

*live*  
**WEST**  
*shop*  
**WYOMING**



*Wyoming*  
made

# *growing business in wyoming*

*Television Marketing Opportunities*

## Television Campaign

- Optimum Media Sales will provide professional quality television commercials
- Each commercial will feature two participating Wyoming First members
- Ads will be made with a consistent beginning and ending to identify the businesses as members of the Wyoming First program
- Participants are paired by similar target demographics on each commercial
- Ads run for three months on networks that are chosen based on our demographic research

*Optimum Media Sales is a subsidiary of Cablevision Systems, Inc.*



# find the plan that works for you!

Four plans to help expand your marketing reach

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## Participation Level Overview:

- **Plan I:** \$626.50 per month investment (total \$1,879.50)
- **Plan II:** \$423.50 per month investment (total \$1,270.50)
- **Plan III:** \$199.50 per month investment (total \$598.50)
- **Plan IV:** A La Carte
- Plan Level determines ad frequency and market reach
- Optimum production charges for commercials are included
- *Businesses are responsible for complete payment in advance to the Wyoming Business Council*



## Plan I:

- Each participant is featured 60 times per month on each Optimum cable system across the state: Cheyenne, Casper, Gillette, Laramie, Sheridan, Rawlins, Riverton/Lander, Buffalo, Jackson, Cody, Powell
- Ads will be shown on three different networks each month, rotating through CNN, Discovery, ESPN, Fox News, HGTV, History, Lifetime, TBS, USA
- Investment: \$1,879.50

*Total payment is required in advance. Payment is to be made to the Wyoming Business Council.*

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## Plan II:

- Each participant is featured 40 times per month on each Optimum cable system across the state: Cheyenne, Casper, Gillette, Laramie, Sheridan, Rawlins, Riverton/Lander, Buffalo, Jackson, Cody, Powell
- Ads will be shown on two different networks each month, rotating through CNN, Discovery, Fox News, Lifetime, TBS, USA
- Investment: \$1,270.50

*Total payment is required in advance. Payment is to be made to the Wyoming Business Council.*



## Plan III:

- Each participant is featured 40 times per month on Optimum cable systems in Cheyenne, Casper, Sheridan & Laramie
- Ads will be shown on two different networks each month, rotating through CNN, Discovery, Fox News, Lifetime, TBS, USA
- Investment: \$598.50

*Total payment is required in advance. Payment is to be made to the Wyoming Business Council.*

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## Plan IV (a la carte):

- Client chooses to be the only featured business in the Wyoming First commercial
- Number of ads same as in Plans I, II or III
- Cost: With exclusivity, rates for Plan I-III are doubled
- Option to customize plan for specific cities and networks

*Total payment is required in advance. Payment is to be made to the Wyoming Business Council.*

