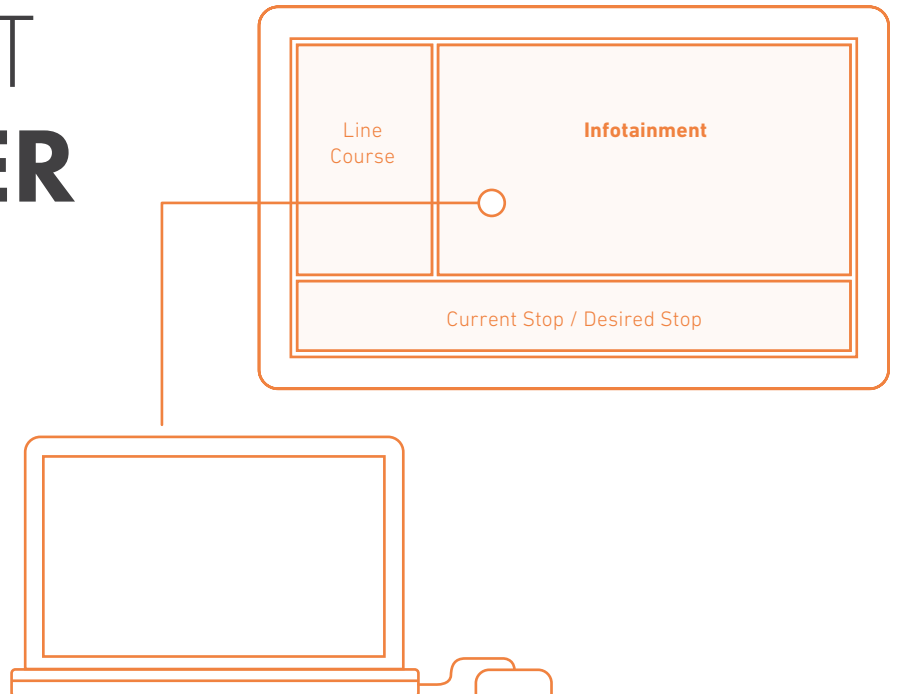




REDLOF  
MEDIEN

# SPOTLIGHT **MANAGER**



OUR  
SPOTLIGHT **MANAGER**  
OFFERS YOU

1  
A OF A KIND  
OPPORTUNITY

Join us in new breaking ground at

# REDLOF MEDIEN

As a long-standing provider of Fahrgast- and Center-TV, we now enable you to manage and control your own campaigns with the help of Spotlight Manager.

Take advantage of the unique opportunity with just a few clicks to create your own campaign, which will be broadcasted one hour later in several hundred public transport

vehicles. So, you have the chance to reach over 600,000 passengers per day. Address previously untapped target groups in Ansbach, Nuremberg, and Ulm with your offers and services.

