

TV Proposal - CBS / KKTV- 11

Features for on air Commercials and Web Ads with KKTV Channel 11:

- 96% of all households can be reached by broadcast TV, whereas only 42% of Southern Colorado households can be reached by Comcast.
- KKTV is a CBS Affiliate – CBS Primetime consistently ranks higher than any other broadcast station (ABC, NBC, FOX)
- KKTV has the AFC division of the NFL which includes the highly rated Denver Broncos.
- KKTV has top syndicated programs: Oprah, Inside Edition, Wheel of Fortune and Jeopardy.
- KKTV.com is the #1 Television website in Southern Colorado.
- KKTV.com averages 450,000 unique visitors per month and averages over 2.5 million impressions per month!

Monthly Schedule Includes

KKTV-11 Television Commercials:

- Placed ads in AM News 5:30a-6a
- Placed ads in Daytime & Prime Placement 3pm - 11:30pm
- Total of 43 KKTV -11 Commercials per month

MyKKTV -11 Digital channel:

- Placed ads 9pm-11pm
- Total of 40 MyKKTV commercials per month

KKTV.com Web Inclusion:

- 30,000 Super Cube Ad Impressions
 - 30,000 Skyscraper Ad Impressions
 - 30,000 Leader board Ad Impressions
- 90,000 Total Website Ad Impressions per month
- All Web ads hyperlink to the HBA website with one click

**83 :30 second TV Commercials per month + 90,000 Web Impressions
Total of \$3,375.00 per month**

Citadel Radio Proposal - Multi Stations:



Cat Country 95.1



KKFM 98.1



KKMG 98.9

FOR EACH STATION:

Monday-Friday 6a-7p 12

Monday-Friday 5a-7p 15 (traffic)

Saturday – Sunday 10a-5p 9

Monday-Friday 6a-12M 39

Leader board with hyperlink (monthly)

Total Commercials per month 75 (60s' and 15's)

Total Investment per month: \$1455.00/per station

Commercial Total: 225 commercials per month

Three Station Total: \$4365.00 per month

This package includes a **Premiere Booth Location** at **Territory Days May 28th-30th**

Inclusion in a **minimum of 24 live cut-ins from Territory Days,**

A 10'x10' tent adjacent to one of the interactive radio station booths, 8' table & 2 chairs.

Inclusion in the **Territory Days page** on all Citadel Radio **websites.**

Exposure to **over 150,000 people,** A Public Relations opportunity and Name Recognition.

Inclusion in station e-mail newsletters (25,000+ subscribers).

Minimum of 150 Shared Promotional Announcements on all Citadel Radio stations.

KBIQ / KGFT / KZNT Radio Proposal:



KBIQ 102.7

Monday - Sunday 6a-9p **69** commercials per month



KGFT 100.7

Monday - Sunday 6a-9p **60** commercials per month



KZNT 1460 AM

Monday - Sunday 6a-9p **72** commercials per month

FOR EACH STATION:

1 email news blast per month

Banner ad on station website for duration of the schedule.

Commercial Total: 201 :60 second commercials

Three Station Total: \$3,100.00 per month

This package includes a **Booth at the 35th Annual Balloon Classic for all 3 days.**

Banner inclusion on stage at the event for all 3 days,

Name mentions in the radio promotional commercials for the event and

A chance to win a Hot Air Balloon Ride.

Booths during all five events Labor Day Weekend

Saturday Ascension 6:00 AM – 10:00 AM

Saturday Balloon Glo 4:00 PM – 9:00 PM

Sunday Ascension 6:00 AM – 10:00 AM

Sunday Balloon Glo 4:00 PM – 9:00 PM

Monday Ascension 6:00 AM – 10:00 AM

Billboards:

Package 1

\$2,100 per month including production.

2 Posters per month for 6 months. Locations will move every 2 months to new locations, so that over the course of the full run, you will have your message up in 6 total locations.

Reach an average of 35,000 people per day.

Value Added

2 additional poster locations for the last 2 months of the contract.

