

Suburban Mix

Suburban Mix – a new way to tell your story to over 1.25 million people in the Twin Cities metro area.

Suburban Mix takes the time to show you and your business in a comfortable, informative and entertaining fashion. You'll be featured in a 3 – 5 minute segment that will NOT EVER look like a stale or phony infomercial. Our seasoned team will help you create a product to help build your brand and audience. Once designed and produced your segment will be placed into the next *Suburban Mix* for a 5-week run on MCN 6 (15 playbacks per week throughout all day parts).

If you have a restaurant, golf course, home improvement business, a novel you just published, an insurance agency, a computer service store, an auto dealership, a landscape center, an antique shop – the list goes on and on – please consider showcasing it on *Suburban Mix*. You will get an opportunity to present your business and yourself to well over one million Twin Cities' residents – and in a very affordable manner.



Why Choose Suburban Mix?

In these uncertain economic times, you need value more than anything else. You need to get the most value for every dollar you spend.

That's why *Suburban Mix* is such a terrific choice. You not only get a 3 – 5 minute video of your business story shown to over 1.25 million people in the Twin Cities metro area but you also get the benefits of...

...experienced professionals who have produced programming for HGTV, The Today Show, Food Network, DIY, WCCO, Target and others

...the frequency of radio coupled with the power of television – at pricing well below industry standards

...showcasing your business to cable TV subscribers – a very desirable demographic

...using your segment on your own web site. Facebook, MySpace, You Tube, Twitter, Trade shows or in-store promotions.



Investing

Work with a seasoned team of professionals who have developed and produced programming for the NBC Today Show; HGTV; The Food Network; DIY Network; WCCO-TV; Target Corporation; American Express to name but a few.

We will help you create a program that will not only showcase your products and services- but more importantly help you build your brand.

Each segment will air between 40-75 x's during a five week period on QCTV and MCN6. Your segment will also be streamed on the worldwide web at www.QCTV.org/suburbanmix which can be watched anywhere- anytime.

Each sponsor will have their web link listed on the website

Each sponsor will own the footage and be free to use it in other marketing systems, such as tradeshows, in-store promotions, websites, You Tube, Facebook, Myspace, and Twitter.

MCN6 Pricing/Fees

We will help you develop your segment-write/shoot/edit the segment- it will air on MCN6 and QCTV for five weeks for a cost of :

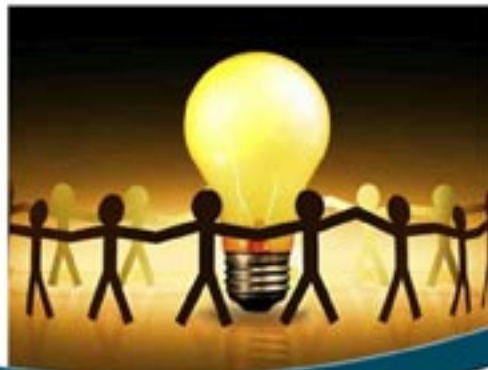
Regular Pricing Per 3-5 mn. story

Base package starts at \$1,250.00

We can also produce ½ hour specials; ½ hour series, commercials, special events, and instructional videos.

Pricing Per 3-5 minute story...

Introductory 5-week run	\$1250.00 (includes original production)
3-month package	\$2250.00 (includes one revision)
6-month package	\$5150.00 (includes two revisions)
12-month package	\$9950.00 (includes three revisions)



Audience Profile

There is a potential viewing audience of 1.25 million people in 80 communities within the Twin Cities metropolitan area.

Of those viewers, 20% are frequent watchers of MCN 6 and an additional 20% are listed as occasional watchers. Adding those together yields a potential 40% viewership that is likely to see your segment on *Suburban Mix* – and that's a half a million sets of eyes!

More stats...

4 out of ten households contain pre-school or school-aged children

34% of viewers are between 18-35

66% of viewers are adults 35+

60% of viewers are female

Most of MCN 6's viewers earn more than \$30,000 annually

Since most people watch MCN 6 on their cable channel, some interesting statistics about cable subscribers come into play...

Cable subscribers have more discretionary income, more vehicles, bigger houses, take more vacations than non-subscribers.

Cable TV people are a very desirable demographic!



Production Rates

Producer Fee TBD (depending on the project)

Cameras:

DVC Pro \$200 per half day (5 hours, port to port)

\$350 per full day (10 hours, port to port)

(includes DVC Pro 50 camera, operator, tripod, microphone, lights, batteries, tape stock is available but NOT included)

HD / P2 \$250 per half day (5 hours, port to port)

\$400 per full day (10 hours, port to port)

(includes DVC Pro 50 camera, operator, tripod, microphone, lights, batteries, P2 card is available but NOT included)

Editing \$50 per hour / Final Cut Pro (with operator)

QCTV is not responsible for saving / storing your project

Edit Suite \$35 per hour / Final Cut Pro (without operator)

QCTV is not responsible for saving / storing your project

Studio \$750 per half day (5 hours)

\$1,400 per full day (10 hours)

(4 cameras, TelePrompTer, crew)

Green Screen \$100 per hour (1 camera, 1 crew person)

4-Cam van \$2,000 per event (with crew)

TriCaster 3-Cam \$1,200 per event (with crew)

Scripting \$30 per hour

DVC Pro tape \$20 each

DVD authoring \$100

DVD copies \$25 each

VHS copies \$20 each

