



# Business

## Growth Planner

PREPARED BY



# WMTV 15 NEWS BROADCAST TV

**Leverage the most influential and trusted advertising medium.**

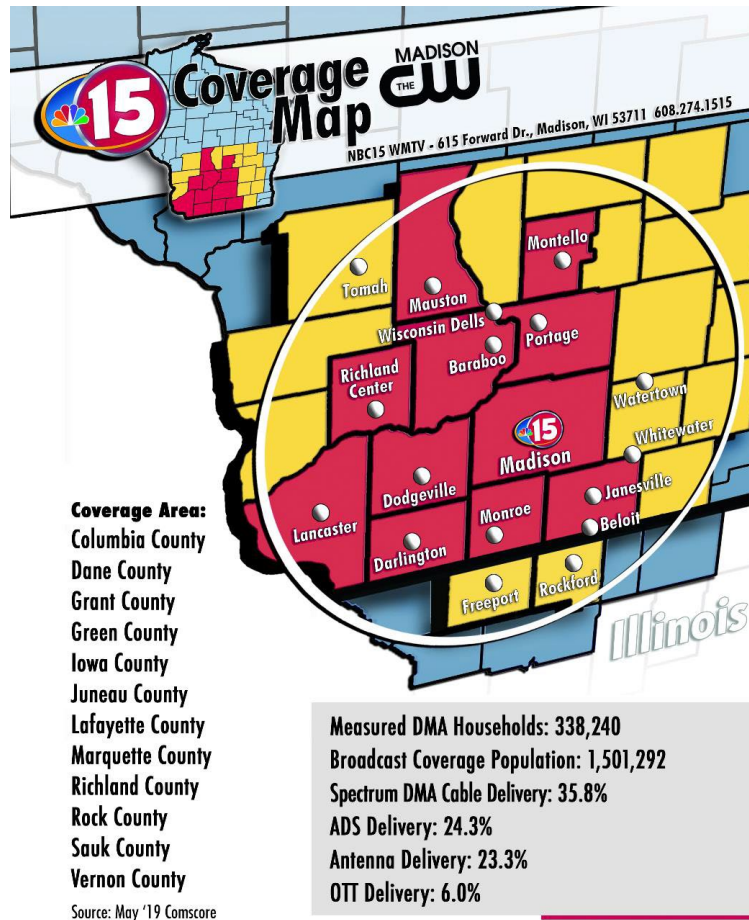
**Reach consumers quickly and efficiently using our local broadcast channel(s).**



- **Massive Reach**
- **Engaged and Affluent Audience**
- **Trusted Source for News, Weather, Sports, and Traffic.**
- **Historically embedded into the local community.**

# WMTV 15 NEWS

## BROADCAST TV



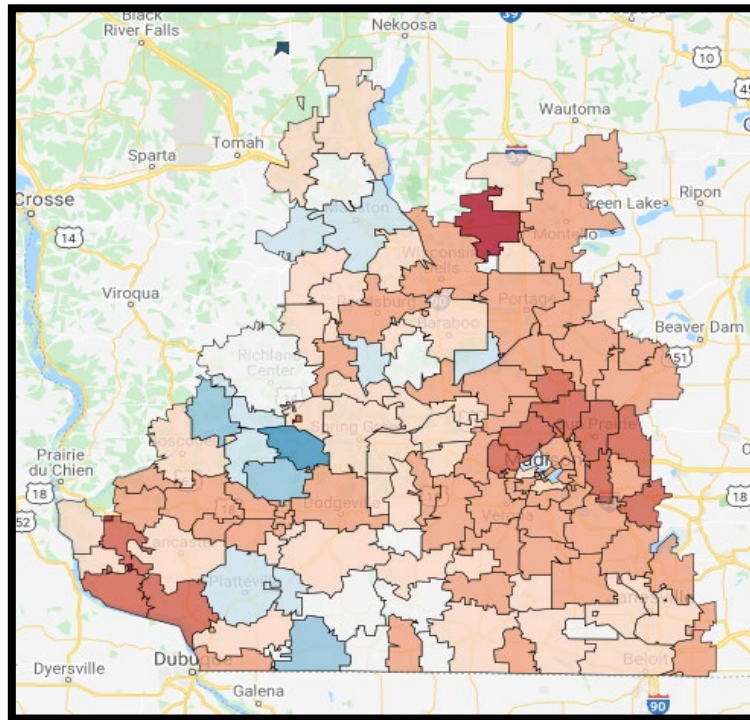
- Television is the most **POWERFUL** advertising medium in the world combining sight, sound, motion and color to create emotion and drive consumers into the purchase funnel
- TV creates awareness and demand for your client's goods/services and there are many programs we can select to deliver their message in
- Reach more than **338,000** loyal households per month
- Historically embedded into the local **community.**
- **Trusted Source for News, Weather, Sports, and Traffic**

