



THE WELCOME CHANNEL®

PREMIERE VISITOR CHANNEL

Airing in exclusive hotels across Miami and the Beaches

PREMIERE VISITOR PROGRAMMING

The Welcome Channel is Miami and the Beaches premiere visitor in-room programming. Airing 24 hours a day, 7 days per week, in Miami & the Beaches finest hotel and resort locations, the **Welcome Channel** highlights the very best of Miami and the Beaches has to offer in terms of dining, shopping, entertainment, arts, cultural attractions, Miami and the Beaches real estate addresses, and Miami's numerous events... catering to both our international and domestic travelers alike. To stay up to date with the very latest taking place in our world-class city, programming and commercial segments update monthly, with our clients having the same option.

POTENTIAL REACH

Frequency: Each commercial spot airs a minimum of 20 times daily, per hotel room in our distribution

Distribution: 27 Hotels. 10,590 Guest rooms carrying our English Programming with 2,332 guest rooms carrying our Spanish programming respectively.

Reach: 1.5 million viewers annually- 122,844 monthly- 30,711 weekly

The Welcome Channel has the potential to reach 97,339 targeted hotel guests monthly, to over 1 million viewers annually (based upon 8,723 rooms at 80% occupancy with 1.45 person/per room with an average stay of 3 nights.)



MONTHLY UPDATING

The Welcome Channel updates monthly. Affiliate hotel and resort properties carrying the Welcome Channel are provided by a digital network allowing for instantaneous updates and time of day programming.



CLIENT BENEFITS

Commercial segments air 20+ times daily to a targeted audience, per hotel room in our affiliate hotel and resort properties (carrying our exclusive English and Spanish programming).



COMMERCIAL ADVERTISING PACKAGE

FEATURE PACKAGE

Feature Package: 90 second fully produced feature segment with supporting interview

- Commercial billboard highlighting location, phone number, address and website

Rates: 12 week package \$500/week gross
36 week package \$400/week gross
52 week package \$300/week gross

Minimum Ad Buy: 3 months

CLIENT SUPPLIED COMMERCIALS

Thirty Second Commercial supplied by client.

Rate: \$250/week gross 12 week package
\$225/week gross 36 week package
\$200/week gross 52 week package

Minimum Ad Buy: 3 months

PRODUCTION RATES

Production: One time fee of \$2,000.00 net
Includes: Filming with full production crew, Voiceover talent, (English and Spanish) recording studio time, video editing, and creation of :10 second commercial billboard.

