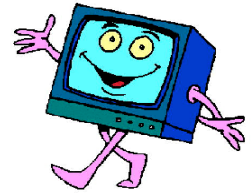


CCTV54

Citizens Community Television

Boulder County's Public Access Cable TV, Channel 54



Why Be an Underwriter?

Citizens Community Television strives to provide our underwriters a highly visible, cost-effective means of publicity in Boulder County. Our signal on cable Channel 54 extends to the four cities of east Boulder County, (being Louisville, Lafayette, Erie and Superior) and has a viewership potential of over 30,000 people through cable television, plus growing internet broadcasting.

For a donation of \$200 or more per quarter, your company can support and strengthen your community in Boulder County as an underwriter. As a way to thank you, CCTV54 shall provide some of the following valuable publicity benefits to your company.

1. Our Community Bulletin Board will display your company information with your logo or graphic for approx. 10 seconds in repeated queue each day. Your slide may appear "on air" typically 300 times each month!
 2. If you chose to underwrite a particular show, your company will be well recognized in the Credits before and/or after your show.
 3. Your company spokesperson can choose to appear on our shows for an educational or informative purpose, (while your company person is repeatedly credited along with your company and contact data).
 4. You can have a 30 second Underwriter Video Spot independently produced, and then shown on our station every day.
- All underwriters will have their company logo, web-link & description appear on the highly visited CCTV54.org website.

Compare these benefits to paying \$100 to \$500 for a modest advertisement in a local paper for only one day.

Why are our Underwriter rates so low? First, we are an all-volunteer driven organization with low operating costs. Second, [CCTV54](http://CCTV54.org) is dedicated not only to serve not only our local citizens, but also our local businesses, being the life-blood of our community. Thus, your valuable donation for underwriting shows goes a long way to publicizing your company's goodwill and to making more educational, interesting and entertaining community television programs possible.

We look forward to serving you.

*From the Board, staff and all our other volunteers of **Citizens Community Television***

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