaray branded tunnel

Airport Advertising

- In-terminal digital screens
- Check-in LED screens
- Baggage claim digital screens

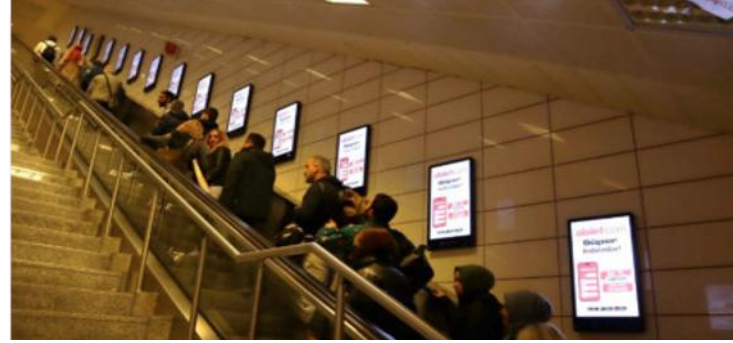
MEDIA CORTEZ

03 / OUTDOOR

Metro Advertising



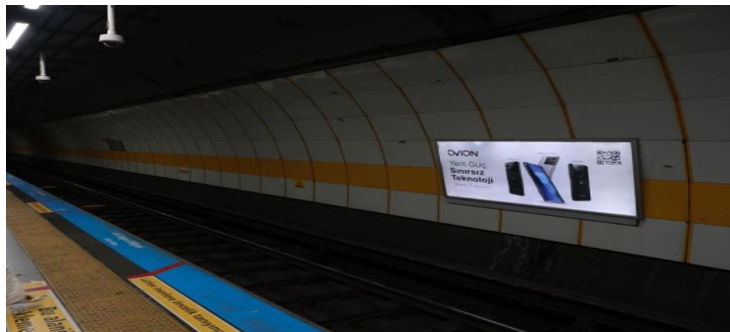
Metro CLP panels



Metro digital portrait panels



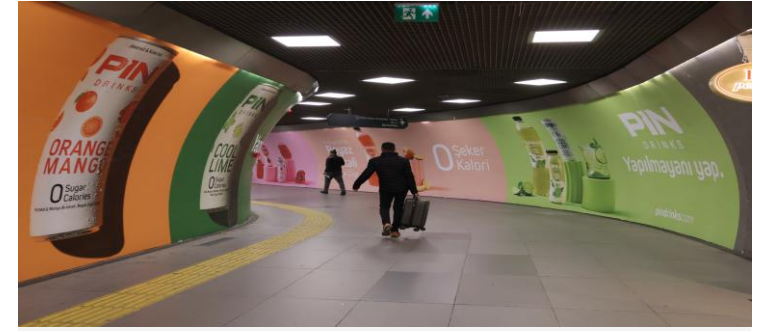
Metro overhead panels



Metro Fix & Silver panels



Metroboard



Metro branded tunnel

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Marmaray Advertising



Marmaray CLP panels



Marmaray portrait panels



Marmaray overhead panels



Marmaray Billboard



Marmaray XL panels



Sirkeci Marmaray branded tunnel

Airport Advertising



In-terminal digital CLP panels



Check-in LED screens



Baggage claim digital screens

Digital Outdoor, Mall & Office Building Advertising

Digital Out-of-Home / DOOH

- Digital Icon
- Digital CLP panels
- Mobile LED advertising vehicles
- Yovi TV / Large LED screens
- Mall facade LED screens
- Sea Play

Malls & Office Buildings

- In-mall CLP panels
- Office building digital CLP panels
- Office building static CLP panels

Media formats and locations are selected to match your city, campaign dates and objectives.

Digital Out-of-Home Advertising



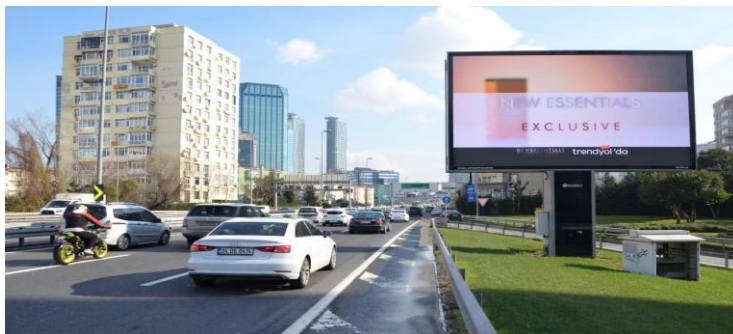
Digital Icon



Digital CLP panels



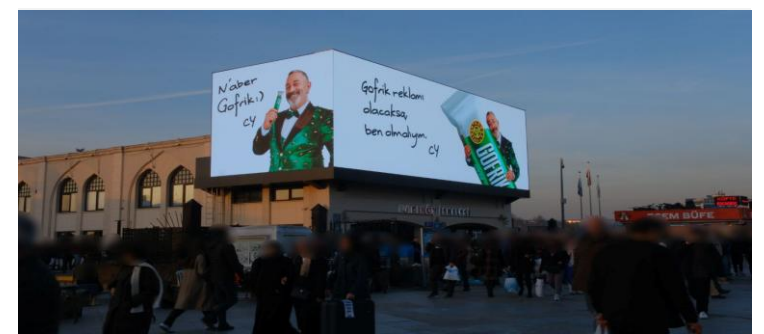
Mobile LED advertising vehicles



Yovi TV / Large LED screens



Mall facade LED screens



Sea Play

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03 / OUTDOOR

Mall & Office Building Advertising



In-mall CLP panels



Office building digital CLP panels



Office building static CLP panels

Brands we have worked with

- PIN Drinks
- Patiswiss
- Pasaport Pizza
- Burgerillas
- Kumpir Box
- Kervansaray
- Ovion
- YOOSE
- Terzi Ayhan Classics
- New Essentials
- Çotanak
- Patis Food Group
- Dynobil Oto Ekspertiz
- Dualtron
- Garantili Arabam
- ANA Sigorta
- Mercedes-Benz Koluman
- Mercedes-Benz Genç Mercanlar

Media planning and buying for brands across a range of industries.

Our Process

01 Understanding your goals.

Your brand, audience, region, timing and budget.

02 Developing your media plan.

Channels, stations, locations and number of airings.

03 Managing media buying.

Bookings, negotiations and campaign implementation.

04 Monitoring your campaign.

Broadcast checks, on-site monitoring and reporting.

Let's Talk About Your Brand

Let's discuss your objectives and budget
for your TV, radio and outdoor campaign.

GET IN TOUCH

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