

# VISITOR-FOCUSED MEDIA KIT

Effectively reach more than  
2 million visitors each year.



# CITYVISION, INC.

Established in 2004, CityVision, Inc. has developed into a family of services benefitting the visitors and those who wish to reach them with an advertising message.

## The Visitor's Channel

Airs 24 hours per day in Birmingham Metro area hotels and shows viewers in a compelling, story-telling format, where to eat, shop, drink and play.

## EXCURSIONS - A Guest Directory

The latest addition to CityVision's family of products and services is EXCURSIONS - A Guest Directory. EXCURSIONS is a hardback coffee table style book featuring area businesses including restaurants, art galleries, night clubs, shopping outlets, boutiques, spas and much more. This visually stunning book also features articles about movers and shakers in Birmingham, while showcasing area attractions and annual events.

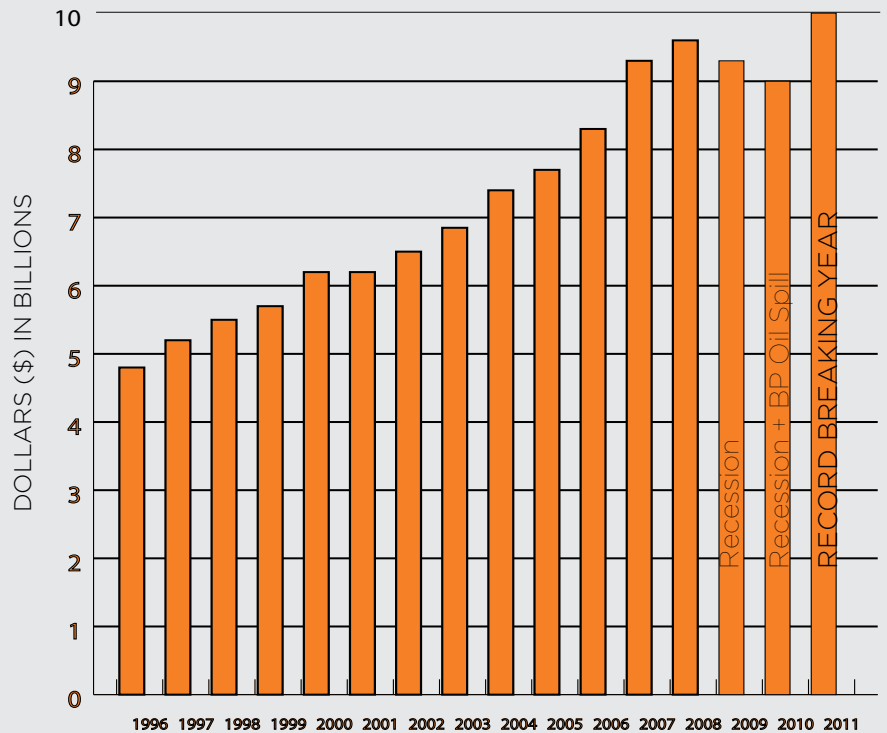
## Brochure Distribution Network

CityVision created a brochure distribution network by purchasing brochure racks and placing them in hotel lobbies. CityVision distributes and maintains brochures from area attractions and businesses to hotels, the Birmingham-Shuttlesworth International Airport, and major attractions.

CityVision's sole focus has been creating affordable services and products that inform visitors about the best places eat, drink, shop and play.

