

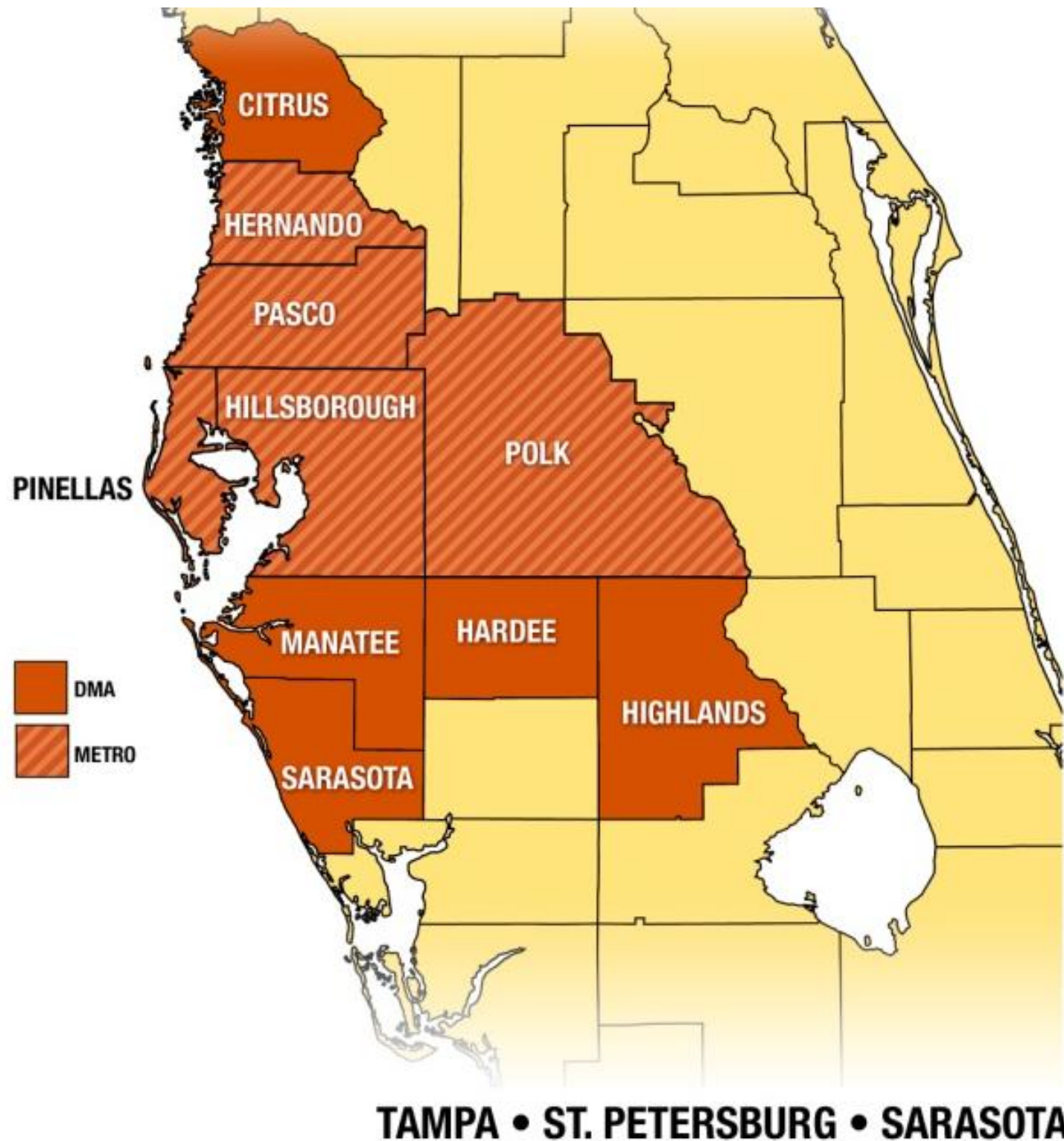



**TAMPA
BAY 28** abc



the spot
TAMPA BAY 66

Who do we reach?



COUNTIES IN DMA

10 (Hillsborough, Pinellas, Sarasota, Polk, Manatee, Pasco, Hernando, Hardee, Highlands, Citrus).

