

# Members Only Media Options



## • Comcast Spotlight:

Cable television can be an effective media to reach a wide audience. But if you go too wide, the cost can be staggering for a small business. Our coop program identifies a limited number of networks that reach an audience of viewers aged 40 plus, educated with higher income. Commercials will air over all 5 networks and total number of commercials per month will vary based on schedule. (See *sample at [www.ncbeadvertising.com](http://www.ncbeadvertising.com)*)

This is an ideal program for branding your company and it presents an opportunity to promote seasonal offers as well.

### How it works:

Your ad will be paired with either 1 or 2 member businesses. Production can include a video shoot, or still photos that can be manipulated in production to appear as live shots.

*2 member commercials will allow for 12 seconds (ample time to show images and brand with voice over) and cost \$500 per member business.*

*3 member commercials will allow 9 seconds per business and cost \$350 per member business. Each business will be separated by a promotional slide for NCBE.*

Commercial production options can include working with still images and/or video. Still production would allow for the lowest cost, whereas video production will increase cost. Estimates are based on minimal production options (see sample video production at [www.ncbeadvertising.com](http://www.ncbeadvertising.com)).

- 2 hour video edit with still photos: \$250
- 3 hr video shoot (including travel time) 2 hr video edit: \$500
- On site, or phone preproduction meeting required



Take advantage of this offer, contact Melissa at Boylan Point Agency:  
**(707) 544-3390** or [melissa@boylanpoint.com](mailto:melissa@boylanpoint.com)