

Small Business - Big Impact

During these unprecedented times, the Ohio Valley wants to come together to support local businesses, but in some cases they don't know how. Most businesses have recently been forced into operating with limited hours, have closed or have recently changed their services. More than ever, people of the Ohio Valley need to hear from the businesses they love and support.

WTRF is offering an innovated way to personally reach out! This **Community Greetings** PSA campaign is an inexpensive, crowd funded way to reach a captive audience. The best part is that WTRF will match this advertising campaign dollar for dollar. On average TV viewership is up 11% and the WTRF.com is generating millions of page views every week with almost a half a million unique users. This means there are a LOT of people to reach with your message.

Campaign Breakdown:

- TV PSAs urged people to Support Small
- Individual greetings shared On Air, Online, and on Social

HOW IT WORKS

PSA campaign will feature the faces of small businesses from all over the Ohio Valley. The businesses that support little league teams, sponsor events, and donate to causes. This adds a personal touch to your message. People need to **SEE** that **We are all in this together**. Each PSA will have the same beginning and end while the middle will feature custom your message.

Example Messages: Can include but are not limited to Thank You's, an Update from Your Business, a special new offering you have, and so many more. These should be shot on a smart device with the camera facing you like a **selfie**.

PSA Format:

Open: The opening of the commercial will focus on supporting small right now

Middle: Split or shared message from local businesses

End: Support Small by visiting the Yes, We're Open Page on WTRF.com



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How to Participate

Option 1- Featured Business

- Business logo on ALL Small Business – Big Impact PSAs. The more participating businesses the more PSAs will run!
- Your :20 second message featured in 50x PSAs to run across WTRF CBS, ABC OV and My OV (WTRF match: Additional 50x PSAs)
- Featured Listing on Support Small page on WTRF.com that includes your logo, business listing, updated hours and special offerings plus a link to your website
- Extended video message from your business housed on this page (Up to 3 minutes)
- Video Message Shared on WTRF Social Entertainment Channel - LOVE

Monthly Investment: \$695

Option 2- Team Work

- Business logo on ALL Small Business – Big Impact PSAs. The more participating businesses the more PSAs will run!
- Your :10 second message featured in 25x PSAs to run across WTRF CBS, ABC OV and My OV (WTRF match: Additional 25x PSAs)
- Featured Listing on Support Small page on WTRF.com that includes your logo, business listing, updated hours and special offerings and a link to your website.
- Extended video message from your business housed on this page (Up to 3 minutes)
- Video Message Shared on WTRF Social Entertainment Channel - LOVE

Monthly Investment: \$395

Option 3- Digital Only

- Featured Listing on Yes, Support Small page on WTRF.com that includes your logo, business listing, updated hours and special offerings , link to your website.
- Extended video message from your business housed on this page (Up to 3 minutes)
- Video Message Shared on WTRF Social Entertainment Channel - LOVE

Monthly Investment: \$225

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Sample Script:

Small businesses are the fiber that brings the Ohio Valley together. They support us, help us, and know us. Now its your turn to support them. We are all in this together.

I'm XXXX from XXXX Business. Thank you for the ongoing support during this time. We are still open and offering this new service.

To hear more, head to the Support Small page on WTRF.com. Remember, supporting small creates a big impact!