

# HOME SHOW BUSINESS BOOSTER FOR JANUARY-FEBRUARY 2021

Station	December and January Programming	:30's Per Month	:30's Total	Adults 18+ Impressions
CBS2/FOX 28	NCAA Basketball: Pick 2 games each month each month on either station CBS2 or FOX 28	2x	4x	50,000
CBS2	Monday-Sunday 7pm-10pm PRIME	1x	2x	26,000
CBS2	Monday-Sunday 5pm-11pm Early / Late News	3x	6x	60,000
CBS2	Monday-Sunday 5am-9am Morning News	5x	10x	35,000
FOX 28	Monday-Sunday 9pm-1130pm Late News	3x	6x	60,000
FOX 28	Monday-Friday 7am-8am Morning News	5x	10x	13,750
FOX 28	Monday-Sunday 9am-12am Rotator	5x	10x	12,910
<b>One month or two month commercial totals</b>		<b>24</b>	<b>48</b>	<b>257,660</b>

## 2021 HOME SHOW

Put your important message in College Basketball, news, and primetime. Now is the time to market your business in the 2021 Home show. **SAVE 60%** with this offer!

**48 or 24 total :30 commercials ( 96 or 48 :15 ads): \$4,000 value!**

**FREE production of a :30 or :15 commercial: \$500 value!**

**FREE additional exposure from ASAP to 2/28/21 on our double-sided Digital Outdoor Billboard at Collins Road & C Avenue in Cedar Rapids:**

**The 3<sup>rd</sup> busiest intersection in town! - \$2000 value!**

**\$6,500 total value: yours for just**

**\$2,400! For 48 :30 second commercials or 96 :15 second commercials**

**Second proposed schedule**

**\$1,200! For 24 :30 second commercials or 48 :15 second commercials**

### SELECT TWO GAMES IN JAN-FEB

- Sat 1/23 Sun 1/24
- Sat 1/30 Sun 1/31
- Sat 2/6 Sun 2/7
- Sat 2/13 Sun 2/14
- Sat 2/20 Sun 2/21
- Sat 2/27

*schedule subject to change.*

*does not include a University of Iowa Men's Basketball game.*



Client Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_