



## Become a PCTV sponsor!

Help PCTV meet its goals.

Pleasantville Community Television offers many ways local businesses can support our efforts of serving the community with access to public television. Our sponsorship program is extensive. Although there are limits it can be a great way to support your community while getting the word out about your business. Funds raised through sponsorships are spent on staffing, equipment, and supplies for the station.

### **Production Options**

- 1) Web or Television Banner - A web banner is any non-animated graphics, logo, drawing, artwork, text, photo, still composition that it renders out in PNG file at 500 x 102 pixels.
- 2) Slides – photos, logos, text, computer generated graphics, artwork, or any visual medium that is rendered into a JPEG file with dimensions of 720x480 pixels. A slide does not include any animation or sound. The slide will be displayed for no more than 15 seconds.

### **Distribution options**

Bulletin Board on Channels 76/Optimum & 36/Verizon

Your sponsorship will be played at random on our bulletin board for a set amount of time when there is no scheduled programming.

Placement on Channels 76/Optimum & 36/Verizon

This option allows you to place your sponsorship right before and after a specific program is aired on channels 76 & 36. List of programs are available upon request.

Website

E-newsletter mailing list



## YEARLY RATES & PACKAGE DEALS

**TV:** (55,000 households)

TV scroll slide: \$ 500/year (this is a default placement when there are no shows airing a viewer would see a banner slide)

10 second scroll slide placed in random programming: +\$100 (this is a placement of a slide in between shows being aired but not necessarily prime time)

10 second scroll slide placed in prime time \*programming: +\$250 (prime time is 7 to 10:30 pm)

10 second scroll slide with voiceover: +\$400

**Website:** (has been as high as a monthly average 73,000)

Web slides will be randomly shown before a show (both archived shows and new ones). PCTV currently has approximately 2700 archived and current shows.

Website scroll slide: \$500

TV scroll slide + web scroll slide: \$750

Web scroll slide with voiceover: + \$400

### Package deals:

TV

Scroll slide + scroll slide placed in random programming + voiceover = \$ 1000

Scroll slide + scroll slide placed in prime time\* programming + voiceover = \$1,150

E-newsletter banner placement on front page (330 names)

Logo placed on front page of E-newsletter for 3 months = \$ 250

Logo placed on front page of E-newsletter for 6 months = \$ 375

Logo placed on front page of E-newsletter /TV scroll/web scroll = \$1000

### Basic limitation:

This is not an advertisement. PCTV cannot display prices, sales information, or superlative statements. The sponsorship is wrapped in a thank you message thanking you for your support of Public Access Television. PCTV is not responsible for missed airtime due to technical difficulties on our cable or web channels, but we will make every effort to make up time if possible. Your sponsorship will air on our bulletin board whenever there is no scheduled programming. There are no refunds at any time



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

Sponsorship Application: \_\_\_\_\_

Business name as it will appear on services: \_\_\_\_\_

Contact name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Cell: \_\_\_\_\_

Production date: \_\_\_\_\_

Website address: \_\_\_\_\_

Sponsorship type: \_\_\_\_\_

Signature: \_\_\_\_\_

PCTV signature: \_\_\_\_\_