**NO OTHER COMPANY REACHES VISITORS & HOTEL GUESTS LIKE CITYVISION.**

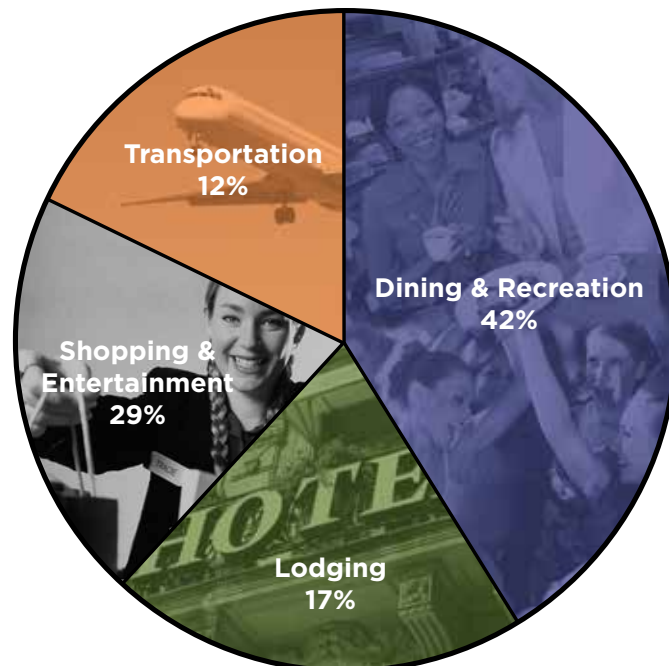
## ALABAMA TOURISM EXPENDITURES CONTINUE TO GROW EACH YEAR



Data courtesy of Economic Impact Alabama Travel Industry 2007 Prepared For The Alabama Bureau Of Tourism And Travel, In Cooperation With Auburn University Montgomery Center For Business And Economic Development

## MORE THAN 23 MILLION PEOPLE VISITED ALABAMA IN 2011

### WHERE VISITOR DOLLARS GO IN JEFFERSON COUNTY



## \$1.52 Billion Spent in Jefferson County

Source: Economic 2011 Impact Study commissioned by the Greater Birmingham Convention & Visitors Bureau



## CityVision— **THE VISITOR'S CHANNEL** In-Room Hotel Channel

**CITYVISION - The Visitor's Channel** is seen in the city's finest hotels 24 hours per day by potentially over 200,000 plus hotel guests each month at a cost that is significantly lower than local print advertising and local television or cable advertising.

The Visitor's Channel reaches **NEW CUSTOMERS** for your business in compelling television format. Using the most successful advertising medium will maximize the effectiveness of your advertising dollars, helping your bottom line.



205.595.0809  
www.cityvision.tv

### **HOTEL GUEST TELEVISION VIEWING HABITS\***

- National Network Affiliate research proved that, for 75% of all travelers, out-of-home viewing averages 3 HOURS PER DAY.
- Information channels are watched by 48.6% of visitors.
- Hotel guests claim that, next to the bed, the television is the most important amenity in the room, with most visitors leaving it on constantly except when they leave the room or go to bed.
- 72% of hotel guests surveyed said that their reason for watching visitor channel programming was to seek out information about local restaurants and shopping options 37% were looking for information about area nightlife.

### **SATURATION**

CityVision airs around the clock in more than 40 fine Birmingham Metropolitan Hotels. **That's nearly 6,000 hotel rooms in Jefferson and Shelby Counties!**

### **VIEWERSHIP**

- **Potentially 200,000 plus viewers each month**
- Programming updated monthly

### **SPOT FREQUENCY PER PROGRAMMING CYCLE**

- Minimum 24 times/day
- **Approx. 720 spots/month**
- Approx. 2,880 spots per programming cycle

In today's fast-paced information-saturated world, your unique message is getting harder and harder to spread. No matter whom you ask, or how you look at it, **electronic multimedia delivery is the future.** Travelers watch TV in their rooms, and CityVision is your best solution to fully and adequately show the visitor what you offer. It allows you to **stand out from the rest of the pack.**

**The Visitor's Channel is essential for businesses that wish to attract the visitor/convention market.**

Let The Visitor's Channel tell your story. Show off your beautiful space through a spectacular presentation telling potential customers how conveniently located you are to their hotels.

Recently, the prestigious, nationally-recognized **Nielsen Media Research Group conducted an independent survey in several cities. On average, Nielsen determined that:**

- **67% of hotel guests watch Visitor Channels**
- **58% said the program encouraged them**
- **41% said it led them to a specific cultural institution**
- **25% said that it led them to a specific retail shop**

### **So what do these numbers mean in terms of potential new business for you?**

With the Birmingham Metro Area's unusually high occupancy rate, the 7,000 plus rooms in which CityVision airs house up to 6,400 visitors EVERY SINGLE DAY.

