

# MARIANAS CABLEVISION

Second Floor, Nauru Building • P.O. Box 1298 Chalan Kanoa, Saipan MP 96950  
670/235-4MCM • 235-5365-7 • Fax - 235-0965

*Approved  
1/29/96*

January 24, 1996

TO: Herman Guerrero  
Chairman-Con Con  
c/o Alicia Guerrero

FROM: Barbara Hunt  
Marketing & Ad Sales Manager

REGARDING: Con Con Awareness Advertising  
Marketing Plan  
February 5th through March 1, 1996

We are pleased to submit the following proposal for Con Con awareness advertising. Marianas CableVision reaches 80% of the local TV market with the top local programming. Our Channel 7 nightly news is the most watched local program on island. In addition, channel 7 is the only local channel with daily Chamorro news and a weekly local talk show devoted to issues of interest to all locals. All these shows are excellent vehicles for presenting your information about the coming Con Con election.

#1  
KMCV 7 News, "live" at 6:00 p.m. airs  
monday through friday with "live"  
simulcast on Saipan's most popular  
radio station, Power 99. Plus 3 replays.

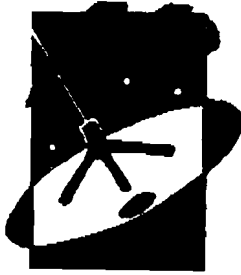
NEWS REPLAYS ARE CABLECAST IN ROTA

4:60 second commercials per newscast  
80 Commercials @ \$160 = \$12,800

#2  
KMCV 7 News "Week in Review"  
Each Week-End, Plus replays.  
4:60 second commercials per show.  
12 Commercials @ \$160 = \$ 1,920

#3  
KMCV 7 News "Asunto Siete"  
Chamorro News 5:45 p.m.  
Monday through friday plus 3 replays.  
1:60 second commercial per newscast  
20 Commercials @ 100 = \$ 2,000

*Rec'd 1/24/96*



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#4

KMCV 7 "I Tao Tao Ta", Fridays  
Chamorro Talk Show hosted by;  
Jess & Anisha Sonota, Francis  
Sablan, and Lydia Camacho.  
Every other week is the "live"  
call in format.

16 commercials @ \$80 = \$1,280

WITH THE REPLAYS THERE ARE A TOTAL OF 448 COMMERCIALS:

**SUMMARY:**

KMCV 7	\$18,000
Prime Time	none
Sub-total	\$18,000
Less 10% Discount	\$ 1,800
Net Proposal	\$16,200

Less 50% Discount on any additional prime time commercials requested. Each :60 second commercial will be \$40 each, and can be placed in popular prime time shows, CNN or ESPN

Should you have any questions, please feel free to call me personally. My direct phone number is 235-6371. We look forward presenting your con con material to the residents of the CNMI, and assisting your committee in way we can. To arrange appearances on the local talk shows, please contact Bob Star. He is our production Manager. His direct phone number is 235-6379

Sincerely,

*Barbara Hunt*