# WMTV 15 NEWS

## BROADCAST TV

### DATA

How we stack up in total Household Viewership against WISC

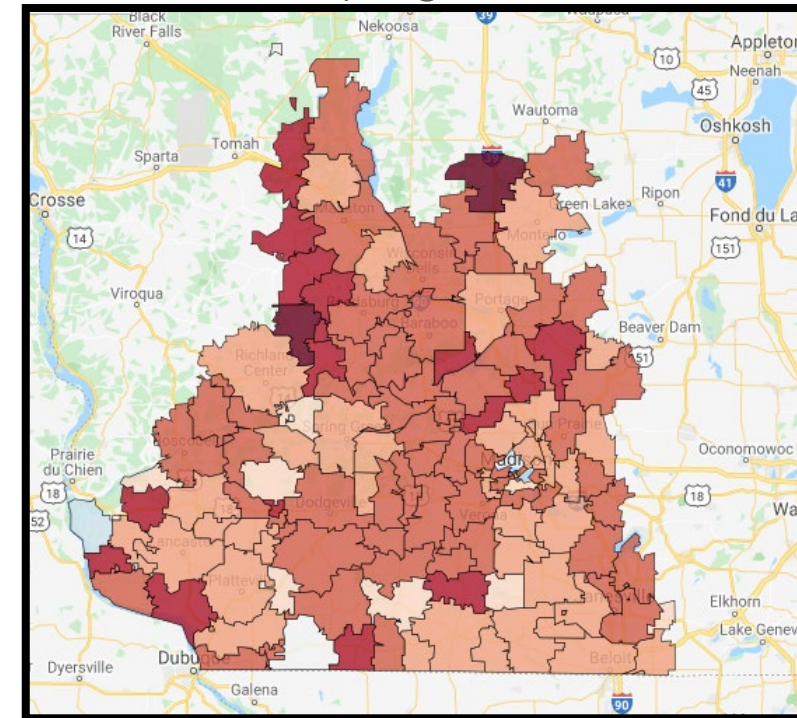


WMTV (NBC) WISC (CBS)

Legend: 12 color swatches ranging from dark red to dark blue.

STATION AUDIENCE COMPARISON

How we stack up in total Household Viewership against WKOW



WMTV (NBC) WKOW (ABC)

Legend: 12 color swatches ranging from dark red to dark blue.

# WMTV 15 NEWS

## BROADCAST TV

### C A M P A I G N   S C H E D U L E

#### MONTHLY BROADCAST SCHEDULE (EVERY OTHER WEEK):

M-F	5a-6a	:15	NBC 15 Morning Show 5a	3x
M-F	6a-7a	:15	NBC 15 Morning Show 6a	3x
M-F	7a-9a	:15	Today Show	3x
M-F	11a-12p	:15	15 News at 11a	3x
M-F	12p-1p	:15	NBC News Daily	3x
Sat	5a-6:57a	:15	Sat Morning Show	2x
Sat	6:58a-9a	:15	Sat Today Show	1x
Sun	6a-7a	:15	Sun 6am Morning Show	1x
Sun	7a-8:57a	:15	Sun Morning Show	1x
Sun	5p-5:30p	:15	Sun 15 News at 5	1x
Sun	10:30p-11p	:15	Sun Post-NFL 10p News	1x
M-Su	9a-10p	:15	MeTV Rotator	25x