COUNTIES IN METRO

5 (Hillsborough, Pinellas, Polk, Pasco, Hernando)

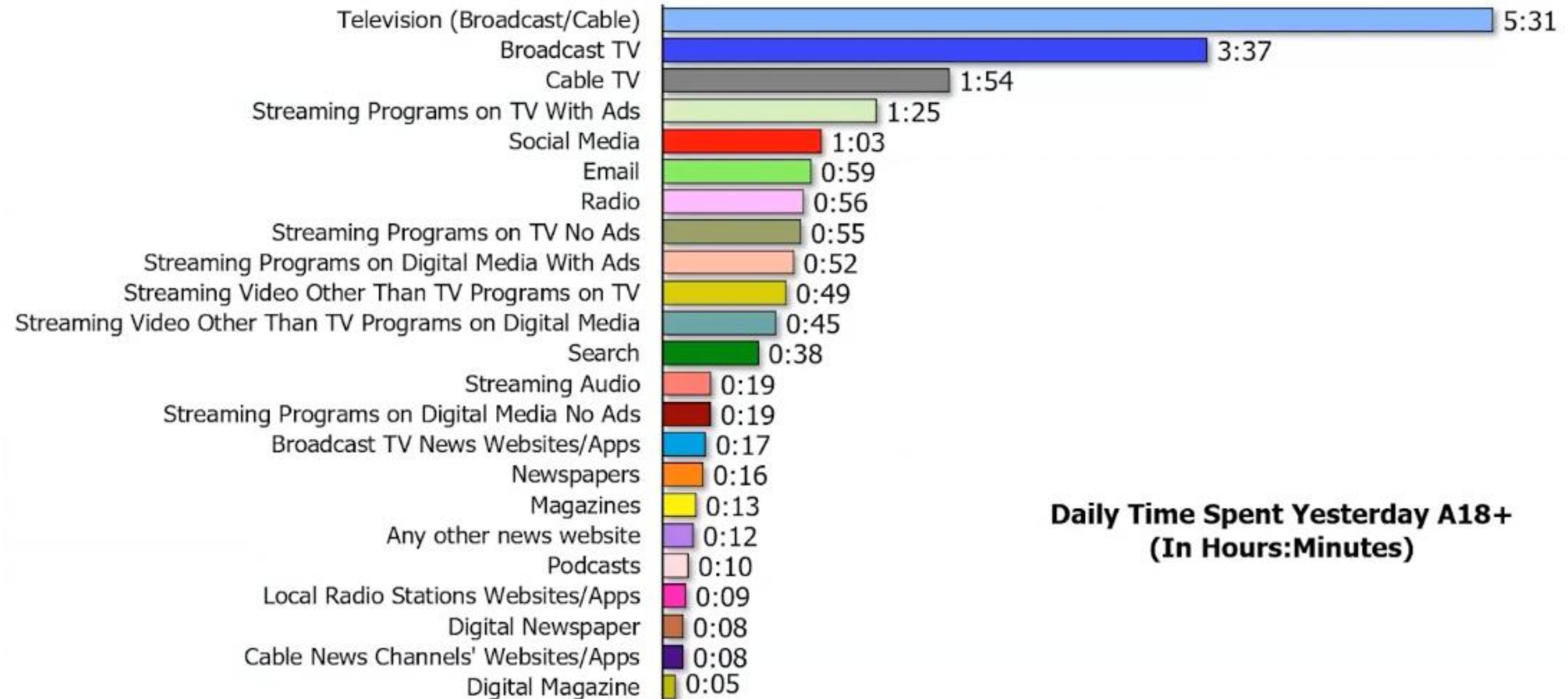
Total DMA Population: 4,350,000

Total DMA Households: 2,035,250

POPULATION BREAKDOWN

Persons 18-34:	19%	Black:	10.8%
Persons 18-49:	41%	Hispanic:	13.4%
Persons 25-54:	40%		
Persons 55+:	41%		

Where do people spend their time?



