



## TV2 Advertising Opportunities

### **Connecting KSU & Portage County**

TV2 reaches not only 6,500 KSU residents, but also more than 25,000 Portage County residents on Time Warner Cable position 16. The station features live news at 6:30pm M-F, live and taped programming, talk programs, and much more including several KSU sporting events.

In addition to the programming on TV2, there are also the off-programming times as well. During off-programming hours, TV2 runs advertisement slides and area photography with Black Squirrel Radio as the background music. This is 2-Link. 2-Link runs 16-18 hours per day. Ads are shown for 5 minutes before rotating and are shown up to 200 times per week.

### **Advertising Options**

1. Semester Option: 120 Total Spots (10 spots per week)
  - 2 (:30) spots in every M-F 6:30pm Newscast for a total of 10/week
  - One 2-Link Slide for entire semester
  - \$600.00
  
2. Semester Option: 60 Total Promos (5 promos per week)
  - 1 (:10) promo in every M-F 6:30pm Newscast for a total of 5/week
    - Promos run adjacent to Sports, Weather or Entertainment
  - Two 2-Link Slides for entire semester
  - \$400.00
  
3. Weekly Option: Spots per week option based on length
  - Choose 1:
    - One :60 spot per week M-F in 6:30 Newscast
    - Two :30 spots per week M-F in 6:30 Newscast
    - Four :15 spots per week M-F in 6:30 Newscast
  - One 2-Link Slide for entire semester
  - \$75.00 per week
  
4. TV 2-Link: 200 Advertisements per week
  - One rotating advertisement to run on TV2
  - \$40.00 per week