



MEDIA KIT

2024



HuntsvilleTV is a non-profit 501(c)(3) educational public charity.
For the Community. By the Community.



OUR COMMITMENTS

Our work is guided by the following three principles:

We Know Advertisers — And We Listen

Our clients count on us to be a creative and strategic collaborator dedicated to delivering ideal ad solutions. We adjust our technique to each advertiser so we can connect each brand to the right audience, in the right way.

We Know the Audience

We foster meaningful connections between advertisers and audiences through broad- and targeted-reach solutions. This approach is bolstered by advanced insights that help clients identify and speak to the right audiences.

We Know the Business

Advertisers can use our marketplace expertise to upgrade their ad strategy. We understand how to reach the right viewers with innovative multiscreen advertising, and we put this to work. Clients can target their audiences wherever they watch, and deliver video everywhere.



ADVERTISER BENEFITS



Reach

Reach strategic consumer targets more effectively



Relevancy

Maximize investment across all screens with premium, brand-safe content



Results

Develop and implement media strategies to meet hard-to-achieve goals

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HuntsvilleTV: Your Gateway to Local Entertainment

Welcome to HuntsvilleTV, your premier destination for captivating local content in Huntsville, Texas! As the first internet television station dedicated to serving the vibrant community of Huntsville, we're thrilled to offer you a diverse array of programming tailored to your interests and preferences.

Why Choose HuntsvilleTV?

- 1. Local Focus:** HuntsvilleTV is For the Community, By the Community. We pride ourselves on being deeply rooted in the fabric of Huntsville. From highlighting community events to featuring local businesses, HuntsvilleTV is your go-to source for all things Huntsville.
- 2. Engaging Content:** Whether you're in the mood for thought-provoking documentaries, exciting sports coverage, or entertaining talk shows, we have something for everyone. Our content is designed to entertain, inform, and inspire our viewers.
- 3. Accessibility:** With our internet-based platform, you can enjoy HuntsvilleTV anytime, anywhere, and on any device. Whether you're at home, on the go, or traveling abroad, you'll never have to miss out on the latest happenings in Huntsville, Texas.
- 4. Interactive Community:** At HuntsvilleTV, we believe in fostering a sense of community and connection. Join the conversation, interact with fellow viewers, and share your thoughts and opinions on our social media channels.

Our Programming Highlights:

- 1. Local News and Events:** Stay informed about what's happening in Huntsville with our comprehensive coverage of local news, events, and community updates.
- 2. Huntsville Highlights:** Discover the hidden gems of Huntsville as we showcase its rich history, cultural attractions, and natural beauty.
- 3. Sports and Recreation:** Cheer on your favorite local teams and athletes with our in-depth sports coverage, featuring highlights, interviews, and analysis.
- 4. Arts and Culture:** Immerse yourself in the vibrant arts and culture scenes of Huntsville with our feature stories, artist profiles, and coverage of local arts events and venues.
- 5. Business Spotlight:** Get to know the entrepreneurs and innovators shaping the local business landscape with our business spotlight segments.

Advertise with Us:

Looking to reach the local Huntsville audience and promote your business or organization? Partner with HuntsvilleTV for targeted advertising solutions tailored to your needs and budget. From commercial spots to sponsored content, we offer a variety of advertising options to help you connect with our engaged viewership.

Join the HuntsvilleTV Community Today!

Experience the best of Huntsville's entertainment, news, and culture with HuntsvilleTV. Join our growing community of viewers, advertisers, and content creators as we celebrate everything that makes Huntsville special.

Industries We Serve

At HuntsvilleTV, we know every audience is unique and every industry has a different story to tell. We can help businesses in any industry by serving the right messages to the right audiences. Some of the industries we serve include:

