

KMVT's INFONET/MESSAGE BOARD

KMVT's Infonet Bulletin Board System is a new, fully integrated information and delivery system that lets you author, schedule and broadcast your information and content to over 38,000 homes in Mountain View, Los Altos and Cupertino. With Infonet, you can work with KMVT to create engaging graphic and multimedia content to promote your events, increase public awareness of your services, and improve your fund raising capabilities.

INFONET MESSAGES: GETTING YOUR MESSAGE ON THE AIR

KMVT's Infonet system is designed to enhance the public communication efforts of nonprofit organizations, educational institutions and municipalities in the Mountain View, Los Altos and Cupertino areas.

Getting your message on the air is easy. Submittal forms and message rates are available on our website (www.kmvt15.org) or by calling 650-968-1540. The form is easy to follow, and the rates are adjusted based on the design elements you have selected and the length of time you wish air your message. Simply send or fax your completed submittal form, including any artwork and payment to KMVT and within seven (7) days you will see your message appear on Channel 15.

All messages submitted to KMVT must include:

- Name of the organization
- Contact Information
- A clear and concise message
- Completed Infonet Submittal Form
- Advance payment for services

Limitations:

Promoting a for-profit organization/business/ or entity is strictly prohibited.

All messages must not contain any information that could be deemed offensive to the general public. KMVT, at its sole discretion, can accept or refuse the airing of any submitted Infonet message. If a message is deemed inappropriate for KMVT, KMVT will refund payment in full.

INFONET ZONES:

Identification Zone:

The Identification Zone is located at the top left corner of the Infonet screen. Both KMVT and City identifications are located here. This is a static zone; the information here will not change.

Message Zone:

The Message Zone is reserved for nonprofit, education and municipal agencies only. The Infonet Master will air pages according to the following priorities:

- City Government Content
- Paid Client Requests (Located within service area)
- Paid Client Requests (Serves contracted cities)
- School Content
- KMVT Programming Information
- Non-Profit Requests (Located within service area)
- Non-Profit Requests (Serves contracted cities)
- Non-Profit Requests (Out of Area)

In order to be eligible to put a message in the Infonet Message Zone, organizations must qualify by presenting:

- Proof of non-profit status
- A valid EIN Number

Authorization from affiliated City Management must be obtained if message is being distributed under the umbrella of a KMVT approved City contract.

Sponsor Zone:

The Sponsor Zone is located in the lower left box. Sponsors are placed in the box based on payment of sponsorship, or gifts in kind. Sponsor graphics can include name and contact information (website and/or phone number), logo and photo. Any reference to a "call to action" is strictly prohibited.

Crawl Zone:

The Crawl Zone will run continuous local news throughout the day. KMVT will run news items of special interest to the local community, and will change the information daily. Cities that contract KMVT services, can use this Zone for emergency information, such as an Amber Alerts, closure of roads, natural disasters, etc.

CREATE YOUR TEMPLATE

KMVT will create a template for your organization that can be used repeatedly throughout the year. Using your logo and contact information, KMVT will create a template that allows you to change the textual content every two weeks. Once the template is created, changes can be made -- free of charge! This option is ideal for organizations that announce many activities throughout the year.

A digital image of your logo is requested for the highest quality template.

CREATE A UNIQUE INFONET MESSAGE:

You can work with our graphic designers to create a truly unique Infonet page, with multimedia imaging. Consultation is required.

INFONET MESSAGE ROTATION:

Infonet messages will rotate pages in the following manner:

Messages will be 20 seconds in length, allowing 3 messages per minute
Infonet is "on air" approximately 12 hours per day
Organizations can purchase airtime equaling 32 impressions per day

INFONET RATES:

Infonet Original Slide Creation	Cost	Daily Airings/Total Airings
Airs up to 6 Weeks	\$25	36/1512
Each Additional Week	\$10	36/252

INFONET SPONSORSHIPS:

Many businesses show their support of KMVT and the community by sponsoring a page in the Infonet Sponsor Zone. Upon request, your graphic image can be queued to appear in the Sponsor Zone at the same time as a selected image in the Message Zone. All sponsorships run for minimum 30 days, 1000 impressions.

Cost: \$300