LOVE COMMUNICATIONS

UOT 2020 Co-Op

In-State Advertising Packages

KSL TV Campaign

Use the power of broadcast to **inspire Utah travelers statewide to explore our own backyard**

- :15 commercial placement on KSL (Ch. 5)
- Extend spot message with additional on-air exposure through added value sponsorships tying into *KSL Morning News*, as well as NBC's *Today Show* and *Tonight Show*.
- In-show feature with *Outdoors with Adam Eakle* (Saturdays at 6:30p)*
- Packages available for both Sept/Oct 2020 and Feb/March 2021 timing.
- Station partnership provides 100% matching value on investment.

Final approval at the discretion of KSL's News Director. Sponsor acknowledges and agrees that all of KSL's broadcast related content and date it will air is at the discretion of the news department. Also, all promotional obligation are subject to preemption for breaking news and emergency new coverage

KSL TV

Campaign Element	Reach/ Impressions
$10,000 Broadcast Schedule on KSL (:15 spots)	**900,000**
Bonus on-air schedule ($3,500 value)	**265,000**
2-Weeks KSL TV News/Today Show Weather Sponsorship 15x :04/:07 Billboards, M-F 7a-9a	**455,000**
1-Week Tonight Show with Jimmy Fallon Sponsorship 5x :07 billboards, M-F 10:35p	**205,000**
KSL Outdoors Show – "Celebrate Utah Feature" 2-3min Interview/Feature with show host, Adam Eakle.	**17,000**
	1,842,000

Total Value: $20,000

Total Investment: $10,000

($5,000 Destination / $5,000 UOT match)

Destination will need to provide :15 TV spot(s) and logo/image assets for sponsorship billboards.
Scheduling for interview will be coordinated between show host and destination spokesperson availability.
KSL can provide production services at no additional cost for TV spot(s) if destination provides b-roll, logo/graphics and script.
If destination needs help gathering visual assets and/or script writing additional fees may apply.

Road Trippin’ with KUTV

Use the power of broadcast to **tell your location story in long-form!**

Packages available for both Sept/Oct 2020 and Feb/March 2021 timing.

Pre-taped segments filmed on location **at your destination***, and will air on Fridays.

- KUTV Morning News airing approximately at 5:45am** (90 seconds)
- KUTV Morning News airing approximately at 6:15-6:45am (60 seconds)
- KUTV Morning News airing approximately at 6:56am (60 seconds)
- KJZZ Morning News airing approximately at 7:15am (90 seconds)
- KJZZ Morning News approximately at 7:45am (90 seconds)
- KUTV at Noon (repeat of 1x KJZZ segment)
- Fresh Living (3:00-4:00 minutes) Airs KUTV 1pm, KMYU 2:30pm and KJZZ 3:30pm
- Segments hosted for up to 6 months on kutv.com in Road Trippin’ section

*Destination may be asked to provide lodging for photographer and talent (x2 rooms) for one night for travel outside the Wasatch Front.
**Due to the nature of live news, segment times are subject to be changed or bumped in the event of breaking news.

Road Trippin' with KUTV

Campaign Element	Reach/ Impressions
Morning News/Noon News Segments – 8 minutes content	**210,000**
Fresh Living Segment – 4 minutes content	**43,000**
(1) Targeted Email to "Travel Enthusiasts" (3rd Party List)	**50,000**
Targeted Display Banners to "Travel Enthusiasts" on KUTV.com	**100,000**
KUTV AM News – Boosted Facebook Post of (1) on-air Segment	**10,000**
KUTV Fresh Living – Boosted Facebook Post of on-air Segment	**10,000**
$6,500 Broadcast Schedule on KUTV/KJZZ (:15 spots)	**590,000**
	1,013,000

Total Value: $20,000

Total Investment: $10,000

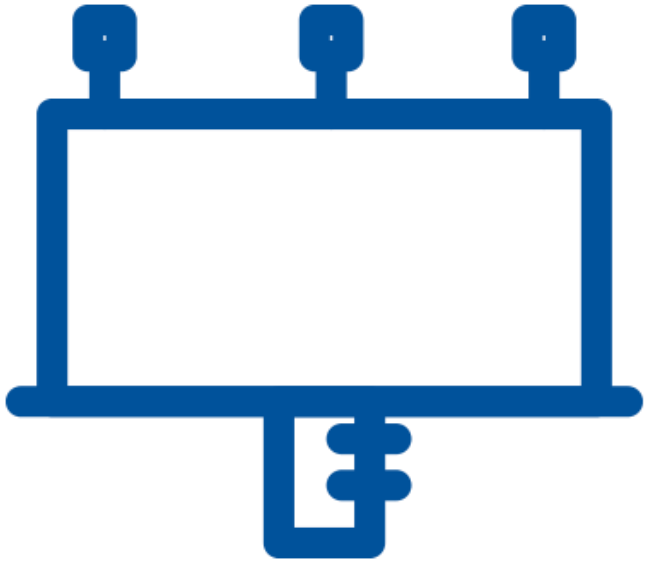
($5,000 Destination / $5,000 UOT match)