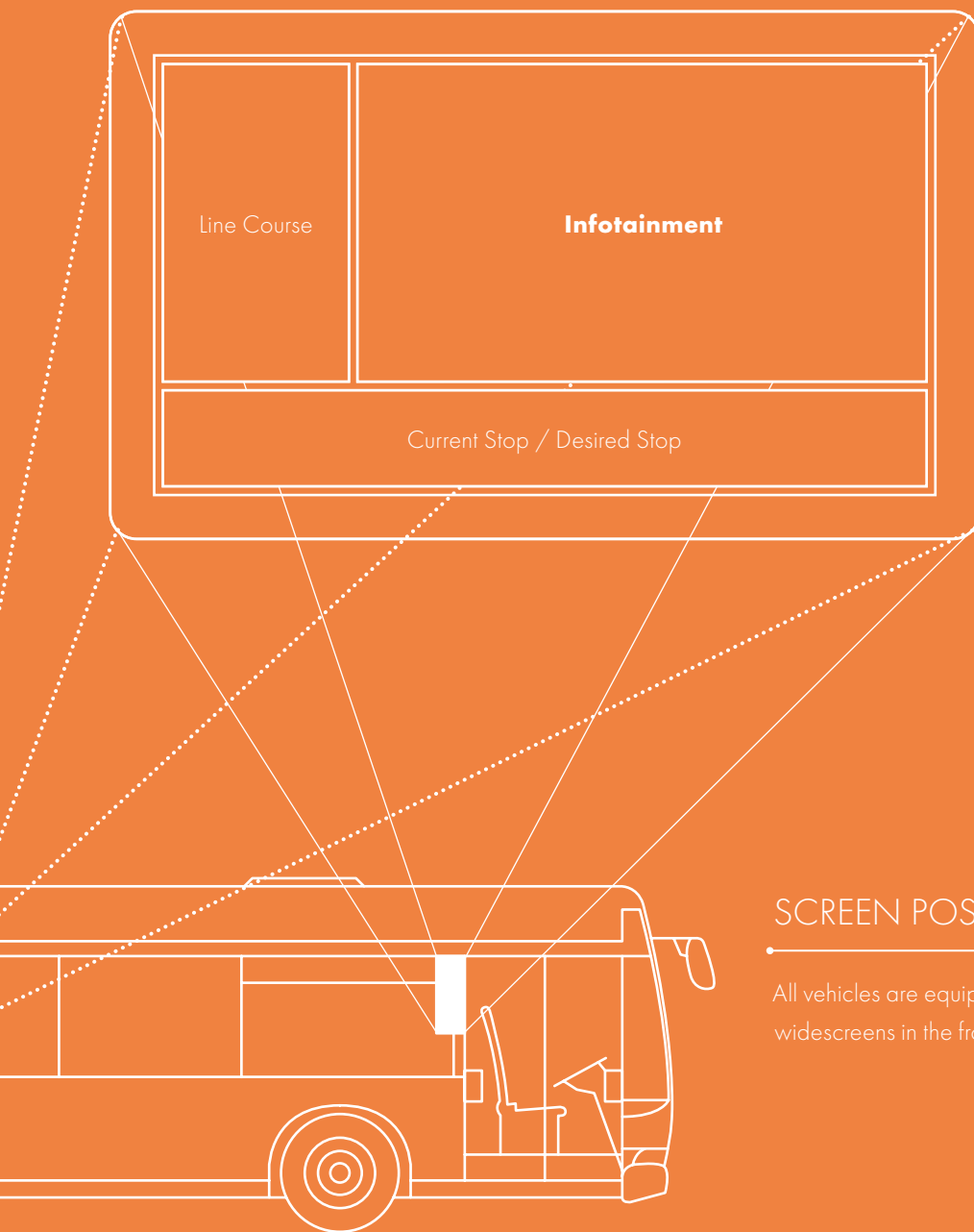
**You, too, can benefit from this new flexibility, which is unique in Germany.**

THERE  
ARE

2

**MONITORS**  
IN EACH BUS  
AVAILABLE TO YOU





## TWO MONITORS

On both monitors, your campaign or spot will be broadcasted in the area marked »Infotainment«

## SCREEN POSITIONING

All vehicles are equipped with two 17-19" or 19-21.5" widescreens in the front and rear entrances.

Your benefits from

# SPOTLIGHT **MANAGER**

Are you looking for a medium that you ...

can coordinate to reach your potential customers?

Do you have a lot of information and products you would like to present to your customers?

You want to constantly run new campaigns to keep your customers up to date?

Then use our unique Spotlight Manager with flexibility that no other out-of-home media can offer in this way.

You can coordinate, edit and create your campaigns at any time, from any location, and without an editorial deadline – even using your tablet-PC or smartphone. A software installation on your computer is not necessary.

easy

from everywhere

fast

flexible

uncomplicated

at any time

no editorial deadline

WITH  
SPOTLIGHT **MANAGER,**  
YOU HAVE

3  
DIFFERENT  
OPTIONS

Campaign Creation for

# SPOTLIGHT **MANAGER**

## 01

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Predefined layout templates in your corporate design can be individually adapted to your campaigns (see pages 14-15).

## 02

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You can use the Spotlight Manager to create predefined layouts with crossfades.

## 03

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Your own video spots or image files can be easily uploaded and used at any time.

# SPOTLIGHT **MANAGER**

ENABLES

# 4

AREAS OF  
APPLICATION

Who uses our

# SPOTLIGHT **MANAGER**



## **01** COMPANIES

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Companies use our placement portal as a recruiting tool to place jobs and apprenticeships flexibly and according to their needs.

## **02** RETAILERS

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Retailers use our spotlight manager to inform their customers about new products, promotions, offers, and services.

## **03** TRANSPORT OPERATIONS AND COMMUNITIES

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Transport companies and municipalities use our online tool to provide city or traffic news to their passengers and citizens on board.

## **04** ORGANIZERS

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Organizers from the public and private sector use Spotlight Manager to reach and refer their target audience to meetings and events.

WITH  
SPOTLIGHT **MANAGER**

IN ONLY

5

STEPS TO YOUR  
OWN CAMPAIGN

# Spot Creating MADE **EASY**

In Spotlight Manager, you can create your new campaign with just a few mouse clicks. With the help of predefined layouts, you can design and change images and text content yourself.


**In this way, you can react spontaneously to actions or changes in the competition** and inform your potential customers in the best possible way about promotions, job searches, events, and offers.

How to create your

# OWN CAMPAIGN

Spot AN!