Total 6 month Cost \$12,600

Total Value \$20,280

Savings \$7,680

Package 2

\$3,750 per month including production

4 Posters per month for 6 months. Locations will move every 2 months to new locations, so that over the course of the full run, you will have your message up in 12 total locations.

Reach an average of 70,000 people per day.

Value Added

4 additional poster locations for the last 2 months of the contract.

Total 6 month Cost \$22,500

Total Value \$40,128

Savings \$17,628

The Military Group Newspapers:

Why Military Papers:

These papers are read by active duty and their families, reserve/guard soldiers and retired personnel. They also have a one week shelf life. They are delivered to the doorsteps of everyone who lives on base.

- Mountaineer—9,500 weekly
- Space Observer—8,300 weekly
- Schriever Sentinel—2,000 weekly

8.5 x 11 full color 2 sided insert into the papers the first week of the month, for 6 months.

Cost per month \$2,300.00 (includes the printing of the inserts)

Total of 19,800 flyers per month.

Gazette Telegraph:

Why the Gazette:

Typical first-time buyer is 30 years old.

The Gazette reaches 38,800* or 43% of adults age 25-34.

Typical repeat buyer is 49 years old.

The Gazette reaches 117,200 or 64% of adults age 35-54.

36% of buyers use print or newspaper ads in their search.

- Full Color Strip ad on the Cover of springshouses.com
- ½ Page full color ad inside
- \$1000 per week

13 week minimum agreement.

Production Services:

Production of TV commercials including voice over and custom music bed starts at \$850.

Production will be discussed once a campaign is in place.

Production of Radio commercials including voice over and custom music bed starts at \$475.

Production will be discussed once a campaign is in place.

Jen Barry Productions is a Full Service Advertising Agency, We have the capabilities to implement Print ads and internet campaigns as well.

Mobile To Go with KRDO.com

Mobile Web Site iPhone Android iPad Blackberry Shortcut

50% SOV Banner (ads) Sponsorship On All Mobile Platforms

50% SOV Video (10 15 sec) Pre-Roll Sponsorship On All Mobile Platforms

50% SOV Audio (10 sec) Pre-roll Sponsorship on KRDO NEWSRADIO Listen Live

50% SOV Sponsorship (audio and or video with Logo/ website placment) on

Promotional Ads for Mobile Apps, Website & Breaking News Alerts

on both Television & Radio.

Total Page Views Across All Platforms March 2011: 547,781

Unique Users: 11,800+ Pages Views Per User: 45

Total Video Views Across All Platforms March 2011: 2,630

KRDO FM -Total Streams Launched in 2011: 41,700

Introductory Monthly Investment: \$2,000.00

3 month minimum commitment. Contract is non-cancelable.

Includes initial production of audio and banner ads.

SOV = Share of Voice. 2 sponsorships total.

MEDIA PACKAGES



HOUSING & BUILDING ASSOCIATION
OF COLORADO SPRINGS



Sales &
Marketing
Council

Media Package One:

Monthly total of \$7,000

Includes the following:

- KKTV 11 Television Schedule – revised schedule.
- KATC / KKFM / KKMGM Citadel Radio Station * including one of the station promotion
- Gazette springshouses.com ½ page ad twice a month.

Media Package Two:

Monthly total of \$4,000

Includes the following:

- KKTV 11 Television Schedule – Revised from proposal
- KBIQ / KGFT / KZNT Radio Schedule – Revised from proposal
- Gazette springshouses.com ½ page ad twice a month.

Media Package Three:

Monthly total of \$2,100

Supporting mediums are best used to compliment a Radio and or TV buy.

Choose one of the following:

- Lamar Billboards – Package 1, 2 posters per month
- Military Papers Inserts – 1 insert per month to 19,600 papers
- The Gazette – cover ad plus ½ page ad in springshouses.com 3 weeks a month
- Radio – one station buy.

