

Alpine Tourism Board

SVI Media Proposal for Fiscal Year 24-25

Geofencing

Will be used to serve digital ads to a specific target demographic to promote Alpine events and tourism. Non-social media ads that will be viewed on thousands of websites that the target market visits. Can provide analytics including impressions, clicks and how many people that saw the ad attended the event or the target result. 100,000 impressions will be served monthly.

Value: \$1,500/month

Your price: \$1,000/month

SVI Sports Broadcasts

Receive a thirty second commercial that will air 3-4 times during each live video broadcast of Star Valley High School sports on SVI Media. Games are free to view at SVInews.com, SVI Media YouTube channel and SVI social media platforms. Average of 25-35 thousand live viewers per broadcast, local and regional viewers. Commercial production is included, up to 2 commercials per sports season (fall, winter and spring).

Value: \$800/month

Your Price: \$500/month

SVIAlpine.com

The creation and management of a new online news source specifically for the Alpine community. The website will be run and managed by SVI Media to include local news, events and other community information. News content will also include two business features per month, focusing on Alpine business and promotion. Alpine City council news. Radio interviews with local leaders and more local, regional and statewide news of interest to the Alpine community. Stories will also be written to promote community events in Alpine. A complimentary Facebook page will also be created so stories can be shared to social media.

Value: \$3,000/month

Your Price: \$2,000/month

Digital Ads on SVI website

Receive digital website ads on both SVInews.com and SVIAlpine.com. Ads can promote local events or local businesses in Alpine. Ads will appear inside the news content of both websites and will redirect to the appropriate website when clicked. SVI can provide a total number of impressions and clicks on all digital ads.

Value: \$1,000/month

Your Price: \$500/month

Total Yearly amount: \$48,0000

10% discount if full year paid in advance: \$43,200

Total with additional package discount: \$40,000 (split between the Town of Alpine and Alpine Tourism & Promotion Board)