***Need a *minimum* of (3) DMO partners per period to execute this package. Sept/Oct 2020 & Feb/March 2021.**
Destination will need to provide :15 TV spot(s), logo/image assets and copy for eblast, and web banners.
If destination needs help gathering visual assets and/or script writing additional fees may apply.
Scheduling for Road Trippin' segments will be coordinated between KUTV News and destination spokesperson availability.

Digital Outdoor

Inspire Wasatch Front travelers with **vivid images of your travel destination** displayed along I-15.

- Ad rotation on high-impact 14’ x 48’ digital billboards.
- Placement to rotate across (12) locations over 2-month campaign, providing maximum reach across the Wasatch Front I-15 corridor.
- Flexibility to rotate and/or change messaging throughout.
- Extended exposure with vendor’s 100% match on investment.
- Packages available for both Sept/Oct 2020 and Feb/March 2021 timing.



Digital Outdoor

- 2-Month Outdoor Campaign
- 8-second ad rotation across (6) locations each month
- Minimum 92,520 ads per month
- 2,352,401 impressions per month

Total Value: $21,177

Total Investment: $10,000

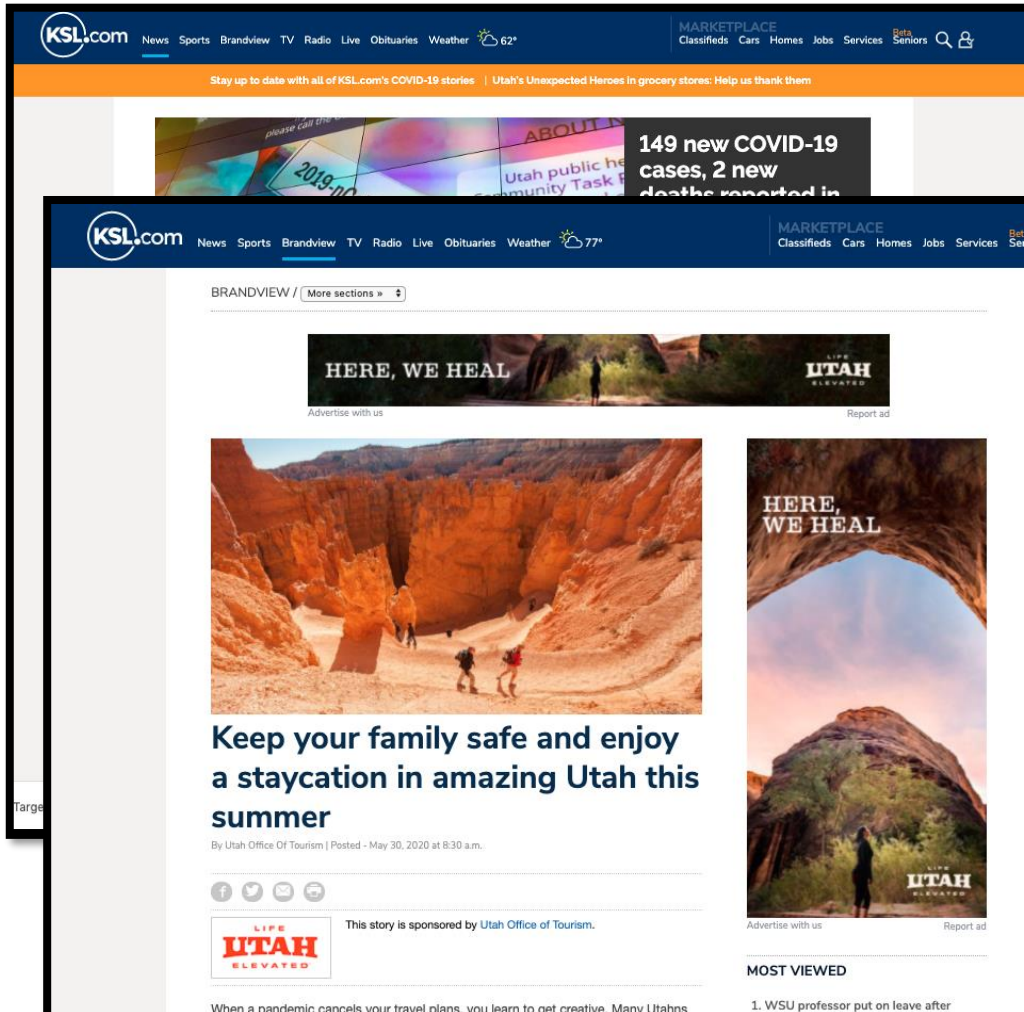
($5,000 Destination / $5,000 UOT match)

