

Product Guide: What You Will be Selling

You have access to the following media to design an advertising strategy:

- 1) **Television:** :30 second commercials on the local ABC affiliate “Denver7”. Denver7 is a TV station that is in the Denver market and serves a population of over 1.6 million people. It has a wide variety of programming and can offer a host of different TV shows to hit the target demographics that your client is looking for. With such a large viewing audience, TV is always the best way to reach the most people at one given time.
- 2) **Digital:** Digital advertising is able to be very targeted to who you are trying to reach. Unlike television that reaches the masses, digital can target deeper into zip codes that your client might be interested in. For example, if there are certain parts of Denver suburbs that your client wants to reach due to the high concentration of prospective patients. You can also target by age, gender, behavior, search history and potential ailments.
- 3) **TV & Digital:** Combining TV and digital advertising reaches more people with stronger frequency. Studies show that these two mediums together create higher brand recall and brand favorability in the minds of consumers. This is a key selling point when selling advertising for a TV station because you have access to audiences in both places.

Product Guide: Product Details

<u>Product</u>	<u>Consumer Funnel</u>	<u>Cost of Entry</u>	<u>Targeting Capabilities</u>	<u>Messaging</u>
Television Commercials	Awareness, Familiarity	\$8500/mo	Can use research to determine programs that best reach your customer.	Sight + Sound + Motion = Emotion Video is the most powerful, influential form of advertising
Streaming Commercials Over the Air	Awareness, Familiarity, Consideration	\$3,000/mo	Geo (down to the Zip code), Age, Gender, Consumer Segments	Sight + Sound + Motion = Emotion Video is the most powerful, influential form of advertising
Denver 7 Facebook Post	Awareness, Consideration	\$3000/mo	Geo, Age, Gender	Video, photos and images can be incorporated into a post to create social engagement.
Denver 7 Home Page Takeover	Awareness	\$5000/mo	None	Static image that takes up the top, left and right rail of a website. These ads are typically used for large sales, to promote events, etc.
Denver 7 Banner Ads	Awareness, Familiarity, Consideration	\$3000/mo	Geo (Down to Zip Code Level), Age, Gender, Consumer Segments	A static or animated online ad that displays a brief message and image with the business' customers.

Definitions:

Consumer Funnel - The funnel identifies where a business' customer is in their journey towards making a purchase. It is important to reach consumers throughout their entire path to purchase to influence prospective customers when they are ready to buy.



Cost of Entry - The amount an advertiser needs to spend to receive an effective reach and frequency with a media platform. Suggesting lower than this amount can result in poor campaign performance.

Targeting Capabilities – How you can drill into the audience consuming media to target ads to the right target customers of the business.

Messaging – Considering how messaging is conveyed within media is a critical component to advertising product selection. Consider how each style of messaging can be used to relay a business' marketing message.



Product Guide: Denver7 Television Rates

All rates are for each :30 second commercial that runs

*Refer to the cost of entry for TV to make sure you buy enough commercials to make an impact. Frequency of messaging is important in an effective TV campaign.

<u>Programs</u>	<u>Day/Time</u>	<u>Rate</u>	<u>Impressions</u>
<u>Adults Audience: Age range 25-45</u>			
• News @ 6am	M-F 6a-7a	\$600	13,000
• Family Feud w/Steve Harvey	M-F 3pm – 4pm	\$150	8,000
• Mile High Living Show	M-F 11:30am – 12:00p	\$250	7,000
• The Kelly Clarkson Show	M-F 2pm – 3pm	\$200	10,000
• The Bachelor	Monday 7pm-9pm	\$3,500	25,000
• Modern Family	Wednesday 8p-8:30p	\$4,500	30,000
• American Idol	Sunday 7p-9p	\$6,000	40,000
• Denver7 News @ 10pm	10:00pm – 10:30pm	\$1,000	16,000
• Shark Tank	Friday 7p-9p	\$3,000	20,000
<u>Adults Audience: Age range 35-55</u>			
• News @ 6am	M-F 6a-7a	\$600	16,000
• News @ 6pm	M-F 6p-6:30p	\$800	19,000
• Good Morning America	M-F 7a-9a	\$900	20,000
• The Bachelor	Monday 7p-9p	\$3,500	30,000
• Mile High Living Show	M-F 11:30a-12p	\$300	8,000
• Grey's Anatomy	Thursday 7p-8p	\$5,000	39,000
• Denver7 News @ 10pm	10:00pm – 10:30pm	\$1,000	19,000



