

KAZV-TV

Channel 14 ♦ Channel 195

Stanislaus County • S. San Joaquin County
N. Merced County

The Best in Local TV

Serving the Central Valley Since 1994

Holiday Special

Attract more Customers to your Business!

Unbeatable Rates – Compare for Yourself!

It's a fact: compare our prices to the Modesto Bee, radio or other TV Channels. You will see we give you the greatest reach and the biggest bang for your buck!

Great Choices to fit your budget and reach your audience!

Commercial Ready

50 30-second spot package: Just \$4/spot!

*Provide us your commercial, and we're ready to go.

*50 spots - \$200

Snapshot Commercial

50 30-second spot package: Just \$5/spot!

*Provide us with 10 photos and we'll create a high impact slideshow-style commercial.

*50 spots - \$300

Full Production Custom Commercial

50 30-second spot package: Just \$10/spot!

*We'll produce a high impact commercial that draws your customers in.

*50 spots - \$500

Incredibly cost-effective targeted advertising that reaches over 165,000 households in Stanislaus County.



Rates include ROS airtime and production as noted. Other Holiday packages are available.

Call George Baker (209) 566-9135 for details.

Limited time offer – book early for best placement!

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*“Having a local station allows for a personal touch.”
– Emily Lawrence, Director, Assessment &
Evaluation, Modesto City Schools*

Discover the NEW KAZV-TV!

Why Advertise on KAZV-TV in Stanislaus County?

- ✓ **Affordable, cost-effective advertising that targets your audiences.**
- ✓ **Reach over 165,000 TV Households in Stanislaus County.**
- ✓ **The best local TV in our region that enables you to reach local buyers.**
- ✓ **Unique opportunities to create custom programs.**

209-566-9135 ♦ 1064 Woodland Ave., Suite P, Modesto CA 95351 ♦ KAZV-TV@comcast.net

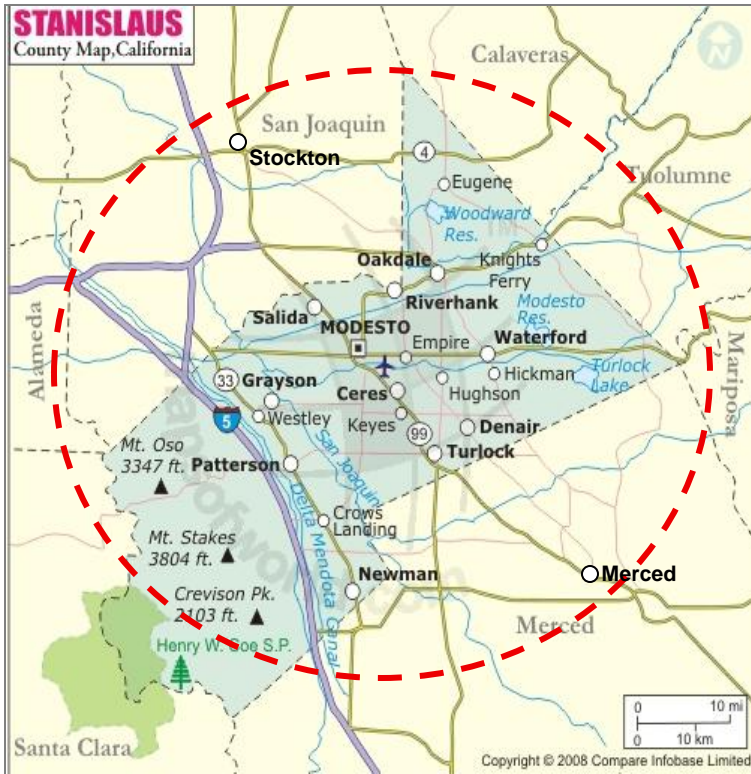
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Overview

When you REALLY want to reach your local target audience...

