



## **Mammoth's Only Local Channel – Serving Mammoth & June Lake Advertising Options**

### **Mission**

Our mission at The Mammoth Channel 72 is to produce high quality local television programs. Showcase the beauty of Mammoth and the Eastern Sierra. Highlight the unique character, local people, and places to visit. Inform and entertain our residents and guests. Provide an affordable, effective way to advertise.

### **Ad Frequency**

The loop format provides advertisers with a tremendous amount of exposure playing ads a minimum of once per hour, 720 times per month and 8,760 spots per year.

Advertisers receive continuous mentions on the “crawl” that could include happy hour specials, event dates, or service announcements and banner ads surrounding the continuous loop programming.

Banner ads include business logo, photos and descriptions.

### **Ad Production**

We offer video production services for commercials and infomercials.

### **Things to think about?**

Have you ever watched The Mammoth Channel 72? You can also follow programming on our YouTube, Facebook and Twitter channels.

Have you ever included television in your marketing plan? If yes, what was your experience? If not what is your marketing strategy?

Do you support the coverage of local events, activities, unique adventures, where to eat, shop, play and stay?

Think about your business and how you see combining sight, sound and motion to connect viewers your products and services?