

STAY VISIBLE

ON-AIR • ONLINE • ON LOCATION

ON POINT



VISIBILITY IS GROWTH • LEADS • PROFIT • DEMAND EVERYTHING

At NewTV, we know that visibility is important to any brand. Getting your company's name and logo into the public eye is often half the battle. That's why we're here to help!

Our visibility opportunities fall into 3 categories:

ON-AIR, **ONLINE**, and **ON LOCATION**.
All of them are ON POINT.

Choose one or more opportunities that best suit your current business needs and will best allow you to achieve your goals for exposure, demand generation, and growth.

ON-AIR - Your logo and company name are broadcast on our cable channels and via livestream to our viewers. Your visibility will extend to those who rewatch our content on-demand on NewTV.org.

ONLINE - Your logo is displayed as a clickable ad on our website or in one of our e-newsletters. Any clickable ads can be designed by you within the dimensions provided, or we can simply display your logo. Additionally, the ad can link to your homepage, or target any other landing page you specify.

ON LOCATION - Become a sponsor of one of our in-person events

All opportunities subject to availability. NewTV reserves the right to deny any visibility opportunity request that creates a conflict of interest or the appearance thereof.

ON-AIR

NEWTON NEWS • COMMUNITY CHANNEL • EDUCATION CHANNEL • GOVERNMENT CHANNEL
HIGH SCHOOL SPORTS • HIGH SCHOOL GRADUATIONS • CIVIC EVENTS

OPPORTUNITY	WHAT'S INCLUDED?	COST PER QUARTER	COST FOR FULL YEAR	TOTAL AVAILABLE
Newton News Primary Sponsor	<ul style="list-style-type: none"> • Logo and “PBS-style” voiceover mention at open and close of weekly Newton News broadcast • Clickable banner ad at the top of the Newton News webpage • Logo/Recognition on any on-air, print, or online promotion of Newton News 	\$1,500	\$5,000	1 per Quarter
Newton News Segment Sponsor	<ul style="list-style-type: none"> • Logo and “PBS-style” voiceover mention at open of the sponsored segment each week • Clickable ad on the Newton News webpage 	\$1,000	\$3,500	3 per Quarter
Channel Sponsor <ul style="list-style-type: none"> • <i>Community</i> • <i>Education</i> • <i>Government</i> 	<ul style="list-style-type: none"> • Logo and “PBS-style” voiceover mention displayed on the channel, a minimum of 3 times per day • Clickable banner ad at the top of the channel’s main webpage, as well as on that channel’s individual show pages • Logo/Recognition on any on-air, print, or online promotion of the selected channel 	\$1,500	\$5,000	6 per Quarter (2 per channel)
Programming Sponsor <ul style="list-style-type: none"> • <i>HS Sports</i> • <i>Newton Public HS Graduations</i> • <i>Newton Civic Events</i> 	<ul style="list-style-type: none"> • Logo and “PBS-style” voiceover mention at the open and close of broadcasts • Clickable ad on the webpage for the selected programming on NewTV.org • Logo/Recognition on any on-air, print, or online promotion of the selected programming 	\$1,000	\$3,500	6 per Quarter (2 per program type)

ONLINE

NEWTV.ORG HOMEPAGE • COMMUNITY CALENDAR • WEEKLY UPDATE E-NEWSLETTER
NEWTV JOURNAL E-NEWSLETTER

OPPORTUNITY	WHAT'S INCLUDED?	COST PER QUARTER	COST FOR FULL YEAR	TOTAL AVAILABLE
Homepage Banner Ad	<ul style="list-style-type: none"> Clickable banner ad at the top of our NewTV.org homepage 	\$1,500	\$5,000	3 per Quarter
Homepage Ad	<ul style="list-style-type: none"> Clickable ad on our NewTV.org homepage 	\$1,000	\$3,500	3 per Quarter
NewTV Community Calendar Sponsor	<ul style="list-style-type: none"> Clickable banner ad at the top of our Community Calendar page on our website Clickable ad in the Community Calendar section of our Weekly Update e-newsletter Logo/Recognition on any on-air, print, or online promotion of the Community Calendar <i>(including weekly social media posts)</i> 	\$1,500	\$5,000	1 per Quarter
Weekly Update E-Newsletter Banner Ad	<ul style="list-style-type: none"> Clickable banner ad at the top of our Weekly Update e-newsletter 	\$1,500	\$5,000	1 per Quarter
Weekly Update E-Newsletter Interior Ad	<ul style="list-style-type: none"> Clickable ad within our Weekly Update e-newsletter 	\$1,000	\$3,500	3 per Quarter
NewTV Journal E-Newsletter Banner Ad	<ul style="list-style-type: none"> Clickable banner ad at the top of our quarterly NewTV Journal e-newsletter 	N/A	\$2,500	1 per Year
NewTV Journal E-Newsletter Interior Ad	<ul style="list-style-type: none"> Clickable ad within our quarterly NewTV Journal e-newsletter 	N/A	\$1,500	3 per Year

ON LOCATION

ANNUAL MEETING • CONES 'N CARS • RED CARPET AWARDS • TEAMWORK TRIVIA • AND MORE!

NewTV has several in-person events throughout the year. From our annual Red Carpet Awards, to our combination classic car show and ice cream social known as Cones 'n Cars, our events are lots of fun for our members and the local community alike! With a wide variety of sponsorship opportunities and advertisement channels, our event sponsors receive a great deal of exposure both at the event and in the weeks leading up to it.

Due to the ever-changing status of the COVID-19 pandemic and the associated restrictions, our events have been subject to change over the past 2 years. We will announce events and the associated sponsorships with our partners and other local businesses as they are planned. **If you would like to be on our priority list for event sponsorship consideration, please contact Valerie at**

**valerie@newtv.org or
(617) 965-7200, ext. 151.**

DID YOU KNOW?

Our Community Partners are automatically placed in Primary and Secondary sponsorship slots for our many events. Please contact Bob Kelly (*information on the facing page*) for more information on our Community Partnerships.

THANK YOU

We truly appreciate your consideration and support!

Please see the enclosed order form to make your selection(s). Return your completed order form in the pre-addressed envelope, or scan and email it to bobk@newtv.org.

QUESTIONS?

Please contact NewTV's Executive Director Bob Kelly at:

(617) 965-7200, ext. 117

or

bobk@newtv.org

Inquire about our Community Partnerships to learn how your organization can further support the overall mission of NewTV, while receiving additional Visibility Opportunities and other benefits.

NewTV is a 501(c)(3) non-profit organization.

ON LOCATION

ANNIVERSARY GALAS • ART GALLERIES • CONES 'N CARS • RED CARPET AWARDS
TEAMWORK TRIVIA • AND MORE!

NewTV has several fun-filled in person events throughout the year. From our annual Red Carpet Awards, to our combination classic car show and ice cream social known as Cones 'n Cars, our events are a great experience for our members and the local community alike! With a wide variety of sponsorship opportunities and advertisement channels, our event sponsors receive a great deal of exposure both at the event and in the weeks leading up to it.

Due to the ever-changing status of the COVID-19 pandemic and the associated restrictions, our events have been subject to change in recent years. We will announce events and the associated sponsorships to our partners and other local businesses as they are planned. **If you would like to be on our priority list for event sponsorship consideration, please contact Valerie at**

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