Based on the results of the Nielsen survey, if you consider only the 1,000 closest hotel rooms to you, that means that everyday those rooms offer:

- **550** people selecting restaurants
- **640** selecting cultural attractions to visit
- **260** seeking retailers to patronize.

### **How do hotel guests find our program?**

We constantly work with each hotel to determine the most effective way to inform guests about CityVision. Since the hotels greatly value the local information we provide, their staff members happily and dutifully refer guests to CityVision channels.

**nielsen**

\*Visitor Channel Nielsen Research



# The Visitor's Channel

## RATES

With TV-ready broadcast quality spots provided by client in Quicktime Movie Format:

### Annual Commitment

\$549 per month to air one 30-second spot 24X/day  
 \$749 per month to air one 60-second 24X/day

### 9-Month Commitment

\$699 per month to air one 30-second spot 24X/day  
 \$899 per month to air one 60-second spots 24X/day

### 6-Month Commitment

\$749 per month to air one 30-second spot 24X/day  
 \$949 per month to air one 60-second spot 24X/day

### 3-Month Commitment

\$899 per month to air one 30-second spot 24X/day  
 \$1099 per month to air one 60-second spot 24X/day

### Enhanced Campaigns available

Rates quoted on case-by-base basis

- 1.5 minutes
- 2 minutes
- 2.5 minutes
- 3 minutes

Inquire about frequency increases and short term placement.

### Commercial Production Rates:

Average Cost \$650 per 30 seconds  
 Final costs quoted on individual basis

Host Hotels	Room Ct
<b>BESSEMER</b>	
Best Western Bessemer	70
Holiday Inn Express - Bessemer	63
Fairfield Inn & Suites	76
<b>DOWNTOWN/SOUTHSIDE</b>	
Springhill Suites Downtown/UAB	147
Hotel Highland	63
Clarion Inn & Suites Birmingham Airport	193
Holiday Inn Airport	224
Sheraton Hotel Birmingham	757
Courtyard by Marriott - UAB	122
<b>FULTONDALE/GARDENDALE</b>	
Comfort Inn & Suites - Fultondale	70
Holiday Inn Express Fultondale	67
Fairfield Inn & Suites	75
<b>HOMEWOOD</b>	
Best Western Carlton Suites Hotel (Wildwood)	105
Residence Inn By Marriott Birmingham/Homewood	128
Towneplace Suites By Marriott (Wildwood)	128
Embassy Suites Hotel Birmingham	242
Hampton Inn Wildwood	97
Hilton Garden Inn Birmingham/Lakeshore	95
Courtyard by Marriott - Homewood	140
Super 8 - Homewood	96
<b>HOOVER</b>	
Renaissance Ross Bridge Golf Resort & Spa	259
Hyatt Place Hoover	128
Embassy Suites Hoover	208
Residence Inn - 150	118
Courtyard by Marriott Hoover	153
Hampton Inn & Suites Hoover/Galleria	102
The Wynfrey Hotel	329
<b>TRUSSVILLE/IRONDALE</b>	
Comfort Inn & Suites - Trussville	66
Courtyard by Marriott - Trussville	84
Holiday Inn Express Trussville	64
Hampton Inn Trussville	78
Hilton Garden Inn	104
Holiday Inn Express - Irondale	100
<b>INVERNESS/HWY 280</b>	
Comfort Inn Colonnade	67
Courtyard by Marriott Colonnade	122
Birmingham Marriott	295
Hilton Birmingham Perimeter Park	205
SpringHill Suites	120
<b>SHELBY COUNTY</b>	
Candlewood Suites - Hwy 280	98
Residence Inn by Marriott	120
Hampton Inn & Suites Pelham	85
Holiday Inn Express Pelham	81
<b>Total</b>	<b>5,944</b>

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Check out [www.cityvision.tv](http://www.cityvision.tv)  
 to view our current broadcast