

# Opportunity strikes.

## Generate incremental revenue when you sell local advertising inventory on BCTV.

### Your Advertising Inventory

- Four (4) :30 second commercial units per hour each day
- Four (4) graphic L-Bar sponsored positions per hour each day
- Six-hundred (600) commercial and six hundred (600) L-Bars units per month
- Centers keep 100% of the revenue associated with this inventory



**SIZZLE INTO THE SEASON**

weber  
TRAEGER  
Big Green Egg

**TAKE 15% OFF WITH PROMO CODE "BOWL"**

**FREE DELIVERY WITH 2 ARLINGTON LOCATIONS TO SERVE YOU:**

West Lake Ace Hardware  
1705 W Park Row Dr

Vance Marcke's Ace Hardware  
1705 W Park Row Dr

**ACE Hardware**

Video frame for :15s, :30s, and :60s ad units and network content

L-Bar for vertical and horizontal digital ad units (one graphic)

### Packaging and Pricing Recommendation

- Create two (2) advertising packages that are available for sale
- Put half of the commercial and L-Bar inventory into each package
- Each advertiser will get one (1) commercial, and one (1) L-Bar unit per hour

At \$625 per package, per month, your value proposition is strong and simple:

- \$1.50 per commercial unit
- \$.50 cents per L-Bar unit

If both packages are sold at \$625 per month, you'll generate:

- \$1,250 per month
- \$15,000 per year

*\*Suggested pricing above is based upon a 34-lane center. Larger/smaller centers can optionally adjust pricing based upon increased/decreased foot traffic.*

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