Product Guide: Denver7 Digital Rates:

All Audiences

All digital offerings below can be targeted geographically to any zip code your client needs. They can also be targeted by age/gender, behavior, ailment & search history.

- Scripps Octane \$3,000
 - 90,000 impressions of commercials that are delivered on a television for people who are streaming content (using devices such as Smart TV's, Roku, Apple TV's, etc).
 - Scripps Octane can reach specific audiences on thousands of apps like Denver 7, ESPN, Discovery, CNN, Fox News, and thousands more
 - Can target by age, gender, geography (to the zip code level), consumer segments including ailments.

- Denver7 Facebook post with boost \$3,000
 - 850,000 Facebook followers
 - Handshake with client
 - By investing in a Denver7 Facebook post, it provides an opportunity for a business to be aligned – and exposed to – the Denver7 Facebook audience of 850,000 followers. The additional boost that comes with the post will not only extend the time that the post is seen, but also can reach a specific audience, whether they already follow Denver7 on Facebook or not.

- Denver 7 Home Page Takeover \$5,000
 - Approximately 150,000 views daily
 - www.Thedenverchannel.com
 - The Home Page Takeover on TheDenverChannel.com is a way to provide high visibility for a business on the Denver7 website – whether it's viewed on laptops, mobile devices or tablets. A can't-miss opportunity because of its high visibility, it provides a large amount of space to present a special message or offer. With this offering, 3 ad positions on the home page of www.thedenverchannel.com are included.

- Denver7 Banner Ads \$3,000
 - 150,000 ad impressions
 - Run across all pages on the website.
 - Targeted Banner ads on the Denver7 website provide an opportunity for a business' message to run alongside a variety of content that visitors to TheDenverChannel.com are reading on all devices. This could include running next to weather forecasts, sports updates, local news stories, etc. – whatever the targeted audience happens to be looking at.

Product Guide: Denver7 Facebook Post Example


Denver7 with AAA Colorado. Paid Partnership

#YouAutoKnow There's no such thing as all-season tires – at least not in Colorado.

So-called all season tires aren't formulated to perform well in temperatures under 45 degrees, a common occurrence across Colorado during the fall and winter months. Living in Colorado almost always demands you have a separate set of tires just for the winter.

AAA Colorado provides so much more than just roadside assistance, and can help you save on a new set of tires! And, right now you can get a AAA Membership for only \$50! <http://bit.ly/2NU0qH3>

