

FOX 11 LIVING



*FOX 11 Living* is a local lifestyle show that attracts loyal viewers throughout Northeast Wisconsin interested in cooking, health, fashion, home décor, family & other lifestyle topics or trends.

*FOX 11 Living* is hosted by Amy Hanten, a well-known talent in Northeast Wisconsin, formerly co-anchor with Pete Petoniak on *Good Day Wisconsin*, the area's most popular early morning newscast.

*FOX 11 Living* offers many unique opportunities for companies to showcase their products or services, including integrated content, segments, appearances or quick tips.

*FOX 11 Living* has a great track record with clients, getting them noticeable results in the days or weeks following an appearance. Sometimes even the same morning!

## TELEVISION OPPORTUNITIES

**:30 commercials in the show -- \$75 each**

**Living “Tip” -- \$200 each**

*Includes collaboration on “tips,” Amy as spokesperson, in studio, one minute or less; sponsor logo/graphics bottom third for duration of “tip”*

**In Studio Appearance on the Show -- \$500 each**

*Includes collaboration on segment, live or taped segment in studio, a representative from your business as spokesperson, an intro by Amy, 2 to 3 minutes, logo/graphics bottom third to appear 3x during appearance*

**On Location Appearance on the Show -- \$950 each**

*Includes collaboration on segment, taped on location, a representative from your business as spokesperson, an intro by Amy, 2 to 3 minutes, logo/graphics bottom third to appear 3x during appearance*

Appearances may include a “Daily Deal” available exclusively to our Living audience.

## ONLINE OPPORTUNITIES

*FOX 11 Living* attracts a loyal audience online, too. Many of our viewers go online to see segments they might have missed, get recipes or learn more about a business featured in the show. The *FOX 11 Living* “channel” or section is one of our top ten online destinations.

### **75,000 ad impressions/month in the channel -- \$900/month**

*Clickable ad units in all 4 primary sizes 300x250, 728x90, 638x60 & 300x100. Each ad unit can highlight a different facet of your business. Includes all creative development.*

### **120,000 ad impressions/month -- \$1,200/month**

### **Recipes eLetter Sponsorship - \$750/month**

*FOX 11 Living’s recipes are a very popular feature of the show and online channel. In addition, FOX 11 Living distributes a daily Recipes eLetter to over 3,400 opt-in viewers who like to receive recipes right in their inbox. The eLetter includes an opportunity for ONE (1) 300x250 sponsor.*

## Opportunities Unique to Key Categories

### Food Producers

*Amy cooks every day on FOX 11 Living. Sometimes twice a day. Festival Foods is the show's grocery sponsor. If you produce a food product like olive oil or cheese or sausage or wine and it's available at Festival Foods, Amy will use it regularly on the show by name, and your logo will appear in every recipe that includes this ingredient. Amy also likes to host seasonal recipe contests – a great way to create interest in your product!*

### Restaurants

*Amy will host a “big night out” event at your restaurant and invite our many viewers to attend with her.*

### Tourism Destinations

*Amy will visit your destination and theme a show or series of shows “Destination (Your Community)”. Shows will highlight all your attractions, activities, hotels/resorts and great food. Requires crew hospitality and minimum 10 segments (a multiple segment discount will apply.)*

### Retail

*Amy and our viewers like to shop. FOX 11 Living's shows are generally themed around a specific event or topic. We air a themed show around every major event on the calendar: New Year's, Super Bowl, Valentine's Day, Mardi Gras, St. Patrick's Day, First Day of Spring, April Fool's, Earth Day, Prom, Kentucky Derby, Cinco de Mayo, Mother's Day, Father's Day, Graduation, First Day of Summer, 4<sup>th</sup> of July, End of Summer, Back to School, Labor Day, First Day of Fall, Halloween, Sweetest Day, Thanksgiving, Christmas and First Day of Winter.*