



12News and ASBA have partnered together to inspire growth and offer unique marketing opportunities in the Arizona Small Business Community!

Working together we've designed specific advertising programs for ASBA members





*As Seen on TV*



**arizona  
midday**



# Own Your Backyard



## Package 1 - \$500-\$750 per month

### Own Your Backyard

(Hyper-Local Digital advertising around your business)

- Every business needs to be known in their immediate neighborhood and zone as a step for success. We will help you get your name and image out there in style accompanied by measurable performance reporting.
- 12News' strategy team will create a comprehensive digital campaign to households within a 2-5-mile radius of your business.
- ***All digital assets will be included at no additional cost***

# As Seen on TV



## Package 2 - \$1,250 per month

### As Seen on TV

(TV Interview segment + Hyper-Local Digital advertising around your business)

- Separate yourself from the competition by co-branding with the #1 daytime show in the Valley and brand hyper-locally to engage your future customers with a high brand frequency
- Receive cross-promotion through the shows' digital channels and receive a copy of the interview to share on your website or your own social channels.
- The TV segment will be supplemented with a high-frequency digital campaign to get your name and brand into the spotlight.
- ***All digital assets will be included at no additional cost***

# Go Big, on the Big Screen



## Package 3 - \$3-\$5k per month

### Go BIG, on the BIG SCREEN

(TV Interview segment + Commercial production + Streaming TV campaign + Digital advertising)

- Is it the right time for your business to take the next BIG step or looking to make a significant BRANDING splash?! This is the package for you!
- The 12News' strategy team will build and promote your commercial to a very specific streaming audience and seamlessly translate those BIG-screen ads to the handheld devices that your future customers use every day.
- All commercial production will be included at no additional cost
- All digital assets will be included at no additional cost