

INTRODUCING CityVision— The Visitor's Channel for Greater Huntsville

In-Room Hotel Channel

CITYVISION - THE VISITOR'S CHANNEL FOR GREATER HUNTSVILLE is seen in the city's finest hotels 24 hours per day by potentially over 100,000 plus hotel guests each month at a cost that is significantly lower than local print advertising and local television or cable advertising.

CITYVISION REACHES NEW CUSTOMERS FOR YOU IN COMPELLING TELEVISION FORMAT.

Using the most successful advertising medium will maximize the effectiveness of your advertising dollars, helping your bottom line.

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.

CityVision allows you to stand out from the rest of the pack.

CHOOSE CITYVISION TO TELL YOUR STORY. Show off your beautiful space and accentuate your services and products through a spectacular presentation telling potential customers how conveniently located you are to their hotels.

CityVision is essential for businesses that wish to attract the visitor and convention market.



205.595.0809
www.cityvision.tv



The Visitor's Channel SPONSORSHIP PACKAGES

MAXIMIZE YOUR EXPOSURE!

Become a Segment Sponsor

Includes:

- 30 seconds of video content promoting Segment Sponsor's facilities, brand and services airing at both the beginning and end of the sponsored segment.

- Sponsor's logo and information displayed for 5 seconds with voiced-over recognition at the both beginning and end of the sponsored segment.

Available Segments:

(subject to change)

- Attractions
- Dining & Nightlife
- Arts & Entertainment
- Shopping, Beauty & Wellness
- Sports & Outdoors
- Downtown Huntsville
- Downtown Madison

Regular Video Advertisement Rate Card

60-second video advertisement

Frequency: 1 time per segment; segment airs min. 48 times/day
 Monthly Cost: \$395
 Minimum run: 3 months

30-second Video Advertisement

Frequency: 1 time per segment; segment airs a min. 48 times/day
 Monthly Cost: \$295
 Minimum run: 3 months

Promotions via Continuous Scrolling Ticker Message

(scrolls at bottom of screen & limited to non-profit organizations)
 Frequency: Alternates with other tickers
 Cost: \$15/day
 Minimum run: 5 days

All 12-month advertisers' information listed on CityVision's website at www.cityvision.tv along with video-on-demand.

All rates are net to CityVision, Inc.

QUICK FACTS:

- 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

SATURATION

CityVision airs around the clock in more than 20 fine Greater Huntsville Hotels. **That's more than 2,800 hotel rooms in Madison County.**

VIEWERSHIP

- **Potentially 100,000 plus viewers each month**
- **Programming updated regularly**

SPOT FREQUENCY

- **Minimum 48 times/day**
- **Approx. 1,440 spots/month**

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 to patronize a local establishment**
- **41% said it led them to a specific cultural institution**
- **25% said that it led them to a specific retail shop**



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.

Host Hotels as of June 2012 (additional pending)	Room Ct
Embassy Suites	295
Holiday Inn Huntsville Downtown	270
Marriott Huntsville	290
The Westin Hotel	210
Holiday Inn Research Park	200
Country Inn & Suites	170
Doubletree by Hilton	151
Springhill Suites by Marriott Huntsville Downtown	150
Four Points by Sheraton	146
Holiday Inn Express Hotel & Suites	144
Radisson Inn Airport	136
Homewood Suites by Hilton	107
Hilton Garden Inn South	102
Hilton Garden Inn Space Center	101
Hampton Inn	90
TownePlace Suites	86
Fairfield Inn Huntsville	79
Residence Inn by Marriott	78
Comfort Suites Huntsville	70
Total	2,875

**NO OTHER COMPANY REACHES MORE
HOTEL GUESTS IN GREATER HUNTSVILLE
THAN CITYVISION.**

205.595.0809

Check out www.cityvision.tv to view our current broadcast