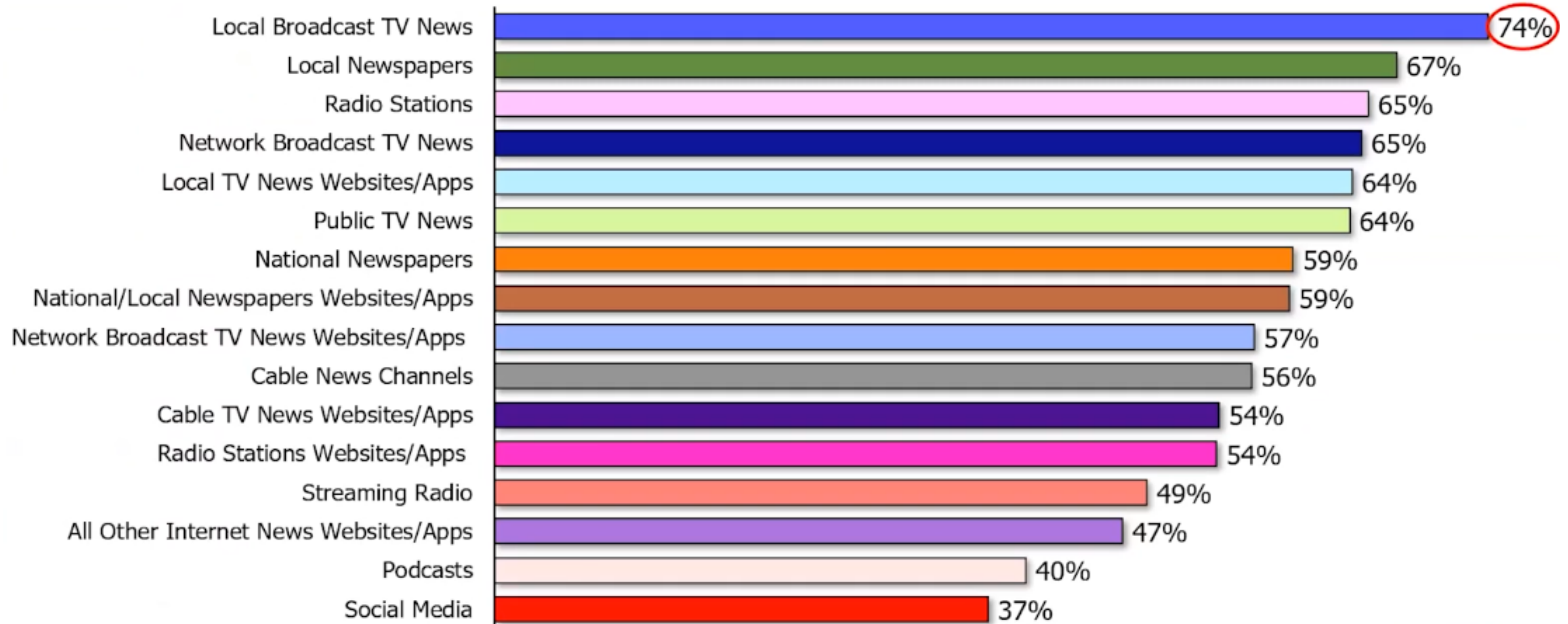
**Daily Time Spent Yesterday A18+
(In Hours:Minutes)**

Source: GfK TVB Media Comparisons Study. M-S 4A-2A. Persons 18+. Online/internet platforms such as email, social media, internet radio and websites, are totaled for any online device-PC, Smartphone and Tablets. Broadcast TV News Websites/Apps includes local TV station & network websites/apps for news/weather/sports.



Why does trust matter?

"I trust the News that I see/hear on this media source"
Percent Agree



Source: GfK TVB Media Comparisons Study. Persons 18+. Agree Strongly or Agree Somewhat.

Q09 - For each source, please indicate the extent to which you agree or disagree with the following statement: I trust the News that I see/hear on this media source.

News – Local, Trusted, Community-Focused



BRANDING & AWARENESS

Capture the interest of potential customers by embedding your message within Tampa Bay 28 (WFTS) daily news. Build your ‘future customer’ database and become top-of-mind when the consumers develop a need for your services.

Early morning and daytime WFTS ad placements can offer lower rates with a smaller audience reach. Consider a budget that allows for several touchpoints per week within the same programs.

*Compliment with a commercial schedule consisting of national programs such as **Good Morning America** & **ABC World News Tonight** for even more exposure and elevation of your brand.*

Sports – Massive Reach, Captive Audience



UNMATCHED EXPOSURE

ABC Sports, partnered with ESPN provides us the unique opportunity to ensure your company's message is seen by the highest number of potential customers as possible. Consider this tactic for increased male viewership.

Leverage this unique, appointment-viewing opportunity with huge reach! Inventory can be limited, especially during big college games and Monday Night Football.



High-profile sporting events not only provide a lot of eyeballs, but also elevates your company alongside large, national brands. These viewers will immediately set you apart from your competition.

Prime Time, Specials, Late Night



HIGHLY TARGETED VIEWING

Reaching viewers during iconic ABC Prime Time ensures maximum exposure, as viewership is at its highest and each program's audiences are more engaged week after week. Consider this tactic for increased female viewership.

During late night programming, you still get the benefits of loyal viewership segments while also being cost-effective with your advertising budget.

Take advantage of our unique TV specials during the year such as the Country Music Awards or New Year's Rockin' Eve and align your brand with these must-watch opportunities!

