

**Real Estate  
Programming**



## **SOUTH FLORIDA REAL ESTATE SEGMENT**

### **WELCOME USA REAL ESTATE PROGRAMMING**

**Welcome USA's South Florida Real Estate** programming is provided in over 28 hotels and is broadcast into over 11,044 hotel rooms in the Miami/Miami Beach area.

**Welcome USA's** Real Estate programming has the potential to reach over 128,110 hotel guests monthly to over 1 million viewers annually (based upon 11,044 room @ 80% occupancy with 1.45 person/per room with an average stay of 3 nights)

South Florida real Estate segment's cost per hotel is \$78.57 (based upon 28 hotels @ \$2,200.00 per month advertising rate)

Monthly cost per hotel room is .19¢ (based on 11,044 rooms)

**TOTAL # OF HOTELS: 28**  
**TOTAL # OF ROOMS: 11,044**

### **COMMERCIAL PACKAGE**

**ADVERTISING PACKAGE:**

:90 second editorial style commercial with announcer discussing all aspects of the real estate development.  
:10 second closing billboard which recaps the development (name, address, phone number logo, etc.) .

**FREQUENCY:**

Each commercial will run over 34 times per day in all of our affiliated hotels. Each commercial will air over 1,000 times per month of each individual hotel room.

**ADVERTISING RATE:**

\$2,200 (Gross) per month.

An optional :30 second promotional spot is available at \$900.00 per month.

**OTO PRODUCTION COSTS:**

\$3,000.00

Includes production costs of the commercial and billboard.

**DURATION/TERMS:** Three month minimum contract.