



Historic Downtown Albany
Saturday, May 5th, 2007
9am-6pm

Media Tie in Sponsorship

1. Type: Media Advertising Trade Sponsorship
2. Exclusive by Media Type (one for Newspaper, one for TV and so forth)
 - 2.1. Television: KEZI-9, the ABC Affiliate in Eugene
 - 2.2. Newspaper(s):
 - 2.2.1. Democrat Herald- - Lebanon Express - Gazette Times
 - 2.2.1.1. Print Ad Campaign starting 10 days prior to event.
 - 2.2.1.2. The Democrat Herald will be producing a special Family Living Expo in "Historic Downtown Albany" section of the paper on Thursday, May 3rd prior to this event. This special publication will have event sponsors, entertainment times and locations, contest locations, other Family Living Expo Events, such as the Antique Appraisal Show and the Broadcast of KGAL's Real Estate Talk.
3. Web Site
 - 3.1. Name (i.e. from 2006: SELCO Family Living Expo) and Logo will appear on all notations and links on our web sites www.kgal.com and www.ksho.net .
 - 3.2. Name and Logo on all of the 2007 Family Living Expo Web Pages including the picture web pages, event line up and vendor line up web pages at www.kgal.com
 - 3.3. Event listings, logos, sponsors, will remain on KGAL.COM and KSHO.NET till further notice. This means you will have potential customer impressions years after this event is over.
4. Event Presence: 10 x 10 foot booth space (at any of the vendor booth locations)



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Media Tie in Sponsorship (Continued)

5. Radio Impact.

In on air promotional announcements that will air on NewsTalk 1580 KGAL and 920 KSHO noted will be "also brought to you by KXXX-TV 44".

We will have an 8-week radio campaign with increasing frequency as the event approaches.

- 5.1. Weeks 1-2 (42 name mentions per week minimum per station)
- 5.2. Weeks 3-4 (56 name mentions per week minimum per station)
- 5.3. Weeks 5-6 (70 name mentions per week minimum per station)
- 5.4. Week 7 [Week before event] (84 name mentions per week minimum per station)
- 5.5. Week 8[(week up to event] (168 name mentions per week minimum per station)
- 5.6. 1,176 TOTAL minimum name mentions on air.
- 5.7. That is 588 announcements on 1580 KGAL and 588 mentions on 920 KSHO

6. Print Impact

- 6.1. Press Releases: Name, logo and "brought to you by" will be noted all press releases
- 6.2. Print Ads: Name, logo and "brought to you by" will be noted in print ads.
- 6.3. Event Printing: Name, logo and "brought to you by" will appear on all maps/ contest rules, signup's and signage
- 6.4. Newspaper Print Ad Campaign (Democrat Herald- - Lebanon Express - Gazette Times) starting 10 days prior to event.
 - 6.4.1. The Democrat Herald will be producing a special Family Living Expo in "Historic Downtown Albany" section of the paper on Thursday, May 3rd prior to this event. This special publication will have event sponsors, entertainment times and locations, contest locations, other Family Living Expo Events, such as the Antique Appraisal Show and the Broadcast of KGAL's Real Estate Talk.



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7. Cost: \$3000.00 plus in trade value

8. Terms:

8.1. Trade for Media Advertising

8.2. Trade at Standard Published Rates

8.3. Advertising to be utilized to promote event.

8.4. Balance of all trade ads to run prior to 2:00pm, day of event.

9. Agreement