

## Advertising Opportunities



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ON THE ROAD Weekly offers an array of advertising programs to fit your needs, as well as special advertising opportunities with our more than 150 statewide event promotions throughout the year that speak to the nearly coveted 18-49 demographic. Advertisers can take advantage of our exceptional opportunities to target our savvy and responsive audience to build brands and to drive sales.

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**Featured Story**

Let us tell your story about whatever you want to feature. Our producers can integrate your product, service, venue, event, etc. into an exciting and compelling package that fits seamlessly into ON THE ROAD Weekly's programming.

Our production staff develops relevant and targeted feature packages that drive results. Our viewers expect nothing less than perfection for their entertainment news source and our staff delivers nothing but the best. There are an average of 6 feature packages in every show that range from 30 seconds to 90seconds or more, depending on the most effective impact. We will never milk your dollar. If the best impact of a story means a shorter story to avoid overkill, we will only charge for the actual length aired.

**Segment Sponsorships**

There are several areas of the show that allow great branding opportunities for your company at an affordable price. Some of these include: Pre-Commercial Graphics and Post-Commercial Graphics that can easily include your brand, along with verbal mentions of your brand's sponsorship.



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### Traditional Commercial Advertising



audience.

Do you have a great commercial that targets our primary demo 18-49? Did you know our secondary demo target is 25-54? Let us help you reach those consumers at almost three-times lower than typical network and cable fees. Our current syndication allows you to reach 99% of Arizona's TV 2 million households in one easy purchase. Save time and money by building your brand relationship with our loyal consumer

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### Cinema Sponsor

Our producers design some of the most attractive cinema packages aired on television. OTR Weekly covers worldwide to local red-carpeted premieres, exclusive cast interviews and first looks, as well as local screenings, upcoming release info and film festivals. This sponsorship allows branding to every show with an average of 3 minutes of weekly cinema news, aired 4 times in every television market over the weekends. Not to mention, this sponsorships allows your company to participate in all annual movie screenings, customized to integrate your brand. Therefore making ON THE ROAD Weekly the best cinematic branding vehicle in the state.



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### Current Events Sponsor

This segment airs in every show for more than a minute highlighting the hottest new events happening in the upcoming week. Several customizations with visual graphics, verbal mentions and guest hosts can be done to make your company the authority on current events. Reach a statewide audience at an affordable price and develop your consumer relationship with this exciting and new sponsorship opportunity.



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### Round the World in 90-Seconds

In addition to the hottest local news, ON THE ROAD Weekly reports the most up-to-date entertainment news from around the world. This fun and exciting segment airs every show for 90-seconds, allowing great visual branding and verbal mentions.



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### Television News Sponsor



The latest news in television. From "Kids Corner" to behind the scenes footage from American Idol, ON THE ROAD Weekly's TV news presents a solid visual and verbal delivery opportunity for your brand. Nothing is hotter than great insider TV scoops and who else better to present this news than your company.

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### Marketing Sponsorship

Co-brand with Arizona's hottest local entertainment news show. Each week, OTR Weekly advertises a preview of upcoming show content in just about every TV market in the state on both television and radio vehicles. Attach your brand to each spot as the presenter with visual and/or verbal mentions. This is a great way to co-brand at an affordable price.

