

KATC // 2024

ONE ACADIANA MEMBERS



Kaileigh Cart // kaileigh.cart@katctv.com // 337.368.6930



ONE ACADIANA MEMBER

COMPLIMENTARY MARKETING ANALYSIS AND MEMBER SPECIALS

Go over your strategy with a KACT rep

- The KATC Account Executive team has extensive experience in marketing and advertising, and each have made it through this last year by closely partnering with their local advertising clients and shifting campaigns to reflect all the changes businesses were forced to make.

So many ways to advertise... which platform should you use?? Broadcast, Social, Digital, Streaming?

- Your marketing analysis won't just be about a budget. We will dive into your goals, who your customer is, what you want your customer to do... then we can create the best strategy and budget based on the business growth opportunity and where we will find your best clients

Member Specials

- • We can offer fantastic rates for our local digital platforms that can be used once on their own, boost a current campaign, or used strategically throughout the year for seasonal pushes or new product launches.

Let's get to Business!



PERFECT MATCH TV! - BROADCAST SCHEDULE

STATION	DAY	TIME	PROGRAM	#/ MTH
KATC	Mon-Fri	5am-9am	Good Morning Acadiana 5-7a /America 7-9a	9x
KATC	Mon-Fri	5pm-7pm	KATC 5pm News, 6pm News and Wheel of Fortune	4x
KATC	Mon-Fri	10pm-1am	KATC News at 10, Jimmy Kimmel and Nightline	5x
KATC	Mon-Sun	7pm-10pm/ 6pm-10pm Sun	ABC Prime Programming	3x
CW	Mon-Sun	6a-12mid	CW ROS	10x
<i>Bonus</i>	<i>Mon-Sun</i>	<i>4am-2am</i>	<i>Rotation across – KATC and CW</i>	<i>20x</i>

51 TOTAL COMMERCIALS \$2,275/MONTH

TOTAL VALUE \$6,595/MONTH

Reach over 164,837 Households in Acadiana per month with a CPM of \$3.76

CLIENT NAME _____ CLIENT SIGNATURE _____ DATE _____

Package pricing good January 1st 2024 – January 31st 2025. Packages are designed and must run ALL weeks within the month - start date the first of every month, end date the last day of the month. Do not further restrict any time periods. Any deviance from this schedule must be approved first by the KATC sales management team. A 2–week written notice is required for all monetary changes or cancellations. Bonus commercials are not guaranteed; however, the station makes every effort to air them. Commercial production is included within this package.

WALLPAPER TAKEOVERS & PRE-ROLL VIDEOS //

REACH AN ENGAGED AND LOYAL AUDIENCE WHO VISIT KATC'S DESKTOP & MOBILE SITE, NEWS APP AND WEATHER APP DAILY FOR NEWS, WEATHER, SPORTS AND OTHER TOPICAL INFORMATION

WHAT YOU'LL RECEIVE—

Two (2) Wallpaper Takeovers // Dates TBD –

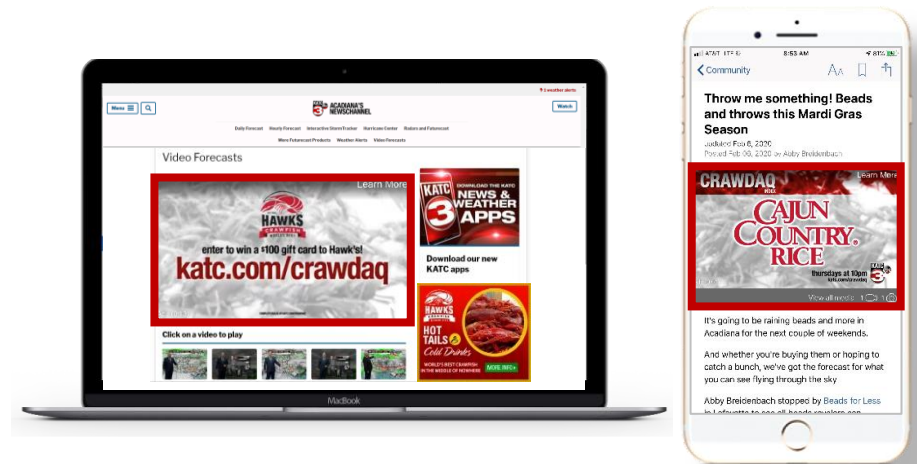
- Wallpaper runs across mobile devices, tablets and desktops
- Lives on KATC.com's homepage for a 24-hour period
- Creative MUST be built by our Graphic Designers Desktop

Mobile Pre-Roll Videos // 10,000 Pre-Roll Videos/mo.

- Pre-Rolls run across KATC's desktop & mobile site, news app and weather app
- Users will see and hear your ad before consuming news, weather or sports content on
- :15 or :30 Commercial is Required

MONTHLY KATC DIGITAL INVESTMENT: \$900 NET

Actual Value: \$1,200/mo



KATC DIGITAL PLATFORMS //

BANNER ADS // 350,000 IMPRESSIONS

Give your business a presence across all KATC Digital platforms that deliver up to date news and weather, so more people can see your business where they see everything else...on their computers, tablets and their mobile devices.

PRE-ROLL VIDEOS// 11,000 IMPRESSIONS

Your :15 or :30 second non-skippable commercial will play before news, sports, community or weather content on desktop, tablet and mobile devices.

STREAMING COMMERCIALS// 10,000 IMPRESSIONS

Your :15 or :30 second non-skippable commercial will play on KATC's 24/7 Streaming App, available on Amazon Firestick, Apple TV and Roku devices.

MONTHLY KATC DIGITAL INVESTMENT: \$1348 net

Value: \$1,685





What is Scripps Ads+

Scripps Ads+ combines all of Scripps Networks as well as Scripps **local streaming news (KATC Locally)** in **ALL** of Scripps 61 stations in 41 markets. Scripps Networks' robust portfolio includes national news outlet **Scripps News** and **CourtTV**, as well as leading entertainment brands **ION**, **ION Mystery**, **ION Plus**, **Bounce XL**, **Grit Xtra**, and **Laff**.

Benefits

- Seamless **Multi-Network** Delivery
- This is a **Direct Ad Placement** opportunity only Scripps can provide
- **Premium** advertising experience in a brand-safe content environment
- Scripps helps you to **reach your streaming audience** more efficiently and effectively
- Your commercials are Non-Skippable

Reach your potential customers with Scripps Networks' engaged, premium quality CTV audience

- \$20 CPM (NET) \$24 CPM (Gross)
- Demo, Age, and Gender targeting available – Geo targeting via DMA or Zip Codes
- Audience Profile - 48% Male, 52% Female 52% A25-54 (national stats)
- Engagement: 31 min to 84 min (session length on average nationally by property)



MONTHLY KATC DIGITAL INVESTMENT: \$600 net



FACEBOOK SPONSORED POST //

Increase Brand Awareness & Community Engagement with a Branded Post on KATC's Facebook Page with over 410,000 followers!

A branded post to KATC's Facebook Page provides your business visibility beyond your own social media strategies. Get a discount on planned posts for 2024!

KATC Page Limit: 2 Sponsored Posts Per Day

Purchase now for all your planned promotions in 2024!

1-3 Posts - \$400 ea

4-7 Posts - \$300 ea.

8+ Posts - \$200 ea.



Requested Post Dates: _____

Requested Post Dates: _____

Authorized Signature: _____ Date: _____ Business Name: _____

Total # of Posts: _____ (MAX 4 PER MONTH) Total 2024 Commitment: \$ _____

Kaileigh Cart // kaileigh.cart@katctv.com

 **THANK YOU /**