#Denver7Sponsor




Denver7 with Boulder Community Health. Paid Partnership

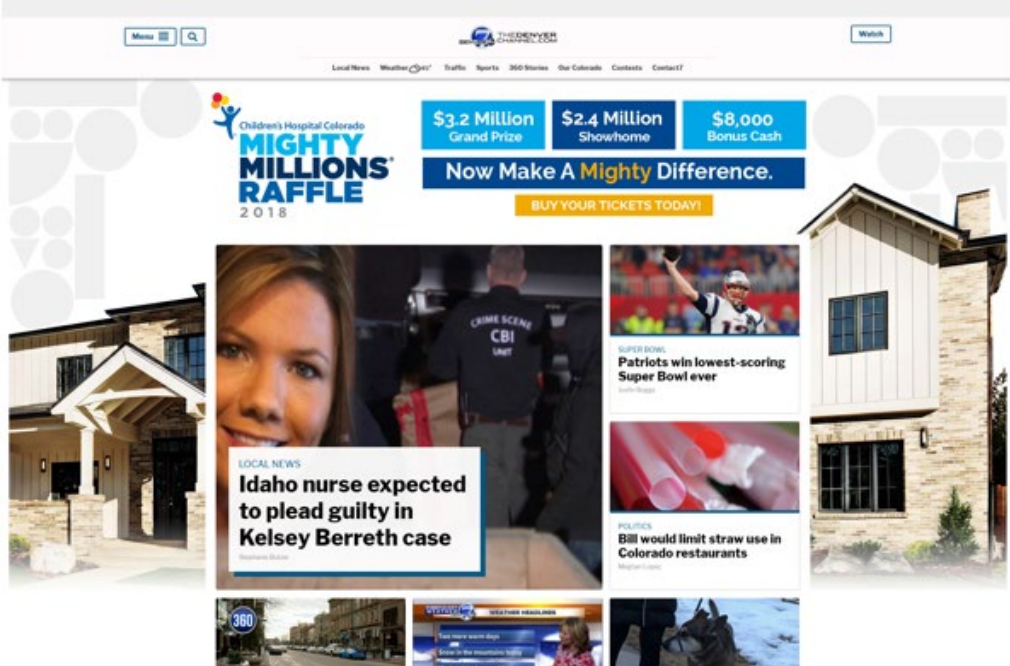
It is pretty common to catch a cold this time of year but some can be a lot more serious. Boulder Community Health discusses how to prevent the spread of RSV.

Learn more - <http://bit.ly/2FENZM7>

#Denver7Sponsor





Product Guide: Denver7 Home Page Takeover Example



The screenshot shows the Denver7 website home page with a takeover for Children's Hospital Colorado's 'Mighty Millions Raffle 2018'. The takeover features a large banner with the following text: 'Children's Hospital Colorado MIGHTY MILLIONS RAFFLE 2018', '\$3.2 Million Grand Prize', '\$2.4 Million Showhome', '\$8,000 Bonus Cash', and 'Now Make A Mighty Difference. BUY YOUR TICKETS TODAY!'. Below the banner are several news stories: 'LOCAL NEWS: Idaho nurse expected to plead guilty in Kelsey Berreth case', 'SUPER BOWL: Patriots win lowest-scoring Super Bowl ever', and 'POLITICS: Bill would limit straw use in Colorado restaurants'. The website header includes the Denver7 logo, a search bar, and navigation links for Local News, Weather, Sports, 360 Stories, Our Colorado, Contacts, and Contact Us.

Product Guide: Denver7 Targeted Display Banner Example

 WEATHER TRAFFIC ALL SECTIONS +

2 WEATHER ALERTS  64

The Broncos targeted the 2019 draft because their 2020 bid is complicated by scheduling conflicts with downtown hotels and venues.

"It's disappointing for us, but I do want to congratulate the city of Nashville. Even though we came up short, we're proud of our bid and the hard work that went into our proposal," Broncos CEO Joe Ellis said. "It showcased the attractiveness of our city along with the beauty of Red Rocks and the great football fans of this region. We believe there's no better place for the NFL Draft than Denver. Alongside Visit Denver and the Denver Sports Commission, we'll take a close look at the feedback we've received and do everything we can to make it happen soon."


Nashville won out over candidates Denver, Kansas City and Canton, among others. Outside of the Super Bowl, the event has become coveted by cities.

"(Nashville) has a passionate fan base and offers iconic locations that will enable us to expand the Draft in unique ways," NFL Commissioner Roger Goodell said. "We look forward to working with the Tennessee Titans, the City of Nashville, and the Nashville Convention and Visitors Corp to deliver a memorable celebration of football to our fans and incoming players."

The NFL draft returns in April. It will be featured in primetime with the first round on Thursday April 25 with the second and third rounds on Friday and the completion of the draft on Saturday April 27.

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Want Broncos news? Denver7 Broncos insider Troy E. Renck is your source. He talks to the players, covers the games and reports scoops on Denver7 and the Denver7 app. He is a CU grad who has covered pro sports in Colorado since 1996, including 14 years at The Denver Post. Follow him on [Facebook](#), [Twitter](#) and [TheDenverChannel.com's Broncos page](#). Troy



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