

YOUR HOMETOWN CHANNEL

Television advertising has never been this affordable



is produced by

Prism Communications

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Demographics

The Globe-Miami area consists of about 7,800 households. Cable One, part of a continually upgrading national organization that caters to small communities, services approximately 5,200 of those households with basic, premium and pay-per-view service.

Rates effective June 1, 1999.



In Bisbee, Globe-Miami, Graham County,
your connection to
Your Hometown Channel is



Billboard Ads

The great, time-honored way of taking your message to a vast majority of Globe-Miami-area household has gotten better.

Your Hometown Channel continues to improve its technology as we all move into the 21st century.

That means more choices for you!

Digital photography lets you see the image that represents your business as soon as it's created.

We can create your ad right in your shop or office and have it broadcast to our almost 5,200 households that same day.

You also can take advantage of eye-catching animated text!

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

Your Hometown Channel's

Billboard Ads

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

Basic rates for still video "billboard" ads:

Payment	Billed*	Advance
3 days	—	\$ 11
1 week	—	\$ 23
Additional days		\$ 5 ea.
1 month	\$85	\$ 80
3-mth. contract	\$80 ea.	\$ 75 ea.
6 months	—	\$375

Additional screens 1/2 price for 1 month or more! Additional screens must run same schedule as first screen.

* 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 or 3 images)
\$10 per month

Split screens (resulting in 4 or 5 images)
\$20 per month

Horizontal crawl line (10 words or less)
\$10 per month

Photo shoots (1/2 hour of shooting time)
\$25 in Globe-Miami area
\$50 in 25-mile radius

Text animation available

1,000 ads per month

Channel 2 broadcasts 24 hours, 7 days. All ads are guaranteed to receive 1,000 15-second exposures per month.

That means your investment can be as little as 6.3 cents per exposure to approximately 6,000 households!

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.)

Non-profits

A non-profit organization with IRS 501(c)3 certification will receive a 33 percent discount on ads 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, though usually the process takes far less time. We will make every reasonable effort to respect time-sensitive materials.

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.

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.)"

See our web site at:

www.hometownchannel.tv

for additional details on rates and specifications.