



2019-2020 Media Plan

Bay Area LIFE – REPEAT SERIES Mushroom Wine & Beer Festival 11/1-11/10 2019

Looking for some Bay Area fun! You've come to the right place. This weekly half-hour ABC7 program takes you around the Bay Area to celebrate and share what makes this beautiful place we live in so fabulous Explore your Bay Area with ABC7!

- Two (2x) Bay Area LIFE 5 minute **Repeat (edited)** segments.
- Segments to air 10/27, 11/2



Bay Area LIFE – Tune In Campaign

ABC7 will produce and air a schedule of Mushroom Wine & Beer branded tune-in spots, encouraging viewers to watch the upcoming Visit Mendocino segments.

20x :15 sec Tune In Spots.

- One week flight, per segment/episode.

Bay Area LIFE – NEW SERIES Mendocino Crab & Wine Festival 1/27-1/26 2020

Looking for some Bay Area fun! You've come to the right place. This weekly half-hour ABC7 program takes you around the Bay Area to celebrate and share what makes this beautiful place we live in so fabulous Explore your Bay Area with ABC7!

- Two (2x) Bay Area LIFE 5 minute **New** segments.
- Segments to air 1/13, 1/19

Bay Area LIFE – Tune In Campaign

ABC7 will produce and air a schedule of Crab & Wine Festival branded tune-in spots, encouraging viewers to watch the upcoming Visit Mendocino segments.

20x :15 sec Tune In Spots.

- One week flight, per segment/episode.



\$10,000 Total



2019-2020 Additional Media Opportunities

Foodie Call

DIGITAL CONTENT SERIES

Overview

- A digital series of 4 episodes highlighting the culinary partner, through a short form delivery.
- Episodes will be released on a weekly basis over a 1 month flight.
- Each episode will be produced in a manner to drive intrigue about 1 specific element of the experience.
- The complete series will be provided for your use in additional markets, as well will the raw footage we shoot for the production of the program.

Elements

- Each episode will be distributed and released through the Midday newscast, website, and ABC7 social media platforms.
- Each episode is 2-5 minutes in length.
- The culinary partner and the Foodie Call Content Series will receive Homepage Takeover and Exposure each release date, on all ABC7 Digital Platforms.
- The social media posts will receive focused targeting of key demographic for the destination.
- The digital series will live on ABC7news.com for duration of campaign flight dates.

Total Commitment

- \$25,000



Sweepstakes

ABC7 will produce an on-air/online promotional Sweepstakes that will have viewers entering for a chance to win! The contest and more information about Visit Santa Clara will be found on abc7news.com. Currently, the ABC7 website receives more than 14 million page views each month.

- Online sweepstakes on abc7news.com
- Promotion in the ABC7 Contest & Promotions e-Newsletters. (60,000 users)
- Promotion on social media platforms, including Facebook and Instagram. (1.2M+ followers!)
- 1 Month Flight

\$5,000 net