- ✓ The Community TV station for Stanislaus County
 - Channel 14 (Charter Cable & Broadcast)
 - Channel 195 (Comcast)
- ✓ Reach over 165,000 Stanislaus County TV Households¹
 - Plus thousands more in San Joaquin & Merced Counties
- ✓ Reach over 100,000 viewers/week²
 - Additional “Halo” viewership reaches to the Foothills and the Sierra
- ✓ Diverse programs from which to choose
- ✓ Targeted cost-effective advertising
- ✓ Custom programming opportunities
- ✓ Extended internet reach (KAZV-TV.com)

“We have been delighted with the many people we meet who have indicated they are watching our program. We would highly recommend them to any organization or business. They really reach the local community.” – Dr. Aubrey McGann, Valley Bible Fellowship

¹Source: Nielsen, Sacramento

²Source: May 2011 KAZV-TV Viewer Survey

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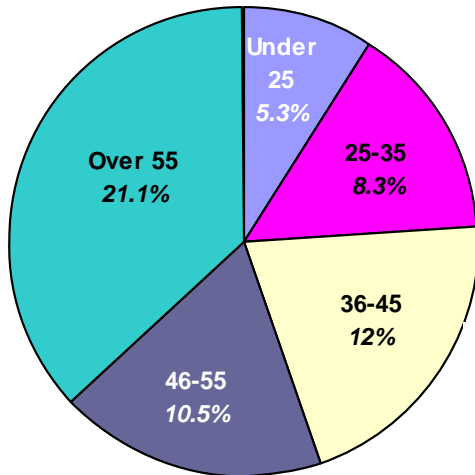
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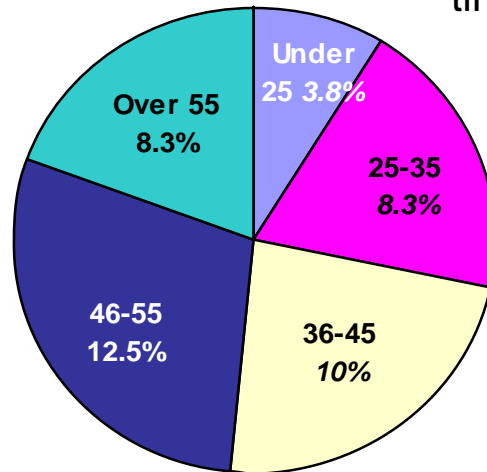
Who's Watching?

We've got great demographics¹ – we really know who's watching!

Female Viewers



Male Viewers



- ✓ 57% Female, 43% Male
- ✓ 45% between ages 36-55
- ✓ 48% have annual HH incomes over \$50K
- ✓ 98% have a high school degree or better.
 - 45% have a college degree or better.
- ✓ 29% of viewers watch over 4+ times/week.
 - Over 60% of viewers' HH have more than one member watching KAZV-TV.

"Without your station, local community groups like ours would not have access to television airwaves." – John G. Lucas, Modesto Peace/Life Center

¹Source: May 2011 KAZV-TV Viewer Survey

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Source: May 2011 KAZV-TV Viewer Survey

Popular Programs

Programs that connect with the local target audience.

- ✓ **Central Valley Sunrise:** Hosted by George Baker, our popular morning talk show focuses on local issues, people and events, and enjoys a 45.8% regular viewership. *Airs 4x/day, 5x/week.*
- ✓ **Anne of Green Gardens:** Hosted by master gardener and author Anne Schellman, this engaging weekly gardening show is watched by over 31% of our viewers. *Airs 4x/week.*
- ✓ **ShockerFest presents:** A great hit with our under 35 viewers! Not only a part of regular weekly programming, we take it to the max with ShockerFest International Independent Film Festival, an annual month long Horror/Sci Fi/Fantasy movie event that attracts over 100,000 viewers per week.
- ✓ **California Songwriter:** Hosted by Michelle Richardson, Stanislaus County's own 'Jazz Queen', this highly watched series showcases the Valley's talent with original music from local artists. *Airs 4x/week.*
- ✓ *Something for everyone!*
 - **Pirates' TV** – MJC student TV
 - **Religious programs** – hosted by different area churches
 - **Westside Stories** – area news
 - **Sports, Westerns,** and many more...