***Need a *minimum* of (3) DMO partners per period to execute package. Sept/Oct 2020 & Feb/March 2021.**
Destination will need to provide ad creative laid out to spec (416 px H x 1504 px W).
If destination needs help with ad design, vendor can provide services for additional $275 per ad version.

KSL.com Native

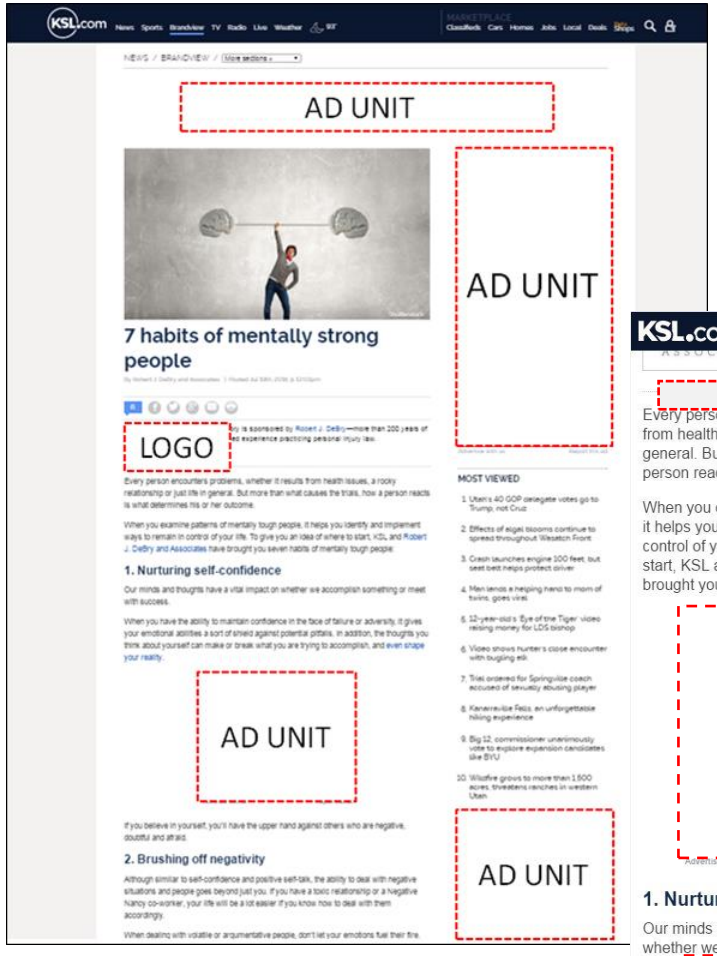
Use #1 local media site in the US to reach Utah travelers with **inspirational native content**.

- KSL's version of native content is called BrandView.
- BrandView puts your content on the homepage of KSL.com
- KSL's content team can write the articles or each destination can provide their own.
- The perfect way to promote/educate/showcase your destinations many beautiful travel locations and to provide information around why their next vacation should be a staycation.
- Packages available for both Sept/Oct 2020 and Feb/March 2021 timing.

