

Custom Solutions For



Brittney Turner/ 336-212-1418 / BTurner@wncn.com

Recommended Solutions for North Carolina Chiropractors Association

Our recommendation will combine 2 powerful platforms.

Pre-Roll/ Post-Roll to connect with your preferred audience regardless of what device they are using.

Broadcast TV to efficiently impact some of the areas with the biggest opioid issues.



PRE-ROLL / POST-ROLL

Pre-Roll video is the :15 or :30 ad that automatically plays before a longer featured video.

We will use the power of Pre-Roll Video & Post-Roll Video to reach your target audience regardless of the device they are on.

Your videos will be shown on a wide range of websites including the WNCN digital network

We also employ companion ads that are displayed near your video for the viewer to click



BROADCAST TV ON CBS

Your Custom Schedule

North Carolina News @ 5a
North Carolina News @ 5:30a
North Carolina News @ 6a
CBS This Morning 7a
Judge Judy 9a
Let's Make A Deal 10a
Price is Right 11a
North Carolina News @ Noon
Judge Mablean 12:30p
Bold & The Beautiful 1:30p
The Talk 2p
Ellen 3p
Young & The Restless 4p

34 Commercials Monthly

Your schedule will run:

Monday-Wednesday

3 Weeks Per Month

34 x :30 second commercials monthly

Your Commercial will be seen by over

480,000 Adults 18+ (approximately)

Which is **22%** of the adults 18+ in the market

Monthly Frequency for Adults 18+: **3.0**

Frequency for Adults 18+ over 6 months: **12.2**

(The number of times 1 person will see your ad)

Cost Per Thousand (CPM) of Adults 18+: **\$2.64**



Recommended solution

Bridging the gap between all screens with a video campaign across connected TVs, OTT, full episode players, streaming TV, and pre-roll placement.

You will receive:

- 120,000 Pre-Roll/ Post-Roll Impressions
 - (50,000 in Wilmington, 20,000 in Fayetteville, & 50,000 in Asheville)
- Custom TV schedule with 34 commercials per month
 - Reaching over 480,000 people Monthly

Total Impressions Monthly :600,000

Included: Production of all elements including :30 commercial & display ads

In-depth reporting on campaign, Industry leading management & optimization on your campaign.