Tampa Bay's Morning Blend



Natalie
TAYLOR

Roxanne
WILDER

YOU TELL YOUR STORY

Tampa Bay's Morning Blend is an hour-long Lifestyle morning show airing M-F 10am-11am. Viewers tune in to get educated and informed about businesses and events going on in Tampa Bay. You control the content, tell your story, showcase personality, and generate leads!

Unlike a news interview, YOU guide us on questions to be asked, content to cover, and what video content to be included in your segment.

The power of your segment on Tampa Bay's Morning Blend doesn't end after this appearance. Compliment with a re-airing at a later date, a high frequency commercial schedule, and social media partnership with us.

Tampa Bay Lightning



EXPERIENCE THE POWER OF AN NHL PARTNERSHIP

“The Spot” Tampa Bay 66 is the new broadcast home for the Tampa Bay Lightning. And as the official TV partner of the team, we can not only offer commercials (+ pre-game & post-game), but also, additional on-screen features within the game itself providing the highest level of engagement!

Pro Tip: Add in guaranteed impressions of your commercial on our stream to reach even more qualified prospects

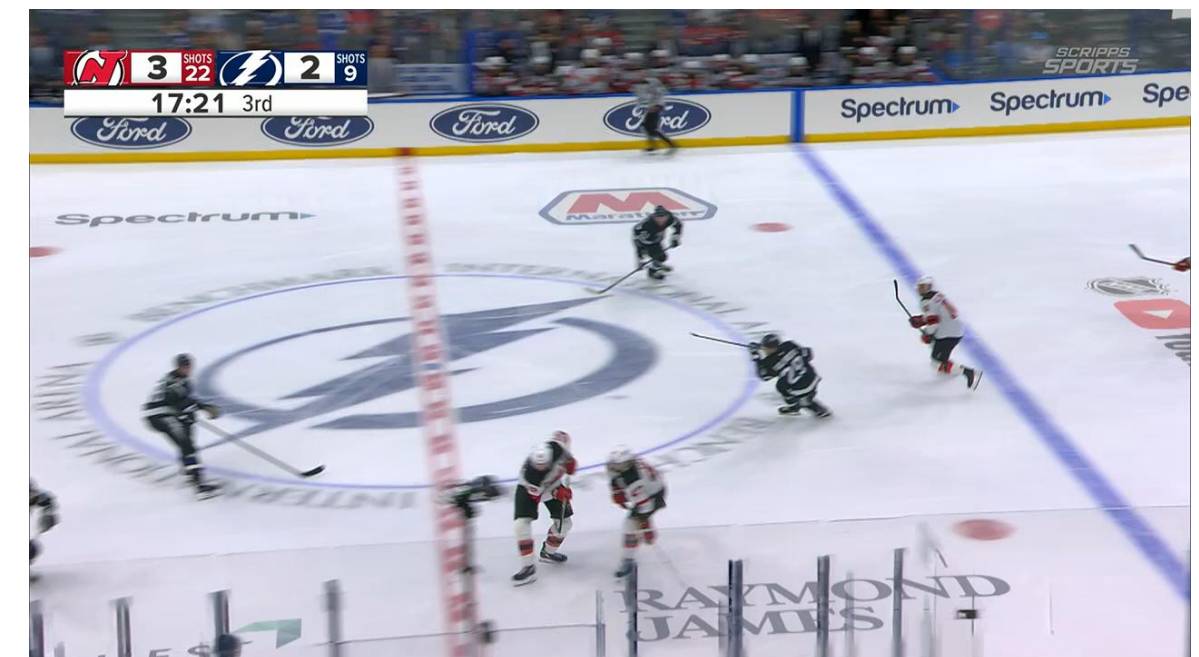
VIRTUAL SIGNAGE



BRAND CONNECT



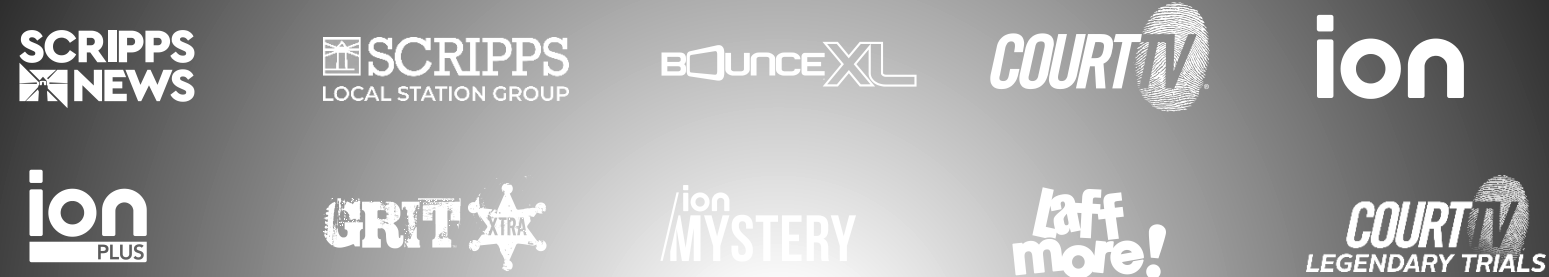
GAMEFLOW



Scripps Ads+ - Real OTT, because we own it.



WHEN VIEWERS STREAM



ON PLATFORMS LIKE THIS



YOUR COMMERCIALS ARE SEEN!

DIRECT STREAMING STRATEGY

While linear TV still dominates, it's not capturing 100% of your **new prospects in Tampa** that could potentially see your ad. Rather than guessing and hoping that your ad runs when sold by a third-party O.T.T. or C.T.V. providers, use Scripps Ads+ for **seamless multi-network delivery.**

Take control of that Smart TV and cord-cutter audience while **we guarantee impressions** of your ad on our channels, because we own them!

*Along with Ion, Court TV, Grit and others, we'll also ensure your ad is seen on by viewers **streaming local Tampa Bay 28 News** either on their mobile device or on their Smart TV or streaming device.*

Scripps Octane – Trackable & Verifiable Streaming Ads



HOW TO REACH EVERYONE

Targeting your ideal customer prospect is a way to get the most bang for your buck. We create a segment of people based on demographics, location, interests, and behavior – then show them your ad. But how do you know it works?

Scripps Octane can provide proof of website traffic based on when your ad runs. Over time, the optimization our system provides will focus on driving conversions and new customers.

