

## **YOUR HOMETOWN CHANNEL'S Billboard Ads**

Channel 6 in Safford offers still video "billboard" ads with many enhancement options.

### **Basic rates for still video "billboard" ads:**

Payment	Billed*	Advance
3 days	—	\$ 15
1 week	—	\$ 25
Additional days		\$ 6 ea.
1 month	\$90	\$ 85
3-mth. contract	\$85 ea.	\$ 80 ea.
6 months	—	\$425

Additional screens available for ads running one week or more at half price each. 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 Gila Valley area  
\$50 outside Gila Valley area

Text animation available

### **1,000 ads per month**

Channel 6 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 6.7 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 \$50 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](http://www.hometownchannel.tv)**

for additional details on rates and specifications.

## **YOUR HOMETOWN CHANNEL**

Television advertising has never been this affordable



is produced by

### **Prism Communications**

99 Bisbee Road

Bisbee, AZ 85603

(520) 432-4901

(888) 532-4901

FAX (520) 432-7981

www.hometownchannel.tv

### **Demographics**

The Gila Valley area is one of the most dynamic rural economies in Arizona. The Local Cable One, part of a continually upgrading national organization that caters to small communities, services about 6,000 households.

*Rates effective June 1, 1999.*

Your Local Representative is:

**Fritzie Monasterio**

(928) 428-2508

cell: (928) 972-7978

email: fritzie@yahoo.com



### **Billboard Ads**

The time-honored way of taking your message to virtually every Gila Valley-area household has gotten better — and less expensive.

Your Hometown Channel continues to improve its technology as we all prepare for 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 6,000 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!**