**01**



**02**

**Dauerkarten fürs Freibad**

Bald wird die neue Freibadsaison eröffnet. Dauerkarten sind ab dem 27. April an der Aquella-Kasse und bei den Stadtwerken Ansbach erhältlich.  
Mehr unter [www.myaquella.de](http://www.myaquella.de)

Wir sind AN. **A** Aquella

**03**

Name der Kampagne/Spot:

Stadt:

☐ Ansbach Brücken-Center  
☐ Ansbach Stadtbusse

**04**

Anzeigefarbe der Kampagne im Buchungs-Manager:

Ausgewählte Farbe

Zum Bearbeiten der Textinhalte klicken Sie mit der Maus auf die jeweilige Zeile oder den jeweiligen Button und editieren Sie den Text- oder Bildinhalt.

HeadlineText\_0 Zeile\_1 Zeile\_2 Zeile\_3 Zeile\_4 Zeile\_5 Bild

Abbrechen Erstellen/Aktualisieren

**05**

## 01 IMAGES

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Select new images and upload them with a mouse click.

## 02 TEXT

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Edit texts and see immediately how the campaign is presented in the medium.

## 03 CITY / MEDIUM

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Here you determine in which city or medium the campaign/spot should be placed.

## 04 NAME / COLOR

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For a better overview, please give your campaign a meaningful name and a campaign color.

## 05 CREATION

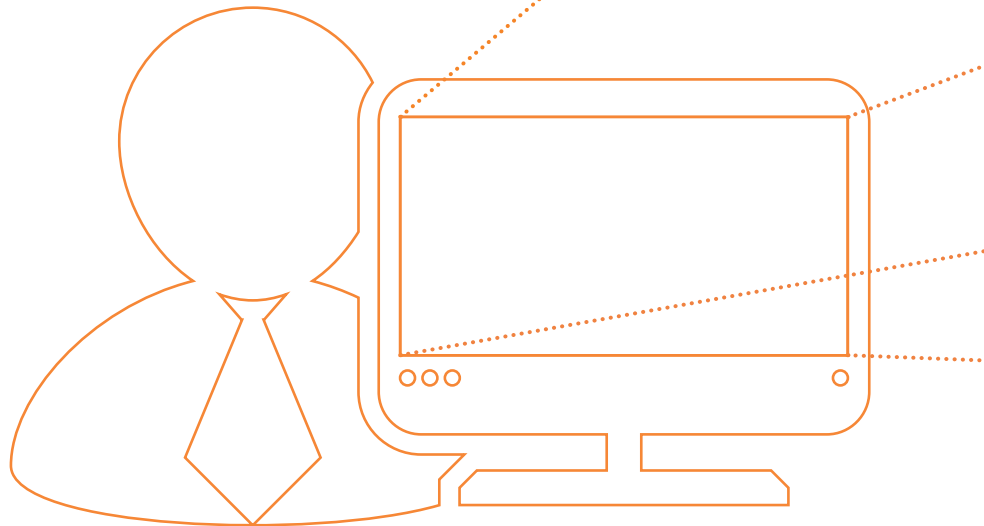
---

Complete the campaign creation here. This will be proofed by one of our employees and released for your further planning within two hours.

# Control Campaigns in **SPOTLIGHT MANAGER**

You can drag and drop approved campaigns and spots into your circuit calendar's respective free program loop and then specify the desired broadcast period.

The color coding allows you to see which spot is in which loop broadcasted, how long the respective broadcasting period is, and which slots are still available. This way, you can always keep track of your campaigns.





Benjamin Wagener (Administrator)  
Rediof Medien

spotlight  
MANAGER

Buchungs-Manager

Kampagne/Spot

Städte

Vorlagen

Firmen

Benutzer

Abmelden

## Buchungs-Manager

Firma

S/WU Stadtwerke Ulm/Neu-Ulm GmbH

0731 166-0; Karlsstraße 1-3 89073 Ulm

Stadt

Ulm Stadtbusse

Januar 2021

Filter: 0 0

Programmschleife 1  
(3 verfügbare Plätze)  
01.04.2015 bis 31.12.2025

Programmschleife 2  
(3 verfügbare Plätze)  
01.04.2015 bis 31.12.2025

Programmschleife 3  
(3 verfügbare Plätze)  
01.04.2015 bis 31.12.2025

Kampagne/Spot

Fahrplanänderungen  
11.01.21

Fahrplanänderungen

Alle Daten  
Ab Januar 2021 gilt das neue Fahrplan-  
konzept. Die Fahrplanänderungen sind  
hierzu separat veröffentlicht worden. Es gilt  
das neue Konzept.

