

WSKI 17

SUGARLOAF

wskitv.com

KNOW BEFORE YOU GO

IN A DESTINATION MARKET, WE ARE DESTINATION TV

From our Carrabassett Valley studio at the base of Sugarloaf Mountain in Maine, WSKI TV-17 is seen by more than 8,000 Spectrum Cable subscribers from Eustis to Kingfield. With televisions pre-set to Channel 17 to ensure guests tune in, 'Tabletop Info' is provided in Hotel, motel and rental accommodations on the Mountain and region-wide.

WSKI-TV 17 IS THE #1 NIELSEN RATED TV STATION

in our Market year after year because our focus is geared specifically towards outdoor enthusiasts; residents, visitors, and vacation homeowners to Know Before You Go

PART OF THE COMMUNITY

We are part of the fiber of the Sugarloaf and Maine High Peaks communities who have tuned in for our exclusive information and entertainment for 40 years.



REASONS AUDIENCE WATCH:

80%
WEATHER &
CONDITIONS

85%
DINING &
NIGHTLIFE

55%
LIFESTYLE &
ENTERTAINMENT

25%
FAMILY
ACTIVITIES

20%
LOCAL REAL
ESTATE

20%
SHOPPING

TV VIEWING ON VACATION:

70% of audience watched WSKI during vacation/market visit

4X more likely to watch WSKI than average television network while on vacation

60% of the audience recalls watching the Mountain Report, our live morning show

SPONSORS ARE FEATURED IN OUR SOCIAL MEDIA WITH WEEKLY VIEWS 20,000-25,000



LIVE SHOWS STREAM AT WSKITV.COM
Local Forecast, Activities, Events, Places to Go.

WSKI-TV 17 SPONSOR OPTIONS

OPTION 1:

Info Page Photograph/logo, text inf w/ 12s 'Voice Over' in "Explore the Maine High Peaks Region" 3X daily

Annual Rate: \$750

Month: Peak \$200 | Low \$110

OPTION 2:

Video Spots in "Explore the Maine High Peaks Region" 3X daily.

Annual: 60s \$2640 | 30s \$1540

Month: 60s Peak \$660 | Low \$250

Month: 30s Peak \$385 | Low \$220

OPTION 3:

Video Spots in "Living the Dream" Real Estate / Home Services 4X daily.

Annual: 30s \$1100

Month: Peak \$275 | Low \$190

OPTION 4:

Video Spots & 7 sec. Bumper in "From the Archives of WSKI" or "Snowfields Highlights" ('brought to you by...' + 30 sec. video spot)

S.H. 3X daily | F.A. 2X daily

Annual: S.H. \$1650 | F.A. \$1100

OPTION 5:

Video Spots in "WSKI's Mountain Report" 30 sec. in Live shows in winter 7:30-9am, pre-produced shows year-round.

Annual: \$3300

Month: Peak \$825 | Low \$275

OPTION 6:

Weather & Trail Report Sponsors (SOLD):

Annual: \$6000

WSKITV.COM OPTIONS

WSKI streams our popular Mountain Report live shows, & posts Weather & Trail Reports and all Local Videos; 20,000-25,000 weekly views (winter); 3000-10,000 (summer)

QUAD CAM BANNER

Annual \$1850

TOP BANNER (468 X 60 jpg or gif)

Annual \$1850

BOTTOM BANNER (468 X 60 jpg or gif)

Annual \$1300

BOTTOM RIGHTw SIDEBAR (330 X 156 jpg or gif)

Annual \$1300

VIDEO CATEGORY BANNER (610 X 60 jpg or gif)

Annual \$1000

VIDEO PRODUCTION RATES

Standard Ads for WSKI & Other Media

30 second videos:

\$75 X 3 hrs. (1 hr. shoot / 2 hr. edit) = \$225

60 seconds:

\$65 X 5 hrs. (2 shoot / 3 edit) = \$325

90 seconds:

\$60 X 6 hrs. (2.5 shoot / 3.5 edit) = \$360

WSKI'S STOCK FOOTAGE LICENSE

\$250 per 60 minutes running time.

All associated production work, research, editing, duplication, transfer, videotaping @ \$75 per hr.