

KMVT NONPROFIT MEDIA SOLUTIONS

"Creating a digital marketplace for the stories that connect our communities"

NPO INFONET/BULLETIN BOARD

KMVT's Infonet Bulletin Board System is a fully integrated information and delivery system that lets you broadcast your information to over 100,000 viewers in Mountain View, Los Altos and Cupertino. 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. Airst when no programming is on the air (12 midnight-4 pm.)



Item Description	Cost	Daily Airings/Total Airings
Infonet Original Slide Creation Airs up to 6 Weeks	\$25	Up to 6-weeks (36/1512)
Each Additional Week	\$10	36/252
Additional Services		
Add Bulletin Board to any Video PSA creation	add \$20 <i>(See PSA information on next page)</i>	Up to 6-weeks (36/1512)
Bring Your Own Video PSA (Playback airtime only for your PSA brought to us on MiniDV, S-VHS, DVD or VHS)	\$25	Up to 6-weeks (36/1512)
Bring Your Own Video PSA plus Bulletin Board Combo Package	\$45	Up to 6-weeks (36/1512)

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PUBLIC SERVICE ANNOUNCEMENT (PSA)

KMVT's Public Service Announcement System allows your organization to uniquely market its services and events through local cable television -- at an affordable price. Introduce your nonprofit organization to over 100,000 viewers. KMVT's professional production team will work with you every step of the way to design a custom PSA that meets your specific needs and budget. Once production is complete, KMVT will air your PSA on Channel 15 in Mountain View, Cupertino and Los Altos. A master copy of the PSA will be given to you for further distribution in alternative media markets. PSAs air three (3) times a day for maximum of 6-weeks in-between our programming from 4 pm-12 midnight.

PSA's	Cost	Total Airings/6 wks (3x/day)
Basic PSA Day	\$40	126
Basic PSA	\$60	126
Premium PSA	\$250	126
Each Addl. Week of Airing	\$25	21

Basic PSA Day: Is the first Thursday of each month. You must call to sign up for a 1-hour time slot to record your PSA. Using our state-of-the art studio and a professional technician, you can send your spokesperson to our station to deliver your organization's "call to action". Teleprompter services are included for ease of delivery. Your logo and contact information will be included in each production. Script assistance will be provided.

Basic PSA: This is the same as Basic PSA Day, but can be scheduled anytime during the month, by appointment only.

Premium PSA: Customize your PSA with digital photographs or video in order to enhance the clarity of your message. KMVT's professional staff will provide 8-hours total of consultation services, off-site video production, non-linear editing and studio voiceover and graphic technology. This Premium PSA recording can be scheduled anytime during the month, by appointment only.





KMVT PSA Day Information

Introduce your nonprofit organization to over 100,000 viewers by creating a personalized Public Service Announcement on KMVT's PSA Day. Using KMVT's state-of-the-art studio and a professional technician, you can send your spokesperson to our station to deliver your organization's "call to action". Teleprompter services are included for ease of delivery. Your logo and contact info will be included in each production.

Please refer to our NPO Solutions Price List for more information and customized solutions.

Here's what you need to know:

- PSA Day is the first Thursday of each month 11AM until 4 PM. Time slots run on the half hour, and appointments are required by calling (650) 968-1540.
- A "chroma key green screen" backdrop will be used in order to graphically place your logo or photo behind you. **Please submit your electronic logo or photo at least 24 hours in advance of your appointment; all common graphics formats accepted. Please do not wear green.**
- A teleprompter will be available. **Please provide a script in electronic form at least 24 hours in advance via email (MS Word, plain text or in body of email)**
- Keep script information to the basics (*see example below*): Who, What, Where, When, Why, cost and contact info (phone and website only)
- Please keep length 30 to 60 seconds

QUESTIONS? Please call our PSA Director at (650) 968-1540 or email at psa@kmvt15.org

PSA Example: 30

THE BAY AREA'S BUSTLING FESTIVAL SEASON OFFICIALLY KICKS-OFF WITH THE SIXTH ANNUAL A LA CARTE & ART, MAY 18TH AND 19TH IN DOWNTOWN MOUNTAIN VIEW.

IT'S A FESTIVE SPRINGTIME CELEBRATION WITH GOURMET FOOD AND WINE, FINE ART AND HANDMADE CRAFTS, BLUES, JAZZ AND ROCK 'N ROLL MUSIC, A FARMERS' MARKET, AND THE TONS OF FUN ZONE FOR KIDS.

BRING THE WHOLE FAMILY TO A LA CARTE & ART, MAY 18TH AND 19TH FROM 10 AM TO 6 PM ALONG CASTRO STREET IN MOUNTAIN VIEW.

PRESENTED BY THE NON-PROFIT CENTRAL BUSINESS ASSOCIATION. ADMISSION IS FREE.

FOR INFORMATION CALL (650) 555-1212 or visit us on the web at www.yourwebsitehere.com

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Infonet Community Bulletin Board

KMVT15 also provides non-profit organizations to get the word out through our Infonet Community Bulletin Board System. This is a continuous slide show that runs after and before regularly scheduled programming on our channel (generally 12 midnight – 4 pm).

If you would like to place information on our Bulletin Board, please consider the following:

- Information may in the form of a press release, flyer or outline
- It may be delivered to KMVT15 through email, snail mail, fax, or dropping it off.
- Provide the basic info: Who, What, Where, When, Why, and contact info
- We may also be able to use logos, pictures, etc. to spruce your page up. (Submit via disk or email, all common graphics formats accepted)
- For advanced graphics users you may also submit a Bulletin Board ready graphic. It may be in any of the following formats Targa (.TGA), GIF, JPEG, TIF or Adobe PDF. The dimensions must be 400 pixels wide and 300 pixels high. ***Text in body of graphic minimum of 16pt.***

Please refer to our NPO Solutions Price List for more information.

Contact Info:

**PSA Director
KMVT Community Television
1400 Terra Bella Ave., Suite M
Mountain View, CA 94043**

**Phone: (650) 968-1540
Fax: (650) 968-1543**

**Email: psa@kmvt15.org
www.kmvt15.org**

"Connecting the Community"

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The Community Digital Marketplace

Announce Your Message on KMVT's Televised Bulletin Board

KMVT's Infonet Bulletin Board System is a fully integrated information and delivery system that lets you broadcast your information to over 100,000 viewers in Mountain View, Los Altos and Cupertino. 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. Airs when no programming is on the air (12 midnight – 4 pm).

Rates: Please circle request

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

Organization: _____ Contact Person: _____
 Email: _____ Phone: _____
 Start Date: _____
 End Date: _____ **TOTAL COST:** _____

Message: Limited to 4 lines, 28 characters per line. Spaces count as one character. *Note: Be sure to include correct dates, times, and contact information. 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.*

Artwork e-mailed? Yes No Media Format: _____ (Artwork may be e-mailed to psa@kmvt15.org)
 Payment: Credit Card: _____ Exp. Date: _____
 Check: Checks made payable to: KMVT Community Television
 EIN Number: _____

Please complete form and fax/send to KMVT, 650-968-1543. Allow 7 days for posting messages. Payment must be received in full prior to posting. Questions? Call 650-968-1540