



# BLOUNT COUNTY

## ~~KNOXVILLE~~

# WEEKEND

*“PLAN YOURS”*

# *Blount County Weekend*

*Brought to you by [KnoxvilleWeekend.com](http://KnoxvilleWeekend.com) ,  
Bounce TV & FOX43*





# Blount County Weekend

- **Blount County Weekend** is an exclusive, localized marketing campaign developed by **WTNZ-TV FOX 43** and **The KnoxvilleWeekend.com** during the month of April, Fox43 and Bounce TV will begin airing PSA's promoting Blount County and enticing our viewers to visit local area attractions and businesses. These PSA's will run thru April 30<sup>th</sup>, 2017.
- **WTNZ-TV FOX 43** is Home of East Tennessee's **#1** 10 O'clock News, Local Morning News from 7-9am **AND** now home of the **ONLY** Local 630p News in the market! We will be promoting Blount County through a multi-week long series of segments focusing on the community, its unique charm, and vibrant business culture.
- Blount County Weekend is a one week campaign beginning Monday, April 24<sup>th</sup> thru Sunday, April 30<sup>th</sup>. Pre-promotional announcements will begin airing on Monday, April 17<sup>th</sup> for one full week.
- Inside this packet are packages customized for this special event, which not only highlights your community, but also promotes your business to the entire **FOX 43** viewing area...





## Smoky Mountain Sponsor

- Includes production of one (:30) commercial message in HD!
- 110 Exclusive commercials about your business airing the week of 4/24/17.
- 2 (two) News Billboards highlighting your business as a sponsor of the week long feature airing the week of 4/24/17.
- Your logo on *Blount County Weekend* promo (up to 10 per day) beginning the week of 4/17/17.
- Link, Information and inclusion on the KnoxvilleWeekend.com Home page.
- **PLUS** You will receive 62,500 Display Impressions in the Blount County.



Spots	Length	Days	WTNZ   Fox43 Weekly Breakdown
10x	:30	M-F	7a-9a Early Morning News
10x	:30	M-F	10a-4p Daytime
10x	:30	M-F	4p-630p Early Fringe
5x	:30	M-F	630p-7p Early News
5x	:30	M-F	7p-8p 2 &1/2 Men
3x	:30	M-Sun	10p-11p News
5x	:30	M-F	11p-1a Late Fringe



Spots	Length	Days	ETNZ   Bounce TV Weekly Breakdown
15x	:30	M-F	6a-11a
15x	:30	M-F	11a-5p Movies
15x	:30	M-F	5p-9p Comedies
15x	:30	M-F	9p-1a Movies

### Total announcements:

110 (:30) second commercials | 2 (:05) second billboards | Minimum inclusion in 40 promo's  
 Total Investment.....\$3,550 net



## Hillside Sponsor

- Includes production of one (:30) commercial message in HD!
- 68 Exclusive commercials about your business airing 70 per week the week of 4/24/17.
- 2 (two) News Billboards highlighting your business as a sponsor of the week long feature airing the week of 4/24/17.
- Your logo on *Spotlight* news promos (up to 10 per day) beginning the week of 4/17/17.
- Link, Information and inclusion on the KnoxvilleWeekend.com Home page.
- **PLUS** You will receive 62,500 Display Impressions in Blount County.



Spots	Length	Days	WTNZ   Fox43 Weekly Breakdown
4x	:30	M-F	7a-9a Early Morning News
8x	:30	M-F	10a-4p Daytime
4x	:30	M-F	4p-630p Early Fringe
2x	:30	M-F	630p-7p Early News
3x	:30	M-F	7p-8p 2 &1/2 Men
2x	:30	M-Sun	10p-11p News
4x	:30	M-F	11p-1a Late Night



Spots	Length	Days	ETNZ   Bounce TV Weekly Breakdown
10x	:30	M-F	6a-11a
10x	:30	M-F	11a-5p Movies
10x	:30	M-F	5p-9p Comedies
10x	:30	M-F	9p-1a Movies

### Total announcements:

68 (:30) second commercials | 2 (:05) second billboards | Minimum inclusion in 40 promo's  
Total Investment.....\$2,530 net



# Blount County Weekend

## Valley Sponsor

- Includes production of one (:30) commercial in HD
- 33 (:30) commercials about your business airing the week of 4/24/17.
- PLUS You will receive 62,500 Display Impressions in Blount County.

### Smokies Sponsor Schedule

5x Mon-Fri 7a-9a Early Morning News  
5x Mon-Fri 4p-630p  
3x Mon-Fri 630p-7p News  
20x Bounce TV 6a-1a ROS

**Total Investment...\$1,975 net**

Business Name:

Please check the level of participation:

Smoky Mountain Sponsor.....\$3,550 total investment  
 Hillside Sponsor.....\$2,530 total investment  
 Valley Sponsor.....\$1,975 total investment

9000 Executive Park Drive  
Building D Suite 300  
Knoxville TN, 37923  
Phone: 865-693-4343  
Fax: 865-691-6904

Business Contact Person: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Account Executive: \_\_\_\_\_

\*Payment for first flight must be made in full prior to commercial shoot

\*Minimum 14 Day Cancellation Policy

