



Our Town Spotlight celebrates the people and places that make towns across West Texas and Eastern New Mexico special.

Let's talk about why your town is a great place to visit, live and do business!





Our Town Spotlight

- For a week, your town will be featured in on-air and digital marketing dedicated to a positive public image and will highlight what makes your town special!
- Through this process we will share information with over 400,000 people about your town's economic highlights, tourist attractions, unique history and why it's a great place to live.
- We will help to remind residents of what is awesome about your town, while also sharing that information with surrounding communities.

FOX34 reaches more people than any Lubbock Station!

FOX34

KJTV-TV

Lubbock, TX

Channel 34.1
1,000,000 Watts
 (Lubbock's Strongest Television Signal)

950' Tower

Population Coverage

514,773 FOX34
493,706 FOX34 News Now
 414,298 KCBD
 388,088 KLBK
 389,271 KAMC

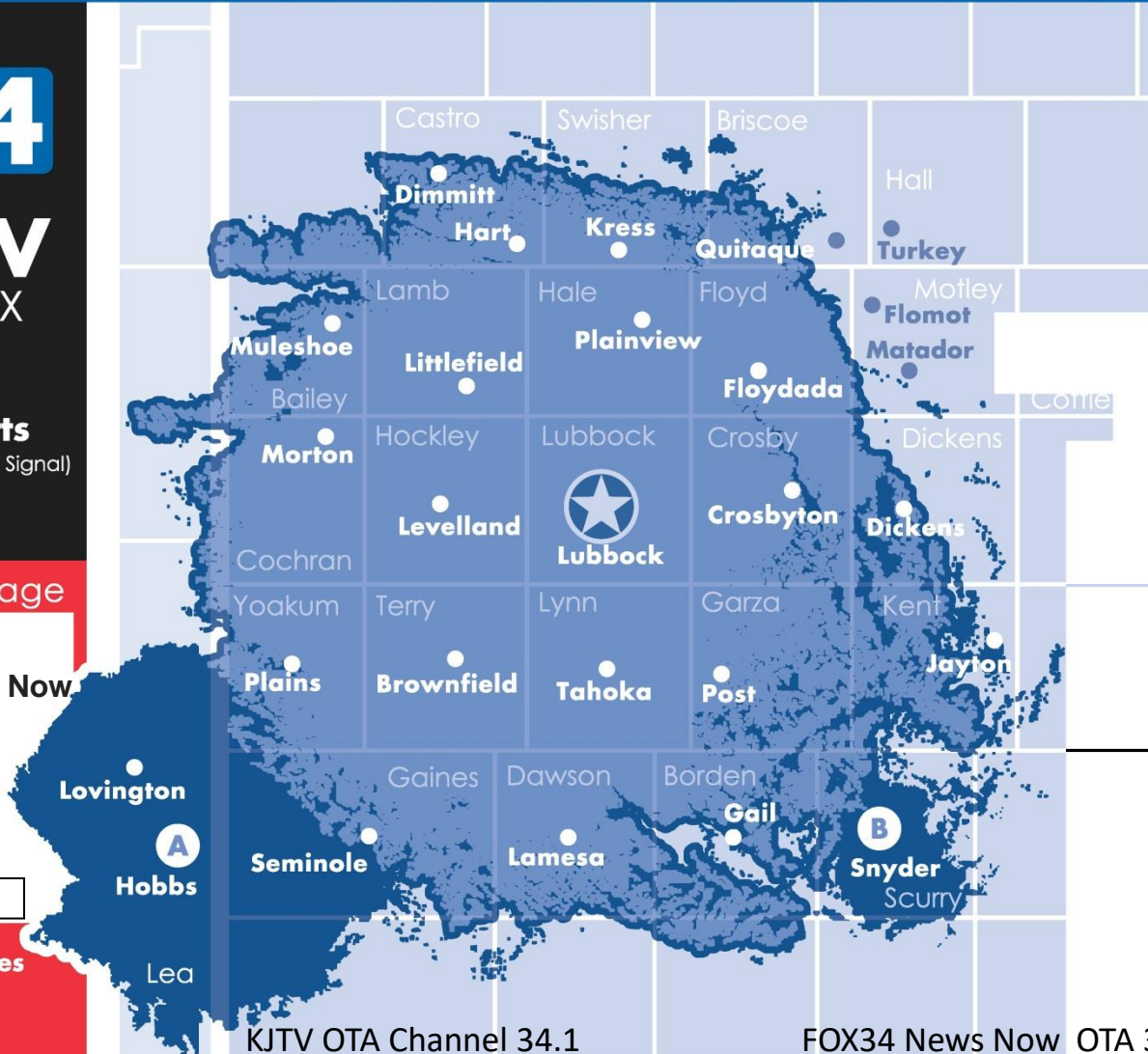
Source: Rabbit Ears

61,982 Satellite Homes

Direct TV DISH

77,998 Cable Homes

Suddenlink Northland
 AT&T U-verse Caprock Cable TV
 NTS Reach Broadband
 Baja Broadband



KJTV OTA Channel 34.1

Suddenlink Channel 10

Direct TV Channel 34

DISH Network Channel 34

AT&T U-verse Channel 34/1034

FOX34 News Now OTA 32.1

Suddenlink Channel 9

DISH Network Channel 32

AT&T U-verse Channel 32/1032

FOX34 Reaches More Cable & Satellite Homes Than any Lubbock Station

Abernathy
 Amherst
 Anton
 Brownfield
 Crosbyton
 Denver City
 Dickens
 Earth
 Flomot
 Floydada
 Girard
 Hale Center
 Idalou
 Jayton
 Justiceburg
 Kress
 Lake Alan Henry
 Lamesa
 Levelland
 Littlefield
 Lockney
 Lorenzo
 Lubbock
 Matador
 Meadow

Morton
 Muleshoe
 Odonnell
 Olton
 Paducah
 Plainview
 Post
 Quitaque
 Ralls
 Reece Center
 Roaring Springs
 Seagraves
 Seminole
 Silverton
 Slaton
 Springlake
 Spur
 Sudan
 Sundown
 Tahoka
 Turkey
 White River Lake
 Wolfforth
 Woodrow



Our Town Spotlight Chamber/EDC Sponsorship

Your sponsorship includes the following:

- Production of a :30 second TV Commercial for your town
- 100 Promotional spots informing viewers of the Spotlight week to run on KJTV & FOX34 News Now
- 5 Spotlight Stories to air on KJTV & FOX34 News Now
- 5 - :30 commercials in Good Day Lubbock adjacent to stories on KJTV 7-10A M-F
- 5- :30 commercials in Good Day Lubbock adjacent to stories on FOX34 News Now 9-11A M-F
- 5 - :30 commercials in FOX34 News @ Nine adjacent to stories on KJTV & FOX34 News Now
- 10 - :30 commercials in FOX34 News @ Nine repeats adjacent to stories on FOX34 News Now
- Archived stories on Our Town page on fox34.com



Our Town Spotlight Chamber/EDC Sponsorship

Additional Post Spotlight Week Opportunities:

- Chamber may use story video and commercial for tourism or business development to send out and to reside on their website
- Digital Stories will remain on the Our Town page on fox34.com for one year



Put Your Town in the Spotlight!

Cities that reach out to surrounding communities with good marketing strategies generate new revenue for business, opportunities for growth and enhance the value of their city

Preference for Spotlight Week Month _____

Main Contact from Chamber of Commerce or EDC _____

Investment: \$5000

Signature _____