# TARGETED SOCIAL

**Drive engagement by precisely targeting your audience on Facebook and Instagram.**

**From targeted reach to driving leads, the world's top social media platforms deliver results.**



## Facebook and Instagram

- Display
- Carousels
- Videos

## Targeting Tactics:

**People-Based Marketing:  
Demographic, Consumer, Behavior**

# TARGETED SOCIAL

## CREATIVE EXAMPLES

**Closets By Design**  
Sponsored

Get inspired home storage designs for closets, home offices, garages, pantries and more.

**DON'T OVERPAY FOR A NEW CLOSET**

**40% OFF**  
**+10% OFF EXTRA**  
**FREE INSTALLATION**  
\*Some restrictions apply

**Closets by Design**  
CLOSETSBYDESIGN.COM  
Schedule Your Appointment

Get offer

**DAILYLOOK**  
Sponsored

"Instead of having to waste precious free time in the evenings after work or on the weekends to shop for new outfit essentials, I thought finally trying out a clothing subscription box would help ease all of my shopping woes."  
- Real Simple

**LAID-BACK CHIC**

**DAILYLOOK**

**DAILYLOOK.COM**  
Elevate Your Style!

Learn more

**Disney On Ice**  
Sponsored

Use code DYPD24 to unlock the best seats to Disney On Ice presents Frozen & Encanto! Playing in your city Jan. 18 - Feb. 4.

**Disney ON ICE**

**Get Early Access Now**

**TICKETMASTER.COM**  
Limited Time Access  
Exclusive Presale Tickets

Book now

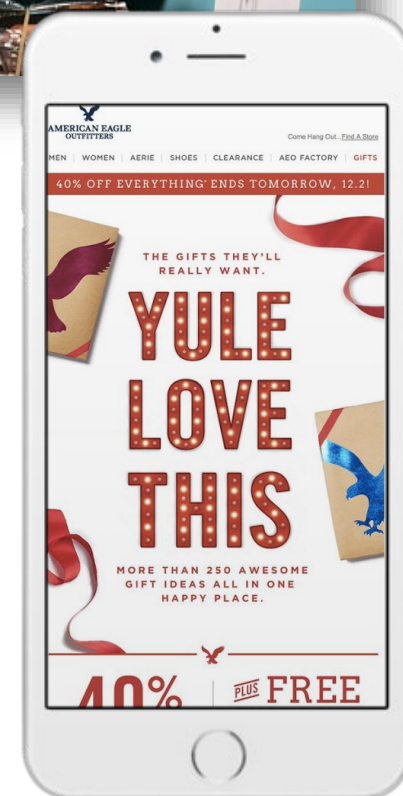
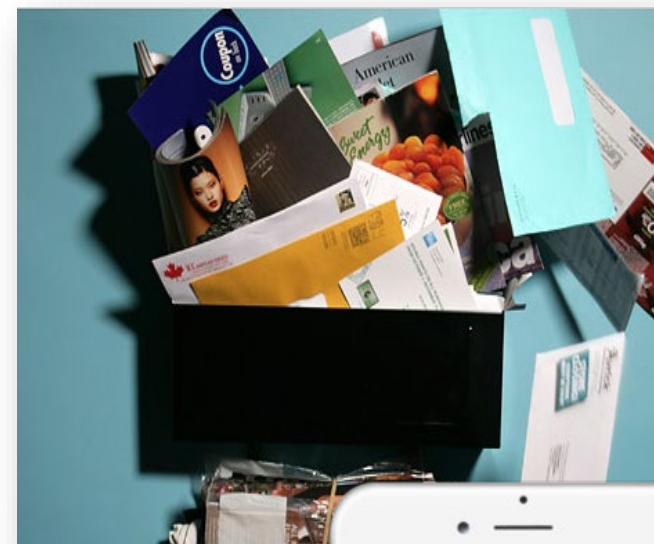


