

Janet Burgwardt (janet@wbgttv.com; 261-7286) Your Partner For Success



It is important to get your unique message to your buying audience in an appealing, inviting way. How do you create a compelling message, then release it to maximize your exposure, keeping your costs low, resulting in a strong Return On Investment (ROI)?

Basic Cable Channel 18 – MY18:

- Potential reach to 900,000 residents in Rochester (and surrounding counties).
- 2% market share in Rochester – 20,000 viewers at any point of time during 24 hour time period.
- Demographics – Adults 25-54.

Additional Over-The-Air Channels – FOUR:

- 46.1: **MY18**; 46.2: **ThisTV**; 46.3: **TuffTV**; 46.4: **Heartland**

Video Production:

- Business Video – Two minute segment - **\$1,000.**
 - Maximum - Five businesses :20 seconds each, **\$200** per business.

Bundle Opportunity – Video Production AND Television Airing on MY18:

- Production of “Spotlight on Rochester” Video (:90 seconds) & Commercial (:30 seconds) - **\$500.**
 - Maximum - Five businesses - **\$100** per business (:15 seconds and :03 seconds per business)
- Airings on MY18:
 - **\$500** per month, for a six month individual campaign.
 - Four :30 second commercials per day.
 - One “Spotlight on Rochester” per day.
 - **\$100** per month for a five business group, per business:
 - One person (coordinator) to manage payment.
 - All participants pay monthly amount to coordinator prior to monthly airing.

BONUS: Placement of :30 second commercial and “Spotlight on Rochester” on your social media sites (website; Facebook; Twitter; Pinterest; Instagram; etc) to increase optimization and organic results for lead generation.

Please visit my YouTube Channel to see examples of my video production:

- Once in YouTube, search for Janet Burgwardt to find my Channel.
- OR...
- <https://www.youtube.com/channel/UC27Q821bLczVmgOZj8l2nZw/videos>