

YOUR HOMETOWN CHANNEL'S

Billboard Ads

Channel 2 in Bisbee offers still video "billboard" ads with many enhancement options.

Basic rates for still video "billboard" ads:

Run Time	Billed*	Advance
3 days	—	\$ 11
1 week	—	\$ 23
(Additional days \$4 ea.)		
1 month	\$80	\$ 75
3-mo. contract	\$75 ea.	\$ 65 ea.
6 months	—	\$375

Additional screens:

1/2 price for 1 wk or more!

*Billing is available only on monthly ads.

Because of the high cost of billing, a discount is given for those who choose to pay in advance.



Enhancements:

- » Split screens (resulting in 2-3 images): \$12/mo.
- » Horizontal crawl line (10 words or less): \$12/mo.
- » Photo shoots (1/2 hour of shooting time)
 - \$25 in Bisbee area
 - \$50 in Sierra Vista or Douglas area
- » Text animation available

1,000 ads per month—guaranteed!

Channel 2 broadcasts 24 hours, 7 days/week. All ads are guaranteed to receive a minimum of 1,000 15-second exposures per month. That means your investment can be as little as 6 cents per exposure to approximately 2,300 households!

Sponsorships

Sponsorships of community organizations activities are available. Please contact Prism Communications for details and for sponsorship availability. In a sponsorship, the sponsor receives the bottom quarter of the screen for a message that reads: "Sponsored by (sponsor's name.)"

Commercials

Commercials are created specifically for "Focus On Bisbee," our entertainment magazine show taking in events and activities in the Bisbee region. The show is broadcast live Friday mornings and rebroadcast 4 more times over the weekend to reach a maximum audience. These commercials run for 30 seconds, and can include voiceovers, music, title effects, transitions, and other enhancements. "Focus On Bisbee" includes "The Absolutely Rachele Madrigal Show" and several other pre-recorded segments. The prices include all five showings each weekend.

Basic rates for commercials:

Month Package \$105

(includes creation and 1 ad per show)

2x Per Show \$150

Creation Fee \$ 75

2nd Creation Fee \$ 40

Open Rate (run commercials-no contract) \$ 8-15

Includes 20 minute consultation with photo shoot. Additional time available at \$35 per hour. We reserve creation control and determine appropriateness of material used.

Our Policies

Voiceover changes

Commercials may be updated by re-recording voiceovers for a \$20 surcharge without the need for an additional Creation Fee.

Non-profits

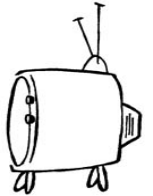
A non-profit organization with IRS 501(c)3 certification will receive a 33 percent discount on ads or commercials of 1 month or more, paid in advance.

Lead Time

Prism Communications requests 2 working days to create and display ads and changes to ads. We will make every reasonable effort to respect time-sensitive materials.

Copy changes included in cost

All billboard ads include weekly copy changes at no additional cost so you can keep your ads fresh. (The price of your monthly ad includes **up to 40 minutes** of creation time during the month. Additional time for complex ads is billed at \$30 per hour in 5-minute increments. Most ads can be created and changed weekly within the allotted 40 minutes.)



Proofing

It is the advertiser's responsibility to proof ads that are running within two working days of the time of request for an ad or an ad change. For those advertisers who are outside the Cable One service area, we will provide proofs in a way best suited to the advertiser's needs prior to running. If errors are found in these proofs, the advertiser must contact us immediately to make a correction. Prism Communication's sole liability for errors in advertisements is to make the correction and to increase the length of the schedule to compensate for incorrect information if we are notified promptly as specified above.

See our website at:

www.hometownchannel.tv

for additional details.

SAMPLES OF OUR ADS!



BISBEE FARMERS MARKET
Saturday, Aug 13
Vista Park - 8 am to Noon

Pastured meats, eggs, and vegetables.
Cucumbers, tomatoes, peaches,
cantaloupe and watermelon.
Music by Pat Gahn.



Backyard habitat gardening expert,
Yvonne Jingle-presentation at 10 am.

FOR INFORMATION CALL: 234-3306

Many have come to rely on us for timely details about events.

COPPER VALLEY HOME HEALTH
Copper Queen Community Hospital's
Home Health Department

Keeping patients at home with home visits.
Home health staff
can bridge the gap
between hospitali-
zation and conval-
escence or assist
families of chroni-
cally ill patients.
Copper Valley Home Health services Bisbee,
Naco, Elfrida and Douglas areas.
For more information, call 432-6430.



Channel 2 provides important information about the community.

Yard Sale

Fri. 8/12 & Sat. 8/13
7 AM - 1 PM
46 Cochise Row

**Tools, Furniture, Toys,
Children's Clothes & More!**

We are the standard medium for getting the word out about yard sales.

YOUR HOMETOWN CHANNEL

Television advertising has never been this affordable!



is produced by
Prism Communications
99 Bisbee Road
Bisbee, AZ 85603
(520) 432-4901
FAX (520) 432-7981
mdillard@hometownchannel.tv
www.hometownchannel.tv

Demographics

The Bisbee-Naco area consists of about 2,300 households with a population of approximately 9,000. Bisbee's Cable One, part of a continually upgrading national organization that caters to small communities, services about 85 percent of those households — one of the highest cable penetrations in the nation.

Rates effective January, 2006.

In Bisbee, Globe-Miami, Graham County,
your connection to
YOUR HOMETOWN CHANNEL is



*Don't miss our weekly show,
"Focus On Bisbee"
on Fridays live,
7-9 am and Saturdays, 8-10 am!*



Billboard Ads

The time-honored way of taking your message to virtually every Bisbee-Naco-area household has gotten even better!

Commercials (NEW!)

Reach 2,300 households with commercials, in addition to our full-color video with many effects & extras. Look inside for more details!

YOUR HOMETOWN CHANNEL
continues to improve its technology.
That means more choices for you!

» See the image that represents your business as soon as it's created.

» We create your ad or commercial right in your shop or office.

**Look inside to see how
we can go to work for you!**