



Why TV? Why Sinclair Broadcast Group?

We are a multi-media company and reach a diverse group of viewers across our 3 stations, social media platforms and websites.

Using the power of broadcast television and the internet...

EVERY WEEK WE REACH

705,140

adults 18+ in the Rochester area

78.6%
of local adults

Businesses of all sizes use TV to increase brand awareness and generate new customers.

- TV combines sight, sound, motion and emotion to connect viewers to your brand, product or service.
- Broadcast TV reaches 400,000+ households across 5 counties.
- Our 3 stations reach viewers of all ages, incomes and education levels

Use TV to invite people to your business in the South Wedge and experience one of the fastest growing communities in New York State!

Shop Local - Support Local - Buy Local





Many communities can benefit from cooperative advertising where a group of businesses each pay into a comprehensive campaign. This approach allows both the businesses and the community to be featured, all while increasing overall exposure and sharing the expenses.

Enjoy the benefits of Television Advertising without the high costs!

The South Wedge 2015 Co-Op program with 13WHAM ABC, Fox Rochester and Rochester's CW will allow participating businesses :10 seconds of air time within a :30 second commercial.

:30 second commercial breakdown:

- :05- opening
- :10- business 1
- :10- business 2
- :05- closing

The beginning and end of the commercial will remain the same for all commercials and feature images unique to South Wedge and highlight why the South Wedge is one of the fastest growing communities in NY State. 2 businesses will be featured within each commercial.

This campaign will run approximately 6 weeks.





Sample Advertising Campaign: (based on 6 weeks, 12 participants)

WHAM- ABC Channel 13

M-F	5a-9a	Good Day Rochester/ Good Morning America	12x
M-F	9a-12:30p	RachelRay/Family Feud/CelebrityGame/View/News	12x
M-F	4p-7p	Dr. Phil/13WHAM News at 6p/ABC Nightly News	12x
M-Sun	7p-11:35p	ET/Insider/Prime Programming/13WHAM News at 11p	6x
M-Sun	7a-11p	WHAM Rotator	36x
M-Sun	5a-5a	Bonus As Available	30x

Fox Channel 7

M-F	7a-9a	Good Day Rochester	18x
M-Sun	9a-12m	Fox Rotator	24x
M-Sun	5a-5a	Bonus As Available	30X

CW Channel 16

M-F	9a-11p	CW Rotator	96x
M-Sun	5a-12a	Bonus as Available	30x

Total spots across 6 weeks: 306

Participating business's commercial will run a minimum of 51 times over the 6 week campaign.

Digital Component:

Interactive Banner ad to run on 13wham.com featuring all commercials and links to southwedge.com. 120,000 impressions across the 6 week campaign.

Value of 6 week campaign: \$24,980

If an individual business were to run 51 spots on their own using this schedule and the interactive banner ad, the investment would be approximately \$2,700.

Cost to participate is \$600 per business. (\$300 due at time of commitment, remaining \$300 due day of commercial shoot)





Example of Interactive Banner Ad



Start Frame

Interactive Banner Ads allow users to interact with your web banner: watch videos, browse local business listings, and check out local events.



Expanded Canvas

Expanded Canvas:

This banner will automatically launch the South Wedge Community commercials (all will rotate evenly)

This expanded canvas can also feature interactive buttons including:

- Link to Directory, coupons, calendar etc.





We are committed to making this campaign a success!

Summary:

- **Interactive advertising campaign offered at significantly discounted rates**
 - **Minimum of 306 commercials overall**
 - **Interactive Banner with a minimum of 120,000 impressions**
- **High Definition Commercial filming and editing offered at no charge by our award winning production team**

Yes! I would like to participate!

Name of Business: _____

Address: _____

Primary Contact: _____

Phone Number: _____

Website: _____

What you would like to feature in your commercial (up to three camera shots):

Are you offering a special promotion for this commercial? (encouraged!) If so, please list specifics:

Signature and Date: _____

Please send your logo and any necessary graphics to: rafromm@sbgvtv.com 585-321-2235

Check payable to WHAM TV c/o Rachel Fromm 4225 West Henrietta Rd Rochester, NY 14623

