

CW 14 STAR OPPORTUNITY



Photography
by STUN

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Give your business the STAR TREATMENT with CW 14's Star Maria Parmigiani. A unique opportunity for your business to leverage TV, online, social media, custom content, short videos and a local talent to grow your business.



The CW 14 Star hangs out with the Green Bay Gamblers. As part of a multimedia campaign, Maria is an "honorary" Gambler & shares life behind the scenes with the local hockey team in short videos.

Some ways your business may benefit from CW 14's STAR TREATMENT:

- Maria could be the spokesperson in your commercials, ads & other materials, creating awareness for your products and/or services.
- Maria could write & shoot short entertaining or educational 1:00 videos for your business, saving you time & money.
- Maria could host an event or series of events for your business, insuring enjoyment & quality.
- Maria could interview a key expert or spokesperson for your business, helping your experts display their best.
- Maria could blog, Facebook or Twitter about your business, business event or business product or service – an easy & affordable way to accomplish social networking.

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CW 14 allows your business to “MIX ‘N MATCH” media elements in order to customize a solution designed to fit your marketing goals.

The basic CW 14 Star Category sponsorship includes:

:30 TELEVISION SCHEDULE: CW 14 pairs a :15 commercial created specifically for your business with a :15 Maria topical commercial. Topical commercial will promote an event, a new product introduction, a new “how to” and/or behind the scenes 1:00 video posted online. CW 14 includes production of all commercials(s) and 1:00 video(s) with the total number determined by your monthly commitment. CW 14 includes the following :30 (:15/:15) TV schedule:

MF 5-8a The Daily Buzz	10x	\$10
MF/SS 8a-5p Daytime/Weekend	10x	\$15
M-Sa 5-7p Raymond/Met-Mother	10x	\$40
M-Su 7-1035p CW/The Office/Seinfeld	10x	\$65

Open inventory as available
 \$1,300/Month

THE CW14 Star

UltraCom Wireless
 Communications, Inc.

U.S. Cellular

The Official Cell Phone Sponsor of the CW 14 Star

Located in Appleton
 Across From
 Appleton North High School

[find out more](#)

The CW 14 Star is the official “face of” UltraCom Wireless, the official Cell Phone Sponsor of the CW 14 Star.

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The basic CW 14 Star Category sponsorship includes:

ONLINE DISPLAY ADS & CUSTOM SECTION: Your business will receive run of section ads within the “CW Star” category on cw14online.com. CW 14 will also create a custom section for your business, and your ads will be fixed within this custom section or receive 100% share of voice. All videos, photo galleries & other custom content will be archived here as well as on your own website, if you so choose. Ad sizes will include:

- :10 preroll
- 728x90 Leaderboard
- 638x60 Small Leaderboard
- 300x250 Medium Rectangle
- 300x100 Letterbox

\$200/Month

The screenshot displays the CW14 Online website interface. At the top, there is a navigation bar with links for 'About Us', 'Contact Us', and 'CW 14 Facebook'. The main header features the CW14 logo and the slogan 'TV TO TALK ABOUT' for Green Bay, Fox Cities, and Northeast Wisconsin. A navigation menu includes 'CW Shows', 'Weather', 'Contests', 'CW 14 Star', 'Viewers Choice', 'R U Going Out', 'Local Shows', and 'CW 14 Cares'. The main content area is divided into several sections:

- Top Banner:** A promotional banner for 'The Day Spa' with a '\$10 OFF HAIRCUT & COLOR SERVICE' offer, valid until April 30, 2011. It includes a 'CLICK HERE FOR A SPECIAL OFFER' link.
- My Spa Section:** A featured section for 'my Spa.' by Maria Parmigiani, a CW 14 Star. It includes a video titled 'Maria & her mom at The Day Spa' and a text post about her mother's Day Spa experience. A red box highlights this video.
- Twitter Feed:** A section showing tweets from Maria Parmigiani (@CW14Star), including mentions of @KatieHudson and @supernatural.
- Facebook Widget:** A Facebook widget for CW14Star showing 241 likes and a list of users who liked the page.
- Bottom Banner:** Another 'The Day Spa' promotional banner, identical to the top one.
- What's on CW 14 WCVF-TV:** A section listing upcoming TV shows:
 - 93210:** Senior year at West Beverly promises to be an unforgettable journey into the lives, hopes and dreams of those lucky few who call 90210 home.
 - Gossip Girl:** High society and low blows are back as GOSSIP GIRL, a chronicle of the scandalous lives of Manhattan's elite, returns for its much-anticipated fourth season.
 - One Tree Hill:** Season eight will explore the delicate balance that contemporary twenty-somethings face as they endeavor to build and define what their lives will be.
 - America's Next Top Model:** The CW's hit series AMERICA'S NEXT TOP MODEL begins with 14 finalists from across the country fighting to make their dreams of becoming a top model a reality.
 - Hellcats:** A pre-law student's world is turned upside-down when she loses her scholarship and has to join the college's competitive cheerleading squad.

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OTHER ELEMENTS INCLUDED IN THE BASIC SPONSORSHIP:

1:00 SEGMENTS ON TELEVISION: Starting 2012, CW 14 will air “What’s New with Maria” (working title) Updates every Friday before Friends at approx. 4pm and after Seinfeld at approx. 10:30pm. Each month of commitment your business will receive an opportunity to playback 1 or 2 1:00 videos in each position 1x/month (1x 4pm, 1x 1030pm, 2x total).

CW 14 will promote “What’s New with Maria” Updates on-air and online as inventory allows.

OPTIONS: CW 14 can produce longer form video segments for your business (subject to a maximum length) for an upcharge of \$350/segment (a discount may accrue for producing more than one segment at the same session). Any longer form segment airing would have to be negotiated separately.



CW14Star
[http://www.cw14online.com/dpp/cw_14_star/my_video/Teeth-Whitening-at-Advanced-Care-Smile-Center CW 14](http://www.cw14online.com/dpp/cw_14_star/my_video/Teeth-Whitening-at-Advanced-Care-Smile-Center-CW-14)



Teeth Whitening at Advanced Care Smile Center | CW 14 Online
www.cw14online.com

CW 14 Star Maria Parmigiani learns about teeth whitening firsthand, at Advanced Care Smile Center!

November 23 at 4:20pm

Maria gets her teeth whitened at Advanced Care Smile & then posts to Facebook about the experience.

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SUMMARY

Basic Category Sponsorship

MEDIA

Monthly TV Schedule (40x/month)

Monthly Online Display Ads (100% share of voice, custom section)

Monthly 1:00 segment airing (2x/month)

CREATIVE

Monthly produced topical :15 + 1:00

Monthly produced online display ads

\$1,500/month

(6 month minimum)

Happy Halloween

October 31st, 2011 at 4:54 pm by Maria Parmigiani under Uncategorized



Murphy (WDOX) & Me

Maria appears at Sweet Street at ShopKo Hall and blogs about her appearance with Murphy in the Morning from WIXX.

I was at the CW 14 booth at Sweet Street on Friday (I hope you stopped by) and Murphy from the morning show on WIXX was at the booth right next to ours....and on my other side was a picture booth...I couldn't resist asking him to take a picture with me!

Look at the beauty that is our picture! LOL Happy Halloween everyone. I hope everybody had a happy safe Halloween this past weekend 😊