"Shelter Cover has found broadcasting on both myTV26 and KAZV-TV Channel 14 invaluable. These two media outlets give us a weekly outreach to the community like no other. We would strongly recommend them to broadcasters and advertisers alike." - Paul Bahn, Director of Broadcast Production, Shelter Cove Community Church

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“Central Valley Sunrise is local media keeping the community informed about important issues in education. This hometown station has given Modesto City Schools the opportunity to promote and explain programs and student services of which the community might not be aware. In confusing educational times, it is essential to have the understanding and support of the community and having a local station allows for a personal touch.”
– Emily Lawrence, Director – Assessment & Evaluation, Modesto City Schools

*Calendar Year 2011 – Subject to change

*Rates do not include production costs and are based on receipt of a broadcast-ready DVD.

*Commercial production services available

2011 Rate Card

- ✓ **The Most Competitive Rates of any advertising media in Stanislaus County.**
- ✓ Ideal for any advertising budget – combine the reach and frequency to meet your needs.
- ✓ Special Event packages available: NorCal FilmFest, ShockerFest, California Animation Fest & more!

	ROS* (:30 Second Spot Rates; Single insertion)				SHOW Specific
	6AM-9AM	9AM-4PM	4PM-10PM	10PM-6AM	All Times
LOCAL <i>for businesses within the coverage area</i>	\$8	\$13	\$35	\$4	\$50
REGIONAL <i>for businesses within the Western US</i>	\$16	\$25	\$60	\$7	\$75
NATIONAL <i>for major national advertisers</i>	\$22	\$35	\$75	\$10	\$100

Discount Contracts available based on volume and frequency.

501(c)3 Non-Profit organizations receive 20% discount on single insertion rates.

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Exclusive Options

- ✓ **Spotlight on Business** - get profiled on Central Valley Sunrise!
 - A great way to create awareness of your business – and get a spot for use online or other media.
 - 20-minute segment that will air 4x that day. Just \$150!
- ✓ **TV Sponsorship Packages** - sponsor shows and hot events!
 - Sponsor individual programs; such as Central Valley Sunrise or Anne of Green Gardens - Your brand featured prominently as a sponsor, with different packages from which to choose.
 - Sponsor Events: Graffiti (June), ShockerFest Film Festival (Oct.), Northern California Film Festival (Dec.), California International Animation Festival (Summer), & more!
- ✓ **30 Minute Custom Program** - broadcast your own custom program!
 - Simply requires a 27-minute broadcast-ready DVD.
 - Just \$75/airing - 6 month contract required.
- ✓ **Live Broadcast** - broadcast your own custom program live!
 - Includes camera operator, DVD copy for use elsewhere.
 - Just \$200/airing - 6 month contract required.
- ✓ Ask about our **Full Production studio available for rent.**
 - Perfect for any type of studio production work you need – not just TV.
 - Studio rental - \$100/hour – includes equipment and director.
 - Camera operators - \$50/hour/operator (2 recommended). Editing \$100/hour.
 - Special non-profit rates available.

“After our guest appearances (on Central Valley Sunrise) we received quite a few phone calls resulting in adoptions of our dogs. We have gotten a lot of positive response from your viewers. We look forward to having a long relationship with KAZV-TV.”
-Penny Bledsoe & Earl Krueger, Co-Directors, Angel Paws Country Rescue

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Why Advertise on TV?

	Time Spent Each Day (mins) [1]	Reached by each Medium Each Day [2]	Primary Purchase Influencer [3]
Television	319	90%	52%
Internet	157	68%	less than 1%
Radio	91	61%	3%
Newspapers	26	39%	12%
Magazines	16	29%	less than 1%
Mobile	19	14%	less than 1%

¹/₂ TVB, Nielsen Media Research, 2010

³TVB Media Research – Consideration for Purchase

- ✓ Adults spend more time with TV each day than with any other medium.
- ✓ TV reaches more adults than any other medium.
- ✓ TV is the primary purchasing influencer.
- ✓ **And with KAZV-TV, you can reach your local buying audience!**