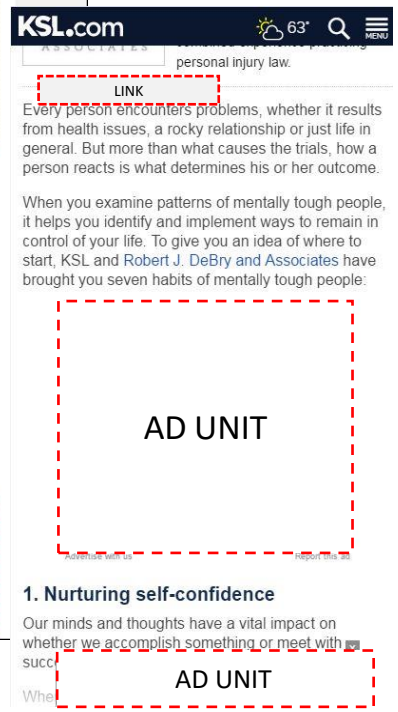


KSL.com Native

Desktop Ads



Mobile Ads



- Minimum 2 article campaign (includes one social post per article)
- Brand owns 100% of all ad slots
- Average page views: 7,500
- Average time spent with each article: 3+ minutes

Total Minimum Investment: $4,400 (2 Articles)

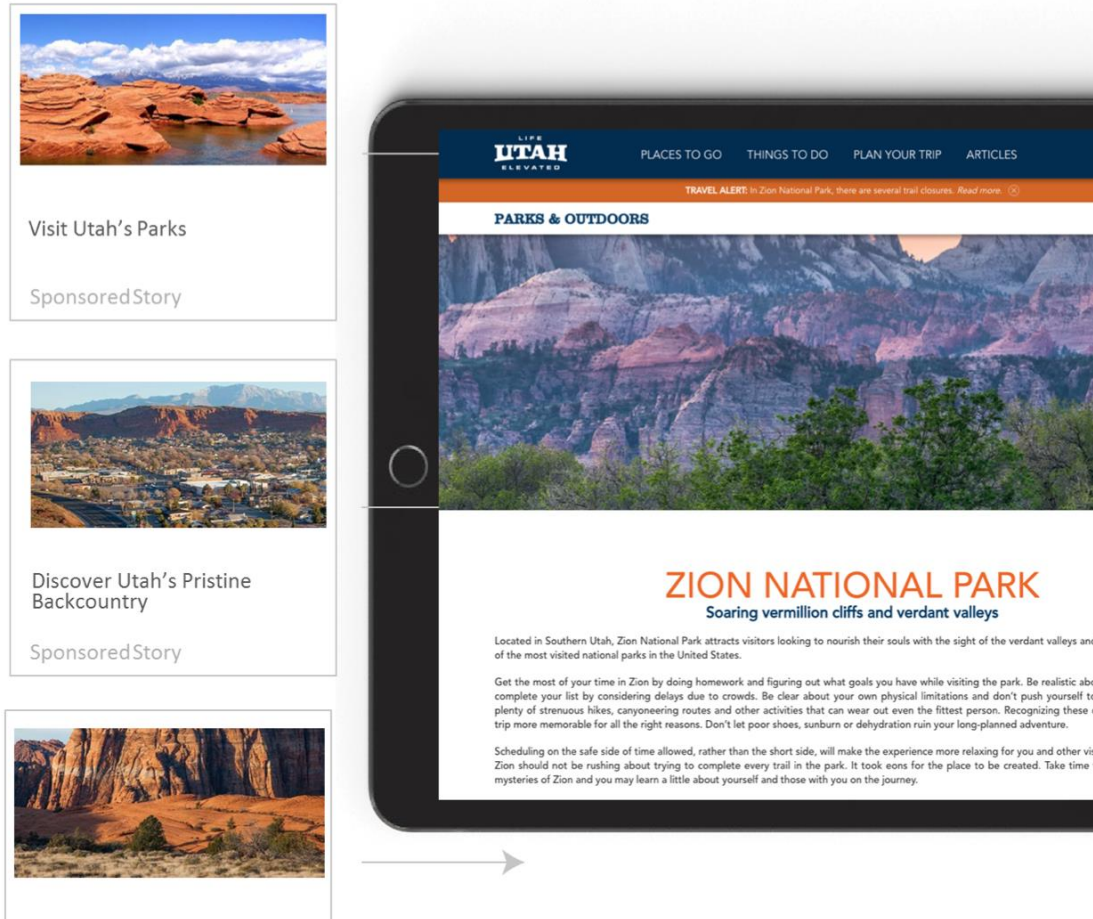
($2,200 Destination / $2,200 UOT match)

***Destination will need to provide content direction for KSL team to write articles or can provide articles fully written. Display banners (300x250, 300x600, 320x50, 728x90, 970x250) and logo will also need to be provided for on page display.**