Not all OTT advertising is the same. Our methodology will block delivery on non-optimal times (2am-6am) while also promising at least 5 minutes before your ad can be shown again to the same person.





Together, we'll build a custom marketing strategy and identify the right advertising tactics to achieve your goals.

JP.Peletis@TampaBay28.com

40% Discount with NTBC TV Starter Pack* including FREE Commercials!

Special advertising offer only available to members of the North Tampa Bay Chamber

Over the next 60 days, your business will be featured on WFTS (ABC Tampa)

- 1x (4 min) Appearance/Interview Segment on Tampa Bay's Morning Blend *\$1,000 value*
- 25x (15 sec) Commercials during Tampa Bay 28 Early Morning News (4:30 - 6am) *\$1,875 value*
- 10x (15 sec) Commercials during Tampa Bay's Morning Blend (10 - 11am) *\$1,100 value*
- 20x (15 sec) Commercials during Tampa Bay 28 Early Afternoon News (3 - 4pm) *\$2,200 value*
- 50,000 Impressions (30 sec) during Tampa Bay 28+ News Stream/App (airtimes will vary) *\$1,000 value*

And we'll match those above TV commercials on WXPX (The Spot 66) **FOR FREE!!!**

- 55x (15 sec) Commercials airing in rotation with all programming on The Spot 66 *\$1,100 value*

In addition to the extensive TV exposure (110+ commercials), you'll have access to our production capabilities and creative consultation.

Total Investment: \$5,000

(billed \$2,500 per month for 2 months)

Qualify for FREE **professional on-site commercial video production** with a 12-month commitment

Enhance your NTBC Starter Pack with an Optional Upgrade Pack

Leverage the power of targeted digital ads, national TV personalities, and NHL brand alignment

Optimize when these campaigns deploy to make the most impact to your business!

DIGITAL MARKETING



100,000 Impressions using
Hyperlocal Display Targeting

50,000 Impressions using
Hyperlocal Video Targeting

Industry/Branding Campaign using
Search Engine Marketing

+ \$5,000

\$6,450 value

NATIONAL SHOWS



20x (15 sec) Commercials during
Good Morning America (7a - 9a)

15x (15 sec) Commercials during
The View (11a - 12p)

20x (15 sec) Commercials during
Jimmy Kimmel (11:35p - 12:35a)

+ \$7,500

\$10,250 value

TAMPA BAY LIGHTNING



2x (15 sec) Commercials in
Tampa Bay Lightning Games

2x (10 min) [Virtual Signage](#) in
Tampa Bay Lightning Games

10,000 (15 sec) Streaming
Impressions in **Lightning Games**

+ \$10,000

\$13,150 value