



"Buy Local" Holiday Television Campaign

The Zanesville-Muskingum County Chamber of Commerce is teaming up once again with WHIZ-TV to put together a cooperative community-awareness campaign to promote the benefits of buying goods and services locally—especially during the holiday season. This promotion is a perfect opportunity for businesses to increase visibility at a relatively low cost per exposure.

Five different 30-second television messages will be produced, espousing the virtues of buying locally. Each message will feature five representatives from participating businesses. Each representative will be on-camera voicing one segment of each message, with the representative's company logo featured prominently on screen at the same time. Scripts will be prepared by the Chamber and WHIZ-TV and will be provided to participating businesses.

Each of the five messages will air a minimum of 100 times over the course of the campaign tentatively slated to run from November 15th through December 24th, and will appear in Sunrise in Southeastern Ohio, The Today Show, Live at Noon, the WHIZ-TV Reports at 6, 7, and 11, as well as NBC and syndicated programs. The cost to participate in this high-profile community-awareness campaign is \$535 per business. If you would like to have a presence on multiple versions of the campaign, a second position may be added at \$500, and \$485 for a third, fourth, or fifth segment.

For an additional \$295 per business, an individual, free-standing holiday message may also be produced at the same time to air 50 additional times from Thanksgiving to New Year's Day. The messages will feature the business representative on screen conveying either a holiday greeting or a "Buy Local" message on behalf of the respective business: *Merry Christmas and Happy New Year from all of us at (your business)* OR: *At (your business), we encourage everyone to shop and buy locally this holiday season.*

Return the registration form or contact Ashley Umstott at the Chamber of Commerce by calling 455-8282 to make payment arrangements and schedule a recording time. Recording sessions will be scheduled for November 7th and 8th at WHIZ and it takes each participant approximately 10 minutes to complete. Questions may be directed to Tom Strock at WHIZ at 819-6747.



The Chamber of Commerce...Giving Your Business an Edge!



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Registration Form

Company Name: _____

Address: _____

Company Contact: _____

Company On-Air Representative: _____

Phone: _____ Fax: _____

Email: _____

Participation Options (please check or number):

___\$535 one version; ___\$500 second version; ___\$485 (please number each additional)

___\$295 for 50 additional free-standing messages

Payment Options:

Check Enclosed: _____ Please Invoice: _____

Please fax your completed form to 740-454-2963

Or scan and e-mail to: aumstott@zmchamber.com