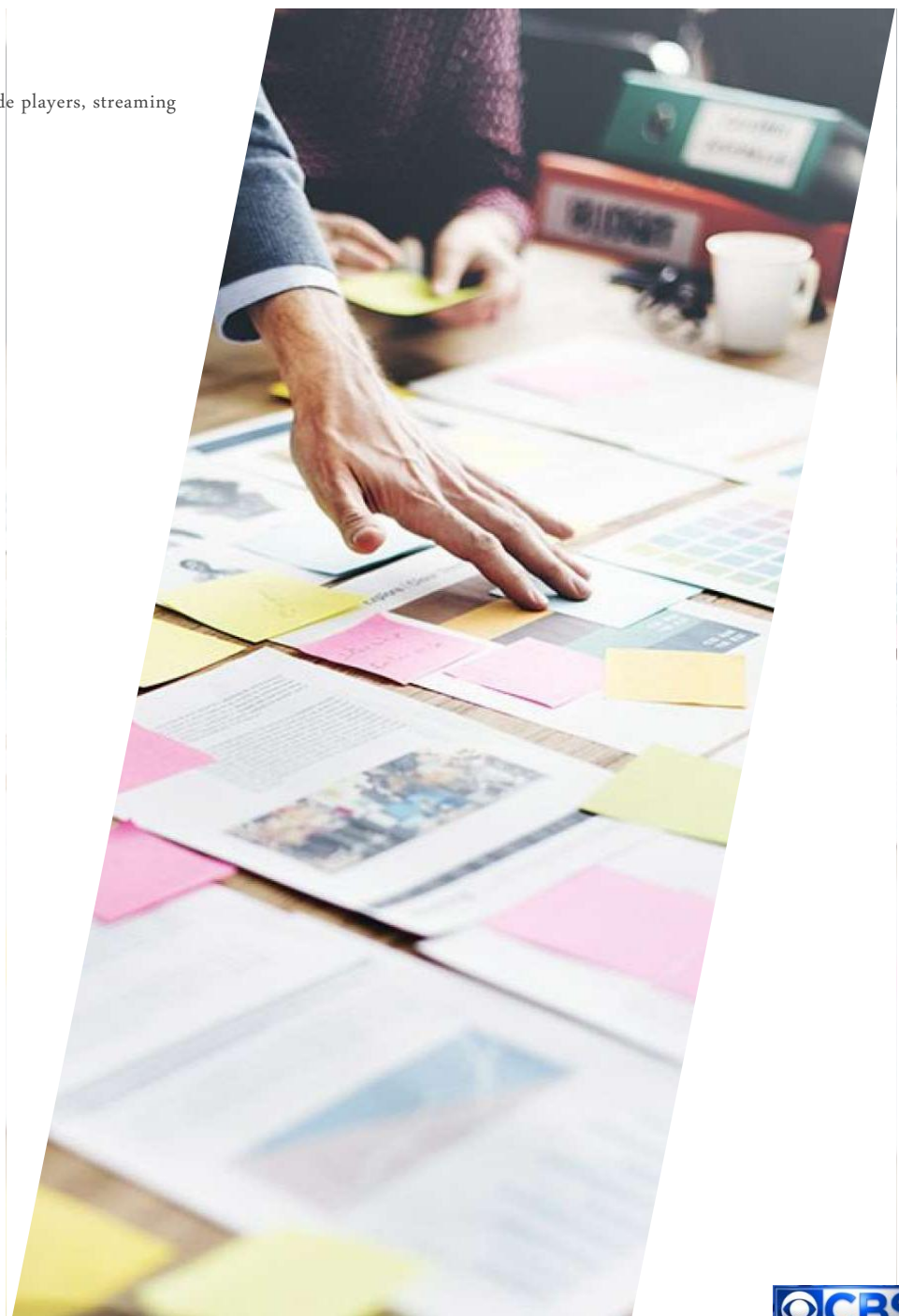
Monthly Investment: \$4,000

Signature Of NCCA Representative

Date

Terms of Contract:

- Contract may be canceled at any point with 30 days written notice.
- Contract must be upheld in consecutive months.
- Marketing investment is net and payment is due upon receipt of invoice.



Uh, I Could Really Use An Adjustment

Appendix



What Media Triggers Online Search

Which of the following triggers you to start an online search for products and/or services?

Adults 18+	
Television Ads	491,836
Internet Ads	381,518

Top Local Media Websites Visited

In the past 7 days, which of the following websites have you visited?

Adults 18+	
WNCN.com	79,674



Top Local CBS North Carolina Programs

Efficiently Reaching Your Best Customers

	Adults 18+
CBS This Morning	286,521
CBS North Carolina News 5-6a	280,393
Deal/Price 10a	243,620
CBS North Carolina News Noon	237,491
Ellen 3-4p	234,427
CBS North Carolina News 6p	212,976
The Talk 2-3p	203,783
CBS North Carolina News 11p	202,250
CBS North Carolina News 6a	200,718
CBS North Carolina News 5p	193,057
Judge Judy 7-8p	193,057
The Late Show 11:35p	189,993
Judge Judy 9a	179,267
CBS North Carolina Wknd News 6p	174,671
CBS North Carolina News 5:30p	156,284
Justice w/Judge Mablean 12:30p	154,752
CBS North Carolina Wknd News 11p	125,640



All Intent Opiate Poisoning Deaths by County: N.C. Residents, 1999-2016

County	2014	2015	2016
Chatham	5	1	1
Cumberland	34	41	50
Durham	15	17	21
Edgecombe	5	6	6
Franklin	2	7	9
Granville	7	5	10
Halifax	3	10	7
Harnett	11	10	14
Hoke	4	2	3
Johnston	10	23	18
Lee	4	7	8
Mecklenburg	64	61	121
Moore	7	11	14
Nash	9	11	22
Northampton	2	1	2
Orange	5	6	11
Person	2	3	3
Sampson	15	5	8
Vance	4	5	6
Wake	54	62	93
Warren	0	0	1
Wayne	4	9	16
Wilson	5	6	11

Our DMA has one of the highest opioid related death numbers for 2014-2016
with a total of 1,005.

Broadcast TV will help you reach people in these counties.

TARGETED PRE-ROLL

Leverage the power of video to reach local consumers.

