

# TD Ameritrade Announces Media Buy For London Games, Sponsorship With USOC

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TD Ameritrade today announced a media buy with NBC and sponsorship of the USOC for the '12 London Games. The deal makes TD Ameritrade the USOC's first official online brokerage. Sources valued the deal, which is primarily a media buy, at more than \$20M. It is the first of three deals NBC and the USOC hope to cut together in the banking category. Last fall, the broadcaster and Olympic organization partnered together for the first time on a joint-marketing effort in the banking category. They planned to sell packages that included media and rights to the USOC's five-ring logo in the online brokerage, private wealth management and retail banking categories. TD Ameritrade's media buyer, MediaVest, worked on the sale with NBC and Rob Prazmark's 21 Marketing, which is under contract to represent the USOC in the joint-marketing effort. The deal builds on the NBC ad sales team's recent momentum around the London Games. It recently closed the auto category by signing an exclusive domestic advertising deal with GM and exclusive foreign automotive deal with BMW. TD Ameritrade told associates of the deal yesterday. The company's former CEO, Joe Moglia, was a finalist for the USOC CEO job last year, but sources said he had nothing to do with the deal.