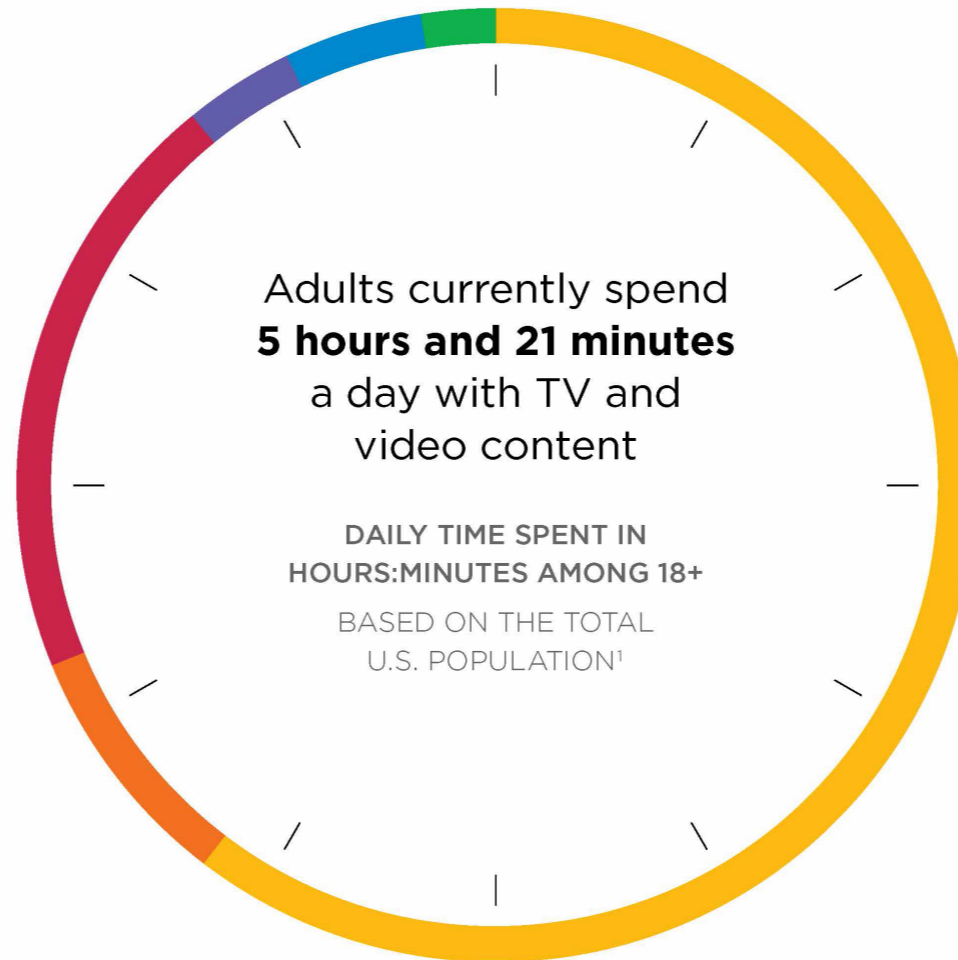


WHY TV?

Introducing The New TV

Audiences now interact with media in more ways and on more devices than ever. But as media consumption becomes increasingly dispersed, TV is growing its data-based capabilities and opening new possibilities for advertisers.

This so-called **New TV environment helps advertisers use insights from data to create more efficient campaigns.** Advertisers can now apply data insights at every step of their advertising, from audience targeting and ad delivery through attribution of results. By embracing these shifting media trends and implementing data-driven strategies, advertisers can effectively deliver their message to the right target audiences across screens, optimize their campaigns, and ultimately succeed in The New TV environment.



● LIVE TV	3:14
● TIME-SHIFTED TV	0:27
● TV-CONNECTED DEVICES	1:05
● VIDEO ON A COMPUTER	0:12
● VIDEO ON A SMARTPHONE	0:15
● VIDEO ON A TABLET	0:08



1. Source: Nielsen Total Audience Report March 2021, P18+.

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CUSTOM MARKETING OPPORTUNITIES

HuntsvilleTV partners with advertisers to extend their marketing outreach through promotional, incremental exposure opportunities in the marketplace. We work with clients to understand their unique needs and goals, producing customized promotional programs to drive awareness beyond a traditional video campaign. These traffic- and sales-building programs may include elements like consumer sweepstakes and contests, brand integrations and collaborations, and event ideation and execution. With each plan specifically tailored to each individual advertiser, we ensure we meet the marketing objectives of our clients.

Local Promotional Examples

We've helped a variety of clients improve their advertising results through non-traditional campaign outreach activities, including:

- 30-second commercials that integrate advertisers within Live Broadcasting Events or Seasonal Showcases.
- Series of custom commercials and long-form videos featuring a popular HuntsvilleTV host preparing meals with a food manufacturer's products. These can be done for anyone's product, brand or service.
- Live Weekly, Biweekly or Monthly Infomercials showcasing Auto Dealerships, Restaurants, Venues, Services, etc.
- "Branded Channels" designed to serve up sponsor specific content and consumer information, along with a collection of relevant branded local content to help viewers explore and learn from the comfort of their home.

Let us work with you to build custom campaigns for your business.

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CREATIVE AGENCY

**HUNTSVILLE
TX.TV**

Our unique in-house creative teams help advertisers grow their business by finding their voice, telling their story, and standing out in a hyper-competitive marketplace. We do this by listening to our clients. We learn everything we can about each business, and then we become a true creative partner, developing ad campaigns that resonate with consumers and motivate them to take action. We are a full-service agency, so whether clients need high-quality ad content, market research, branding, or other creative assistance, we offer comprehensive and scalable creative solutions. For our advertisers, great creative is just a click or call away.

FAST FACT

"Creative" is the biggest factor in ad effectiveness, driving **47% of the final result.**"

* Source: Nielsen and Nielsen Catalina Solutions (NCS). Based on two new metastudies and more than 10 years of experience linking advertising to sales results. Nearly 500 campaigns across all media platforms. Period 2016 - Q1 2017.

Our Philosophy

HuntsvilleTV is a strategically focused creative agency whose goal is to create real world impact. We drive business for our company by providing creative solutions that produce engagement between our clients and their audiences. When combining award-winning creative work with our robust suite of Sales Solutions, we can reach the customers we want, when we want, making our customer's business goals a reality.

Services

- TV and multiscreen commercials
- Multi-channel integrated campaigns
- Key market research
- Brand audit
- Creative development specific to audience segments
- Additional client creative support, such as logo design, website landing page, photography stills, digital ads, banner ads, and more

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