TARGETING

Pre Roll Video:

Audience Targeting: Auto Intenders, Business Owners, Conservatives, Couponers, DIY, Education Seekers, Fashion/ Beauty, Foodies, Gamers, Health

Enthusiasts, Hispanic, Homeowners, IT Professionals, Job Seekers, Liberals, Music Enthusiasts, News Enthusiasts, Outdoor Enthusiasts, Parents, Pet Owners,

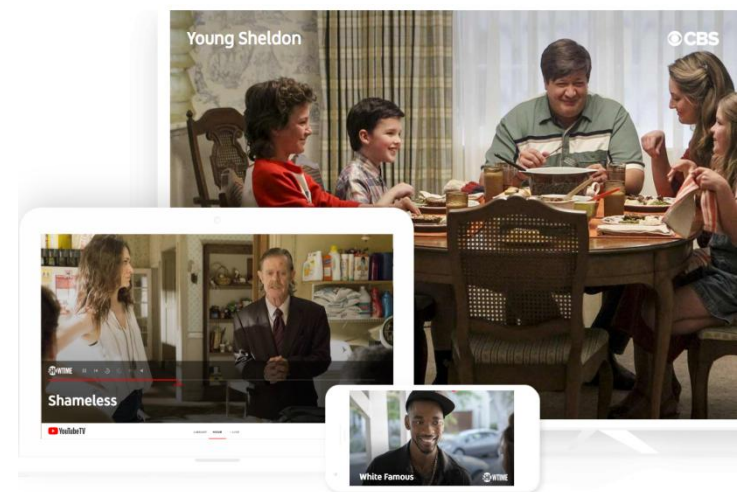
Political Enthusiasts, Shopping, Sports Enthusiasts, Tech Enthusiasts, Travel Enthusiasts, Real Estate

Demo: All, Female, Male

Age: 18+,18-34, 25-34, 25-54, 55+

Contextual: Arts & Entertainment, Automotive, Business & Finance, Career & Education, Family & Parenting, Health & Fitness, Home & Garden, Men's

Lifestyle, News & Politics, Sports, Technology, Travel, Women's Lifestyle Social



**Impressions available will vary by DMA. We will deliver as many impressions as possible to Advanced TV and leverage Audience Targeted Pre-Roll to capture additional reach with audience targeting.*

TARGETED PRE-ROLL

Metrics & Reporting

We are fully transparent about when and where your video played. You will receive reports outlining the following delivery metrics:

Delivery: The number of times your video was played
(Broken out daily and monthly)

CTR: The percentage of times your video was clicked out of the amount of impressions delivered

Clicks: The number of times your video was clicked
(Broken out daily and monthly)

Engagement: the amount of times someone engaged with the video in some way

Completion Rate: The percentage your video was played completely

Campaign Statistics (Dec 1, 2017 - Dec 31, 2017)

39,390

IMPRESSIONS **75.00%** LAST 24 HOURS

23,115

ENGAGEMENTS

10,320

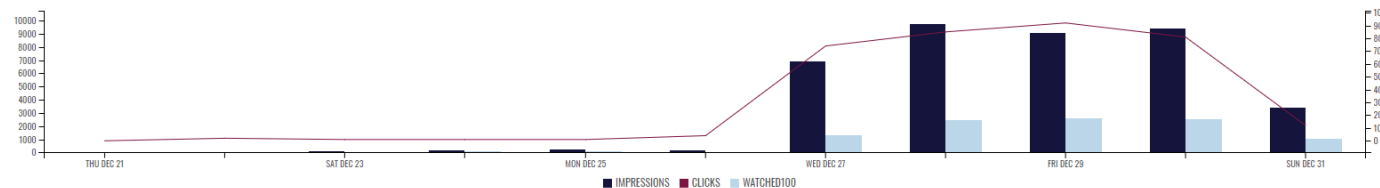
COMPLETIONS

355

CLICKS **0.00%** LAST 24 HOURS

0.901 %

CTR



PERFORMANCE BY FLIGHT

(cid:128064) Advanced TV - Video Contextual (676337)

Creative	Impressions	Clicks	CTR	Watched 25%	Watched 50%	Watched 75%	Watched 100%	Completion Rate
Kids_Bday_Buff_HD_12.18	19809	186	0.939%	11,152	6,589	5,600	5,100	25.746%
Adult_Outring_LTI_30sec_HD_EDIT_12.22	19536	168	0.860%	11,930	6,454	5,718	5,197	26.602%
Adult_Outring_Buff_HD_12.18	45	1	2.222%	33	29	24	23	51.111%

PERFORMANCE BY DAY

Date	Impressions	Clicks	CTR	Watched 25%	Watched 50%	Watched 75%	Watched 100%	Completion Rate
2017-12-18	4	0	0%	2	2	2	1	25%
2017-12-19	7	2	28.571%	6	6	6	6	85.714%
2017-12-21	61	0	0%	39	36	30	29	47.541%
2017-12-22	66	2	3.030%	38	31	22	21	31.818%
2017-12-23	129	1	0.775%	81	68	54	45	34.884%

PRE-ROLL

We partner with some of the top websites and TV Networks to host our videos & commercials

Pre-Roll / Post-Roll Partners





Thank you