

DURANGO TV.com

Celebrating Southwest Colorado Everyday

A Multi-touch Advertising Vehicle

1 Program • 3 Platforms • 8 Venues

TELEVISION

DTV Station ①



Durango

18,000 Daily Reach
Cable only

Memorable TV ②



La Plata
County



Montezuma
County

2,000,000 Daily Reach
Cable, Satellite & OTA



State of NM
County

ONLINE/MOBILE

DurangoTV.com ③



10,000 Monthly Views
7500+ eNewsletter Subscribers

DIGITAL DISPLAYS



Durango Business Lobbies

- DMV
- Durango Sports Club
- Durango Urgent Care
- PJs
- Tequila's

50,000 Monthly Foot traffic

CONTENT

- Good, Fun and Wholesome News about Southwest Colorado
- Communities, businesses and lifestyle
- 7-9 Stories; each 1-3 minutes

VIEWERS

- 30+ Age Group
- La Plata, Montezuma Counties
- State of New Mexico
- Residents & Tourist



Platforms and Venue Details

TELEVISION

Durango TV Station

- Cable Channel 15
- 18,000 reach - Durango Centric
- Runs 8 times daily - Bumpers KUSA Denver 9 NEWS
- 70% of Hotel Rooms
- Durango Residents & Tourist

Memorable TV (MeTV)

- Cable Channel 16, Comcast Channel 3, DirecTV 25, Dish 6, Over-the-Air/Antenna NM 15.1, CO 17.1
- 2,000,000 Reach - La Plata County, Montezuma County & State of NM
- Classic TV Shows – 167 hours a week
- DTV NEWS – 1 hours a week
- 9:00PM Thurs
- 8:30AM Sun

ONLINE

DurangoTV.com

- 7500+ Subscribers to weekly Newsletter
- Measurable Impressions & Click thrus
- New updated website - April 2018

DIGITAL DISPLAYS

- 5 Locations in-and-around Durango
- PJS, DMV, Durango Urgent Care, Durango Sports Club, Tequila's
- 50,000 Foot traffic between all locations
- Top News & Evergreen Stories with Close Captions

SOCIAL MEDIA

(DTV NEWS Sponsors Only)



Facebook: 3600+ Followers; 25,000+ Weekly Reach
Twitter: 900+ Followers; 6,000+ Monthly Impression
Instagram: 500+ Followers; 750+ Impressions
YouTube: 750+ Subscribers; 14,000+ Monthly Views
---- 1.2 million minutes watched ----

Advertising Options

DTV NEWS SPONSOR: \$350 per week

7.5 Second announcement with logo

- Intro to one news segment on TV
- Intro to 1-3 stories on DurangoTV.com
- Intro to 1-2 stories released on Social Media
- Intro to 1-2 stories uploaded to Digital Displays
- Logo included in eNewsletter with 7500+ subscribers.
- 6 week commitment
- Limited to 3 Sponsors per show



Watch Durango TV News on Charter Cable Channel 15



Mercy Hospice House Opens

- IS DURANGO'S DOG PARK free from radioactivity gives its history as a uranium milling site?
- FORT LEWIS COLLEGE offers free tuition for community members who want to take a class or two, but there's a catch.
- MADE IN DURANGO features StoneAge Tools, a multi-million-dollar company that supplies high-pressure water tools to companies worldwide.

Watch all the stories here

This week's stories:



↑ 7.5 sec Logo with Voice Over

← Newsletter with Sponsors logo

AD POSITION: \$60-660 per month

- 7, 15 & 30 Second Ad Positions
- Minimum of 1 month contracts
- Content Development Options Available

DurangoTV Ad Network

Number of Venues	7-sec ad	15-sec ad	30-sec ad
	per month	per month	per month
1	\$ 60	\$ 75	\$ 100
2	\$ 117	\$ 146	\$ 195
3	\$ 171	\$ 214	\$ 285
4	\$ 222	\$ 278	\$ 370
5	\$ 270	\$ 338	\$ 450
6	\$ 315	\$ 394	\$ 525
7	\$ 357	\$ 446	\$ 595
8	\$ 396	\$ 495	\$ 660

DTV Marketing Efforts

- Durango Chamber of Commerce - Friday eblast
- WhatsHappeningDurango.com – Monday eblast
- Durango La Plata County Airport – Wall Mural



This week on Durango TV News:

NOW REACHING A VIEWING AREA SERVING 2 MILLION PEOPLE

WHERE'S THE WATER? Area water-storage managers are cutting back on outflows from local reservoirs now to ensure adequate irrigation and domestic water supplies in the face of a dry winter.

More Stories:

- Transit Routes Cut in Town
- Ignacio Floats 1-Cent Sales Tax
- East LPCo to Get Domestic Water
- Durango Rocks Nominations
- Electrifying Customer Service
- Protein & Losing Weight

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Watch 7 days a week on Charter Cable Channel 15

MeTV
Charter Channel 15
BBR Channel 6
Blinc TV Channel 25
Over the Air Channel 15.1

Click here to watch now:
durangotv.com
970.247.8137

9 p.m. Thursdays & 8:30 a.m. Sundays



Watch Durango TV News

Cable:

- Charter 15
- Comcast 3

Satellite:

- DirecTV 25
- Dish Network 6

Over the Air/Antenna

- New Mexico 15.1
- Colorado 17.1

RESIDENTS BUILT ALONG MAIN AVENUE, WE WANT TO SEE

Facebook: @DURANGO.TV
Twitter: @DURANGO_TV