KW	Mo.	Di.	Mi.	Do.	Fr.	Sa.	So.
53	28	29	30	31	1	2	3
Programmschleife 1 (3 von 3 verfügbare Plätze)							
Hygiene_Top_Kassand_hasen (10.08.2020 - 31.12.2025)							
Danke Partner (10.09.2020 - 31.12.2025)							
Programmschleife 2 (3 von 3 verfügbare Plätze)							
Programmschleife 3 (3 von 3 verfügbare Plätze)							
Hygiene_Top_Matze_3 (29.07.2020 - 31.12.2025)							
Hygiene_Top_Kassand_hasen (14.09.2020 - 31.12.2025)							
DING WOT (21.12.2020 - 01.04.2021)							
1	4	5	6	7	8	9	10
Programmschleife 1 (3 von 3 verfügbare Plätze)							
Hygiene_Top_Kassand_hasen (10.08.2020 - 31.12.2025)							
Danke Partner (10.09.2020 - 31.12.2025)							
Fahrplanänderungen 11.01.21 (07.01.2021 - 31.07.2021)							

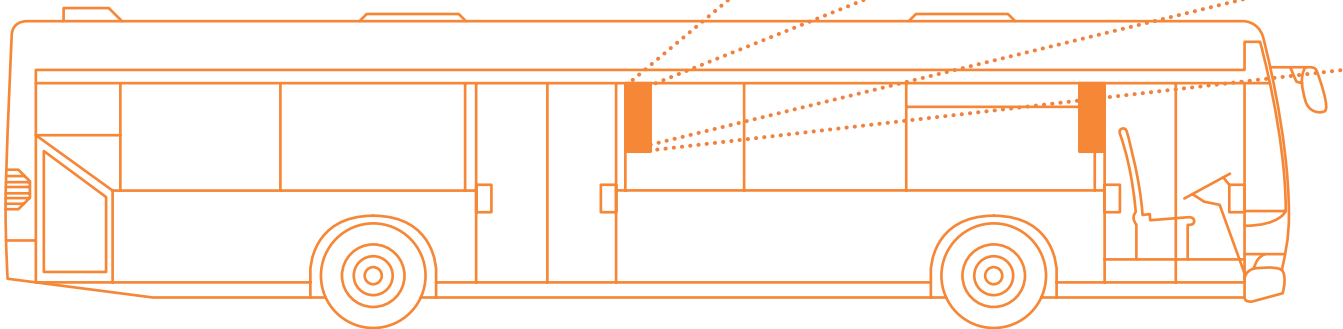
Placeholder in

# SPOTLIGHT **MANAGER**

Even if you don't post a current offer your booked slot will not remain empty.

With a placeholder spot, these idle times can be automatically filled by us until your campaign is ready. As soon as you create a new campaign, we will replace the placeholder with this one.

This way, there is no gap in the booking period, and your customers are constantly referred to you.



# PLACEHOLDER **EXAMPLE**



**WE  
OFFER  
YOU**

## **01** SUPPORT

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We are always happy to help you with technical questions or problems.

## **04** MULTI-USER

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We will gladly set up several users for your Spotlight Manager account. This way, your colleagues or employees can take on the task of programming and planning.

## 02 REPRESENTATIVES

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If you have questions about the Spotlight Manager, you can contact us during our office hours, and a personal representative will be available.

## 03 SPEED

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Fast response times for checking and approving the campaigns within two hours (during office hours Monday to Thursday: 09:00 - 18:00 and Friday 09:00 - 16:00).

## 05 PROOF OF BROADCAST

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If you wish, we will be happy to provide proof of the broadcast of your campaign.

## 06 QUICK START GUIDE

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We will provide you with brief instructions on how to use Spotlight Manager. Here are the most important processes explained step by step.

## Prices

# SPOTLIGHT **MANAGER**

### One-Time Costs

Spotlight Manager Set-up / Creating a user	160.-€*	
Every additional user	29.-€*	
Layout creation/programming	320.-€*	per Layout
Placeholder	120.-€*	per Layout

### Monthly License Fees

For every media service booked, additional monthly license fees are added for using Spotlight Manager.

Booking in every third program loop	49.-€*
Booking in every second program loop	99.-€*
Booking in each program loop	149.-€*

\* All prices do not include the statutory VAT

These customers already use

# SPOTLIGHT MANAGER

## TRANSPORT SERVICES



## PUBLIC CARRIERS



## ORGANIZERS



## SPONSORS



**spotlight**  
MANAGER

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Fax 0981 / 203 526-55

Web [www.redlof-medien.de](http://www.redlof-medien.de)

E-Mail [info@redlof-medien.de](mailto:info@redlof-medien.de)

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