



Christmas in Ida Parade of Lights Commercial Opportunities

The Christmas in Ida Festival is proud to have partnered with FOX Toledo to broadcast the Granddaddy of all parade of lights, the Christmas in Ida Parade of Lights. The parade is broadcast in its full length.

The Christmas in Ida organization and FOX Toledo has developed a special on air commercial program at a fabulous low rate that will send your message to twenty-three counties in Michigan and Ohio during the broadcast, *and that's not all.*

Additionally, you will be mentioned during on air promotions prior to the broadcast of the parade beginning in November.

On-Air Benefits

- ▶ 4 :30 commercials in the Ida Parade broadcast on FOX Toledo (Dec 08)
- ▶ 10 ROS :30 commercials on FOX Toledo 9a-2a ROS Mon-Sun (Dec 08)
- ▶ Opening or Closing Billboard Announcement as sponsor.
- ▶ Shared mentions in a portion of FOX Toledo on-air promos (Nov-Dec 08)
- ▶ Production of 1 (:30) commercial is available for \$300.00 plus tax.

Online Support includes:

- ▶ 120x90 ROS link on myfoxtledo.com

Investment \$600.00

NOTE: If you have a commercial that is already produced, FOX Toledo can use that production saving you the cost of producing the commercial.

Company _____
 Address _____
 City _____ State _____ Zip Code _____
 Telephone _____ Email _____
 Agreed by _____ Date _____