



WYOU-TV is proud to present to Business owners an affordable means to promote their business for Christmas in The Electric City. It is a Shared Television Campaign designed for small businesses to advertise for the event. By several neighborhood businesses pooling their marketing funds together it makes it much more affordable to advertise your business on television for the 2008 Holiday Season.

Here's How It Works!

1. WYOU will take digital photos of your business. An external shot and 3 to 4 interior shots.
2. WYOU will gather informational bullet points on your business that you would like in your shared commercial.
3. A minimum of (20) :30 second Shared commercials will air for the 2008 Christmas in The Electric City promotion.
4. Shared Television spots will air in Morning-Afternoon News, Daytime programming, Early News, Prime Access and Late News.
5. There will be a Christmas in The Electric City page developed on PAHomepage.com with your logo that will link to your businesses website for one month.

**Join other Business Owners to Promote and Advertise
Your Business for Christmas in The Electric City!**

Christmas in The Electric City Investment

Package Value: \$3500

Your Cost: \$450

Cost includes production

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