

WCMH-TV / NBC4 – COLUMBUS, OHIO

# Daytime Columbus



*A Live, Local Show Hosted by Robyn Haines*

[nbc4i.com](http://nbc4i.com)



# Daytime Columbus | M-F 1130AM-12PM

## An Opportunity to Speak about Your Specialty/Service/Product in an Interview Format.

Daytime Columbus is an entertainment-sales hybrid designed to provide exciting & pertinent content to viewers. Daytime Columbus also provides interview or product integration opportunities to clients. With Daytime Columbus, you now have the ability to move beyond traditional spot and print advertising & feature your product or service within the show as a five minute in show content segment.



Your underwritten segments are presented to our viewers in a disclosed, forthright & entertaining way with additional in show billboards surrounding your segment. Our goal is to make our underwritten segments as dynamic as possible - to fulfill the needs of our viewers - while accomplishing your goals.

**It is a True Win-Win Partnership for All Involved!**

# Daytime Columbus | Benefits

- **Host:** Robyn Haines, an award-winning former television anchor and reporter with over 10 years of broadcasting experience. Robyn offers guests a friendly, conversational and fun approach to promoting their business.
- **Product Integration:** Offers a unique opportunity for advertisers to move beyond traditional TV spots and feature your product within the program.
- **Proven Format:** Similar programs airing in markets around the country have provided viewers useful and exciting content that is entertaining and pertains to their interests and lifestyles.
- **Multimedia/Internet:** Daytime Columbus will be supported by [nbc4i.com](http://nbc4i.com), where you can find many web elements including streaming video online.
- **Quality Lead-In:** Daytime Columbus benefits from the NBC4 Midday newscast lead-in, and will now be part of an hour straight of local programming.



# Daytime Columbus | Market Research

## Daytime Columbus Delivers Viewers with Disposable Income who Own their Home!

Qualitative   Demographic Data	Index
Women 18+	106
Women 35+	112
Household Income \$100k+	114
Homeowner	110
College Education	111
Graduate Degree	112
Plan to Purchase Vehicle \$30k+	122
Plan to Purchase Vehicle \$40k+	126



**Daily Households Reached:** 14,000

**Daily Adults 35+ Viewers:** 12,000

**Daily Women 18+ Viewers:** 12,000

# Daytime Columbus | NBC4i.com

- Daytime Segment will be housed on the Daytime Columbus page on the market leading nbc4i.com
- Segments will be featured on the upper tier of the webpage for one week following appearance
- Includes video player featuring sponsor's Daytime Columbus segments.
- Link to your company's website
- 50,000 ad impressions rotating throughout nbc4i.com's market leading digital platforms promoting each specific segment for 14 days following your appearance

The image displays two screenshots of the NBC4i.com website. The left screenshot shows a news article titled "Why a Financial Planner is Key to Retirement Success" with a video player for "Daytime: Legacy Retirement Group". The right screenshot shows the "Daytime Columbus" page with a grid of video thumbnails and a "Meet Robyn" section.

# Daytime Columbus | Individual Rates

## Daytime Columbus Segment = \$1,000

- 1x three to five-minute interview/feature segment on Daytime Columbus. The segment is designed to showcase your products or services and, host Robyn Haines will interview you about your business on the Daytime Columbus set
- Each of your segments will be housed on the Daytime Columbus web page within nbc4i.com and will be fixed on the upper half of the page for 7 days following your appearance
- A copy of your segment will be available for download
- 50,000 ad impressions rotating throughout nbc4i.com's market leading digital platforms promoting each specific segment for 14 days following your appearance

## Daytime Columbus One-Minute Pacer = \$300

- Production of one minute pacers at WCMH: Each segment will be pre-recorded and aired the day of your choice.
- A copy of your segment will be available for download

## Daytime Columbus Production

- \$500 - On-location segment records for locations within the Columbus metro area ~ additional costs will be added for travel beyond this area
- Client b-roll- \$250 for a shoot lasting no longer than two hours

# Daytime Columbus | Look Who's Talking

“Mukha's latest segment ignited our phone lines. Producing over a dozen new client appointments within 30 minutes of airing. The addition of Robyn Haines to Daytime Columbus has only solidified our relationship and confidence with the entire team at NBC4.”

Tim Maurer, Owner of Mukha Spa

“Right after my appearance, Logan corporate noticed an immediate uptick in visitors to our website specifically from Columbus. That never happens! They were so pleased!”

Amanda K., Logan HVAC

“Robyn, I wanted to thank you again for hosting us on your program. I just watched the full segment for the first time, on my home DVR, with my family. You so skillfully removed lot of the nervousness from our folks and turned their planned comments into a really engaging conversation. We are very grateful for your help and we look forward to future appearances on your program!”

Fred Gardner, CFO, Property Professionals

“Thanks Robyn! Working with you has been terrific and super easy! And the production value is always spot on; I really appreciate those things with how much I have to juggle. We're looking forward to keeping it going!

Jason Bertok, Marketing Manager, KMA Electric