

Birthday money.

Increase local ad revenues with packaging for BCTV-promoted birthday celebrations.

Concept

You can further maximize the revenues you secure from your locally controlled ad inventory by selling **Birthday celebration packaging extensions**.

- Allocate a fraction of your ad inventory
- Use it to promote Birthday celebrations
- Can be priced to yield higher revenues

Execution

Rather than running traditional ad units, use your advertising inventory to create full-screen "Happy Birthday" **graphic executions** during the two (2) hour celebration.

- One (1) minute per hour of motion video
- One (1) minute per hour of L-Bar graphics
- Displayed on all screens in your Center

Happy Birthday to You!

If your Center sells 3 birthday party packages at \$75 each, consisting of two-hours of birthday messaging for each party – every Saturday and Sunday – you would generate \$450 per weekend or \$1,950 per-month. That equates to **\$23,400 per year of incremental revenue**.

To Sell or Not to Sell?

Here's what happens to your bottom line monthly and annually if you allocate just 10% or 60 of the each of the 600 local ad units in your inventory.

WITHOUT BIRTHDAY EXTENSION SALES

Local **Commercial/Video Ad Inventory** (600 Units)

Local **L-Bar Ad Inventory** (600 Units)

Total Incremental **Monthly Revenue** = **\$1,250**

Total Incremental **Annual Revenue** = **\$15,000**

WITH BIRTHDAY EXTENSION SALES

Reduce Local **Commercial/Video Ad Inventory** (540 Units)

Reduce Local **L-Bar Ad Inventory** (540 Units)

Convert/Sell **Birthday Extensions** (24 Units) @ \$75 = \$1,800

Total Incremental **Monthly Revenue** = **\$3,050**

Total Incremental **Annual Revenue** = **\$36,600** 