

# “Live. Well.” Vignettes



“Live. Well.” An opportunity for your business to position the health and wellness benefits you offer with FOX 17 as your partner.

**Live. Well.**

Your five original vignettes will be professionally produced by FOX 17 and will air throughout the year. These segments will feature information about how your business can help consumers to live well.

KDSM’s multi-level plan will include television and the internet to provide increased contact with your business and improve the lives of central lowans at the same time.



**104 messages over 52 weeks: \$XXXX**



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**Live. Well.**

- Cost Per Commercial Message: \$XXX
- One Commercial Message to run in 9PM News
- One Commercial Message to run in Daytime
- ✚ Your message will air 2 times each week for a total of 8 times each month
- ✚ There will be a page devoted to “Live Well” on the KDSM Website with link to **Client Name**
- ✚ This schedule will air May 2005 thru May 2006
- ✚ Category Exclusivity
- ✚ Five Produced Vignettes at no charge – (positioned as PSA announcements :30 sec each.



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