PulsePoint Native

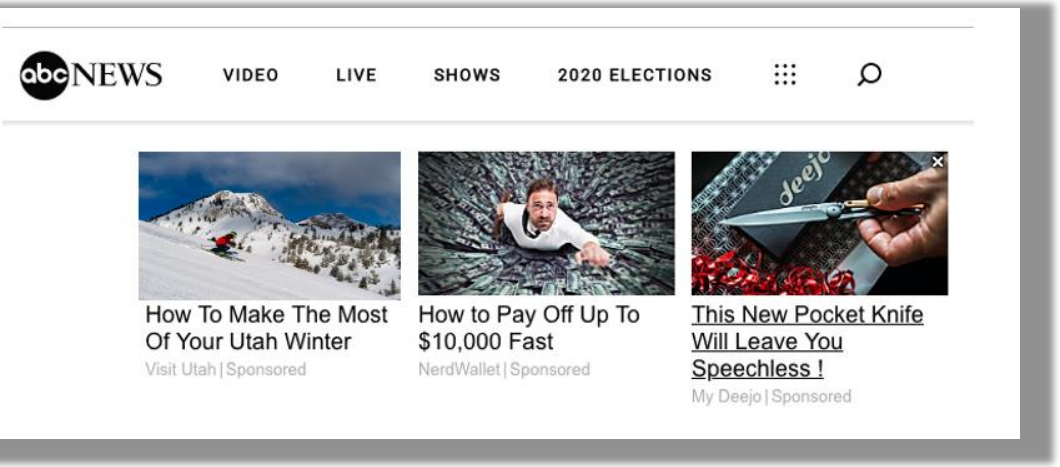
Use Visit Utah's **top performing programmatic** native partner to reach Utah travelers in real time.

- Audience Targeting:
  - Keyword: Utah national parks, hiking, biking, mountain biking, rock climbing etc.
  - Categories: traveling, outdoors, Utah vacations, mountain vacations, desert vacations.
  - Demo: HHI $80k+, age 26+
  - Intent Signal: Actively planning a vacation.
- BrandSafety: Placements to exclude content related to COVID-19.
- Headline and Image Variant Testing
- Packages available for both Sept/Oct 2020 and Feb/March 2021 timing.

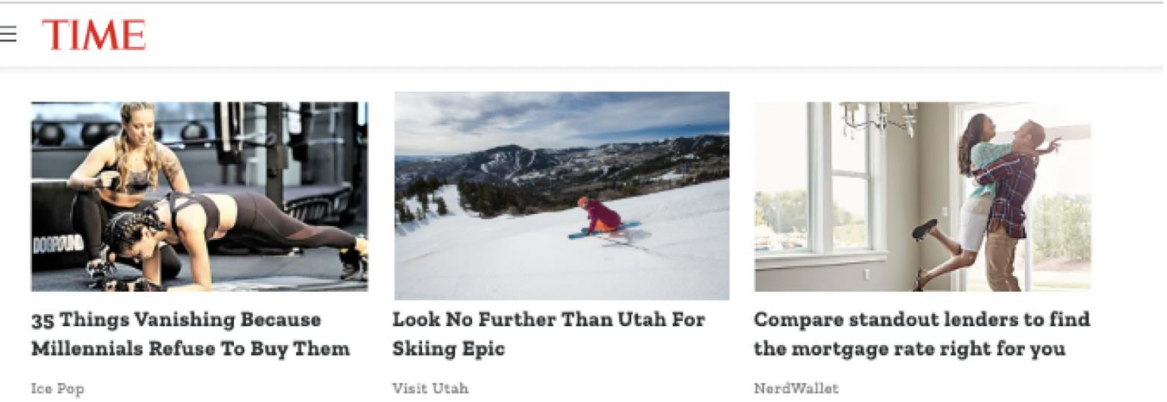


PulsePoint Native

Headlines



- Minimum 2-month campaign
- KPIs: Page Views, Avg Time on Page, Booking Information**
- Average page views: 14,700
- Average time spent with each article: 2.5 minutes



Total Minimum Investment: $11,000 (3+ Articles)

($5,500 Destination / $5,500 UOT match)

***Destination will need to provide articles fully written with accompanying images/photography. Itineraries and listicles tend to perform best.**

Questions

Any questions regarding these advertising packages can be directed to:

KSL TV / KUTV / Outdoor
Megan Griffin
Media Director
Love Communications
mgriffin@lovecomm.net

KSL.com / PulsePoint
Jonathan Smithgall
Director of Digital Marketing
Love Communications
jsmithgall@lovecomm.net