Complete Market Coverage Media Package:

Monthly total of \$12,840

Includes all of the following:

- KKTV 11 Television Schedule
- KATC / KKFM / KKMGM Citadel Radio Station * including one of the station promotion
- KBIQ / KGFT / KZNT Radio Schedule * including The balloon Classic Promotion
- Gazette springshouses.com Saturday insert ½ page color ad 4 times a month.

Meet the Jen Barry Productions Team...



Jen Barry Gesick **Managing Director of Jen Barry Productions**

From her early teens, Jen has always displayed an intense excitement for advertising and marketing. She was an award winning member of her High School DECA club winning many awards for Marketing & Display. Jen immediately entered into her marketing career after graduating.

Jen started in Radio advertising at AM/FM Radio, which was soon acquired by Clear Channel Radio where she continued her education with a focus on radio marketing and advertising. After a brief sales job with Citadel Communications in 2002 she founded Springs Media. For the next 7 years, Jen operated Springs Media as a full service advertising agency, providing specialized services to locally owned businesses in the greater Colorado Springs area. In January of 2010, Jen changed the name and look of the company to Jen Barry Productions. Jen Barry Productions has enjoyed continued success based on the local and creative team of media professionals that Jen works with every day. Jen is a Colorado Springs native, Married with 2 daughters, Careena 15 and Kaylee 10, she enjoys travel, boating and RV-ing. Jen volunteers for the Colorado Starlight Children's foundation and helps with their annual fundraisers.

Some current clients include:

- **Old World Roofing**
- **Vanguard Homes**
- **Tan Your Hide**
- **RM Windowtint**
- **The Pinery in Black Forest**
- **Don's Garden Shop**
- **Melting Pot**
- **Blindsource**
- **Greenside Nursery**
- **Re/Max Advantage**
- **Floyd's Barbershop**
- **Accu-Rate Software**
- **La Junta Parks & Recreation**
- **Crested Butte Lodging**
- **Cuisine on the Scene**

jen@jenbarryproductions.com

Cell (719) 650-4959

www.JenBarryProductions.com

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Melissa Peltzer

Executive Assistant / Senior Graphics Designer

Melissa grew up in Colorado Springs and attended CSU in Fort Collins where her love of art earned her a BFA in Fine Arts concentrating in Graphic Design and a Business Administration Minor. She is marrying into the US Air Force at the end of May and loves to spend her time enjoying the beautiful Rocky Mountains. She continues to relax with her passion for drawing and painting along with creating websites for family and friends. Melissa has been part of the Jen Barry Productions family for almost a year.



David Hoffmann

Audio Production Studio

Dave Hoffmann is an award winning voice talent and producer who began his career by voicing his first radio commercial at the age of only 12 years old. At 17, he became one of America's youngest Creative Service Directors where he produced literally thousands of advertisements and promos. In 2001, Dave opened the doors to Audio Architects in Colorado Springs, Colorado as a full service media and advertising recording studio specializing in Sound Design, Voice-Over and Custom Creative Concepts for clients around the world- including Pizza Hut, Wal-Mart, Lowe's, Dunkin Donuts and more. In addition to being a sought after studio engineer, writer and producer, Dave is also an accomplished voice talent and is heard daily from coast to coast in commercials, promos, toys, narrations and more.



Ethan Gabriel

Video Production

Ethan has been in video production since 1994. He graduated from Texas A&M with a Marketing degree in 1996 and moved to Colorado Springs in 1998. He enjoys shooting and editing for many entities in the arts community and is currently working with his wife of ten years on their first documentary. Ethan is also currently teaching "Final Cut Pro editing" at the YMCA.



Mark A. Tachna / COSVideo

Mark moved to Colorado Springs from Pennsylvania after obtaining his BS and MS in Communications from Clarion University. His Master's degree specialized in Training and Development emphasizing in video production. Mark's hobby is American Kenpo Karate currently holding a 3rd degree Brown Belt. Mark has mixed his passion for video with his hobby of karate by producing a series of Karate training videos, which are currently selling worldwide. Mark has been working with Jen Barry Productions for 5 years.

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