# DIGITAL DIRECT MAIL



## WHY USE TARGETED EMAIL MARKETING VS. DIRECT MAIL?

- ✓ **BETTER TARGETING CAPABILITIES**  
TARGET BY VERY SPECIFIC GEOGRAPHY, DEMOGRAPHICS, INTERESTS, BUYING HABITS & MUCH MORE
- ✓ **HIGHER CONVERSION RATES – 1 CLICK AWAY FROM YOUR WEBSITE**
- ✓ **GUARANTEED ENGAGEMENT RATES**  
MIN 10% OPEN RATE & 2% WEBSITE ENGAGEMENT RATE
- ✓ **MUCH MORE COST EFFECTIVE – NO PRINT COSTS (3.5 CENTS PER SEND)**
- ✓ **PRE & RE-TARGETING OPPORTUNITIES**
- ✓ **OPTION TO SCRUB EMAIL TARGETS AGAINST YOUR EMAIL LIST - ONLY REACHING NEW CLIENTS OR CUSTOMERS**



# STREAMING TV



# STREAMING TV



**Utilize the leading OTT advertising platform. Reach streaming video viewers through 125+ premium direct publishing partners on all devices.**

**TAG certified against fraud, with NO open-exchange inventory.**

## **Geography:**

From State-Wide down to the Zip Code

## **Demographic:**

Gender: Adults, Male, Female

Ages: 18+, 18-34, 18-49, 25-54, 35+, 55+

## **Household:**

Homeowner/Renter, Presence of children, Income, Home value, Education, Marital status, Political

## **Consumer:**

Interest, In-Market shoppers, Intenders

## **Sports:**

Ads only shown on sports content

## **Spanish Language:**

Ads shown on Spanish language content and to Spanish speaking households

# THE CW MADISON'S ONE DAY Sale

The CW Network is the hottest station in Madison! Fans are glued to their screens for fan-faves like *Wild Cards*, *Sullivan's Crossings*, and *All American*. Not to mention The CW's sizzling sports programs. Catch the latest in NASCAR Xfinity, ACC Basketball, Football, and more! Plus, catch WMTV's 9 p.m. newscast on The CW Madison for the latest scoop! Take part in this **ONE DAY SALE** you absolutely can't miss!

## OPTION 1

\$500/MO. ANNUAL

With this package option, you will receive **50x commercials**.

- 35x Best Time Available
- 15x Prime/Evening (5p-11p, M-Sun)

\*This package includes **free production of one 30 second commercial**.

## OPTION 2

\$1,000/MO ANNUAL

With this package option, you will receive **125x commercials**.

- 75x Best Time Available
- 50x Prime/Evening (5p-11p, M-Sun)

\*This package includes **free production of two 30-second commercials**



Business: \_\_\_\_\_ Date: \_\_\_\_\_

This agreement is subject to the Standard Terms and Conditions available at [www.gray.tv/advertising](http://www.gray.tv/advertising)

\*Free Production is only included with an annual investment



## Local Television

Build brand connection by aligning your message with our trusted local news source. The visual and auditory power of TV ads lets us engage your preferred customers through compelling storytelling, making your message memorable and impactful. \$2,000 /month

**331,400**  
Impressions

# of Tactics

**4**

## Streaming TV

Reach potential customers while they view the most sought-after long-form video content on streaming devices – live and on-demand. \$1,000 /month

**600,000**  
Impressions

Impression Total

**2,231,400**

## Targeted Email

Reach customers directly in their inbox with compelling, professional creatives. Deliver your sends with intricate selections based on geography, demographics, interests, and more. \$2,000 /month (quarterly/seasonal)

**100,000**  
Sends

Total Monthly Cost

**\$5,750**

## Paid Social Media

Drive engagement by precisely targeting your audience on Facebook and Instagram. From targeted reach to driving leads, the world's top social media platforms deliver results. \$750 /month

**1,200,000**  
Impressions