



Summit County
tv 8

Dear Members of the Summit Independent Business Alliance,

After recently meeting with Katie Roberts of SIBA, I learned quite a bit about SIBA's goal to facilitate co-op advertising initiatives for its members. From this conversation, I developed a unique advertising campaign that involves personalized business profiles, packaged with SIBA's signature branding. RSN offers this at half the cost of our regular rates, and will set up and offer filming for two days in Dillon/Silverthorne/Keystone, Frisco and Breckenridge. To maximize production efficiency and keep costs down, we'd likely have the day set up with appointments each hour, on the hour.

Profile Package includes:

• Camera Person and on site for interview & B-roll (footage of business): In less than 45 seconds, the business owner will answer the following questions : 1).Who are you and what is your business? 2) Tell us about your business and what might make you special? 3).Where are you located and how do people get a hold of you? Answers must be no longer than 45 seconds in length combined. Profiles will be 1 minute in length wrapped by SIBA (:10) on the beginning and (:05) on the end promoting SIBA and buying locally.

About the 1-minute Profile:

(:10) This independent business profile is brought to you by the Summit Independent Business Alliance - Support independent business today! Be Local! Buy Local!/Be Local! Support Local!/Be Local, Eat Local!

(:45) (Business profile)

(:05) If you are an independent business, log on to find out how you can be a member of SIBA today!

www.summitindependentbusiness.com

Sign Up Today! Get your business noticed!

The following campaigns are designed for frequency and trackability. By being on TV, the business owner is assured to have people say, "I saw you on RSN." With buying advertising, it's always nice to know people are seeing it. Each business may also offer a certain promotion specific to their RSN advertising. Their piece can also be placed on their website as well as SIBA's. This special is half of our rate card for SIBA members only!

RSN reaches over 40,000 cable outlets in Summit County. RSN TV even beats out Good Morning America and Today in local ratings with our live morning show " Summit Sunrise." RSN is a unique media specifically designed to reach our visitors, second homeowners and locals alike. RSN has a diversity of shows to cater to our viewers. RSN will also give you additional free advertising for keeping a TV on our channel during business hours.

Options for involvement:

- ❑ **Option #1 - \$300** (rate card value of \$600) (Includes production, 1 live interview, & 94 spots aired)
 - Profile; 1 Summit Sunrise interview; Profile will air 1 day per week during Summit Sunrise 7-9am for 1 month; Profile will air in Visiting Summit County for 1 month, 3 times per day @ 11am, 3pm & 8pm (90 spots total)
- ❑ **Option #2 - \$500** (rate card value of \$1,000) (Includes production, 2 live interviews, & 134 spots aired)
 - Profile; 2 Summit Sunrise interviews; Profile will air 2 days per week during Summit Sunrise 7-9am for 1 month; Profile will air in Visiting Summit County for 1 month (VSC) airs 3 times per day @ 11am, 3pm & 8pm (90 Spots); Profile to air on RSN X 5 x per day for 2 days per week for 1 month (40 Spots)
- ❑ **Option #3 - \$800** (rate card value of \$1,600) (Includes production, 4 live interviews, & 228-258 spots)
 - Profile
 - 4 Summit Sunrise interviews
 - Profile will air 2 days per week during Summit Sunrise 7-9am for 1 month
 - Profile will air in Visiting Summit County for 1 month (VSC) airs 3 times per day @ 11am, 3pm & 8pm (90 Spots)
 - Profile to air on RSN X 5 x per day for 2 days per week for 1 month (40 Spots)
 - Profile to air during: You have a choice of two
 - ❑ Summit Magazine locally – airs 4 times per day at 10am, 1pm, 4pm, & 6:30pm (120 spots)
 - ❑ Rooted – airs 3 times per day @ 2pm & 9pm on Channel 8 and @ 9:30pm on CH16 RSN X (90 Spots)

To sign up, contact Pete Gallup, Director of Sales & Marketing: pgallup@rsn.com, 262-6388 x 29 at RSN TV.