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We Broadcast Business!™

**OMAHA BUSINESS SHOWCASE
 THE MOST COST EFFECTIVE PRO-BUSINESS
 BROADCAST OPTION IN METRO OMAHA!**

ACTION	OMAHA BUSINESS SHOWCASE (OBS)	WHAT DO WE DO?	COST
<p>1.</p>	<p>OBS PUBLIC SERVICE ANNOUNCEMENTS:</p> <p>As a “responsible corporate citizen” you can effectively and positively communicate your products and services through vanity* Public Service Announcements (PSA), which will be broadcast throughout the CTI22 broadcast schedule.</p> <p><i>* SAMPLE VANITY PSA: “October is National Orthodontic Health Month! Your dental and orthodontic health is important! This has been a public service announcement from the National Dental Association <u>and</u> Dawson’s Dental and Orthodontics [address / phone / web site / email appear on screen].</i></p>	<ol style="list-style-type: none"> 1. CTI22 can film, produce and broadcast vanity-PSAs targeted to support diverse businesses, products and services. 2. PSAs can be included as a “special segment” during designated broadcasts. 3. PSAs can be filmed from within the CTI22 studio or at any location in metro Omaha. 	<p>None.</p> <p>A \$50.00 Tax-deductible donation is requested.</p>
<p>2.</p>	<p>OMAHA BUSINESS SHOWCASE: PROGRAM OVERVIEW</p> <p>An exclusive weekly showcase promoting your business during “prime time” afternoon [12pm – 5pm] and evening [7pm to 10pm] hours throughout metro Omaha. 30-MINUTES (<i>Additional broadcast options are available.</i>)</p> <p>CTI22 is the <u>only</u> television station in metro Omaha that can and does regularly broadcast a thirty-(30) minute program to “showcase” metro Omaha businesses - Monday through Saturday!</p> <p align="center">View sample at: http://www.cti22.org/obs.htm</p>	<ol style="list-style-type: none"> 1. CTI22 will accept and broadcast a professionally prepared DVD, which contains all required program content to be broadcast; or 2. CTI22 will pre-record a program on-site at a place of business or at another location for later broadcast; or 3. CTI22 can broadcast a “live” program from within the CTI22 studio. 	<p>\$200.00 per month*</p> <p>100% Tax-deductible donation.</p> <p><i>* All broadcasts via fully executed contract.</i></p>
<p>3.</p>	<p>OMAHA BUSINESS SHOWCASE: PROGRAM CONTENT</p> <p>CTI22 will broadcast a thirty-(30) minute weekly thematic-based program, which will specifically “promote” individual businesses in compliance with (a) established company branding and marketing campaigns; (b) FCC regulations; (C) the Franchise Agreement* between Cox Communications and the City of Omaha; and (d) professional broadcast standards for communicating valuable and diverse information to the greater Omaha community.</p> <p><i>* Sponsor/patron acknowledgements can only appear at the beginning and ending of programs and may <u>not</u> include a customer “call to action” or highlight any special deals (advertisements) the business may wish to promote, nor should the total time allotted to a sponsor/patron exceed forty-five (45) seconds per program of any length.</i></p>	<p>CTI22 will provide guidance on how to create, produce, and broadcast:</p> <p><u>BUSINESS THEMATIC PROGRAMS:</u></p> <p>“How to Buy a New or Used Car” Sponsored by ACME Buick & Honda</p> <p>“Advanced Network Technologies” Sponsored by IT Networks, Inc.</p> <p>“How to Buy Car Insurance” Sponsored by Anderson Insurance</p> <p>“Basic Lawn Care” Sponsored by Joe’s Lawn Care Service</p> <p><u>THEMATIC / VANITY PROGRAMS:</u></p> <p>“Homeowners Insurance with Jay Johnson” Sponsored by Jay Johnson’s Insurance Agency</p> <p>“Cooking Pasta with Leo” Sponsored by Leo’s Italian Restaurant</p>	<p>A \$200.00 per month*</p> <p>100% Tax-deductible donation.</p> <p><i>* All broadcasts via fully executed contract.</i></p>

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