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WYOMING



Wyoming
made

Wyoming First OPTIMUM MEDIA SALES Advertising Campaign Frequently Asked Questions

How long is the commercial?

The commercial is 30 seconds in length and is built with standard opening and closing graphics. Within the commercial, each of the two advertisers is highlighted with ten seconds of content. In Plan 4, there is only one advertiser, so that business will be highlighted with 20 seconds of content. The closing graphic drives viewers to the Wyoming First program's website for more information.

On which networks will the commercials appear?

For Plans 1, 2 and 3, the commercials will be shown on a selection of networks including CNN, Discovery, ESPN, Fox News, HGTV, History, Lifetime, TBS and USA. Commercials will not be shown on all of these networks every month, but based on the package chosen, will rotate through the networks over the course of the three month schedule. With Plan 4, the participant may consult with Optimum Media Sales to modify network selection.

May I choose different networks?

Only participants in Plan 4 have the option of selecting networks.

In which cities will the commercials be shown?

For Plans 1 and 2, the commercials will be shown on Optimum Cable TV in Cheyenne, Casper, Gillette, Laramie, Sheridan, Rawlins, Riverton, Lander, Buffalo, Jackson, Cody and Powell. For Plan 3, they will be shown on Optimum Cable TV in Cheyenne, Casper, Laramie and Sheridan. For Plan 4, the business may consult with Optimum Media Sales to modify market selection, but it may affect the cost.

What time of day do the commercials run?

The commercials run Monday through Sunday at various times throughout the day beginning at 6 a.m. and ending at midnight.



Can I sign up for just one month?

No. The minimum schedule is three months.

How is the commercial made?

The business is responsible for providing Optimum Media Sales with photographs to use in the commercial. The business may provide samples of their product and have Optimum create the images, but the business is responsible for payment of all shipping costs both to and from Optimum. Optimum will provide the business with a script that may be revised once by the participant, but Optimum retains artistic control over the appearance of the images that are used.

What is the total cost to participate?

The cost is determined by the plan that is selected. (It can be as low as \$1.25 per spot.)

- Plan 1 costs a total of \$1,879.50 including airtime and production set-up.
- Plan 2 costs \$1,270.50.
- Plan 3 costs \$598.50.
- For Plan 4, since there is only one advertiser, the rate is double. The advertiser may consult with Optimum to have more control over cities and networks, which can affect the cost.
- Participants are responsible for all shipping costs to produce the commercial. A pre-printed and prepaid shipping label must be included in order to have items returned to the participant.

Must I pay in advance?

Yes. The business is responsible for complete payment in advance to the Wyoming Business Council.

How will businesses be paired in the commercial?

Optimum Media Sales will make the determination about which businesses will be paired in each commercial based on the demographic appeal of the products and services being featured.

What date will the commercial schedule begin?

Each commercial schedule runs for three months (13 weeks). The next schedule begins Sunday, Oct. 2 through Saturday, Dec. 31, 2011

Who should I contact at Bresnan if I have any other questions?

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